

Appeal No.: OPA-PA-25-002

**PURCHASING
AGENCY'S
EXHIBIT
LIST**

VOL. II

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5/15/15
4/3 ✓ Vince D.
75.002

7 **BEFORE THE OFFICE OF PUBLIC ACCOUNTABILITY**

8 IN THE APPEAL OF
9 **GLIMPSES OF GUAM, INC.,**
10 **Appellant.**

Appeal No. OPA-PA-25-002

11 **PURCHASING AGENCY'S
EXHIBIT LIST**

12 COMES NOW, Appellee, Guam Visitors Bureau ("GVB"), by and through its legal counsel,
13 and hereby submits its exhibit list in the above-captioned matter, as follows:

14 Exhibit	15 Description	16 Page No.
15 A	16 GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services.	GVB0001- GVB0047
17 B	18 Request/Approval to Proceed with Solicitation: timeline/ad info/determination	GVB0048- GVB0052
18 C	19 Published Ad in Guam Daily Post	GVB0053
19 D	20 Distribution List of Potential Offerors	GVB0054- GVB0055
20 E	21 Amendment No. 2 – Supersedes and replaces previous RFP to correct due date	GVB0115- GVB0157
21 F	22 GVB Response to Questions	GVB0158- GVB0183
22 G	23 Past Performance Questionnaires Received for Potential Offerors	GVB0199- GVB0236
23 H	24 Evaluations: Sign in Sheet/COI Disclosures/Evaluator Scores/Summary/Tally Sheet	GVB0239- GVB0282
24 I	25 Notice of Intent to award to RIMS – emailed to all participants at 9:14 a.m.	GVB0283- GVB0298
25 J	26 Negotiations (sing in log/summary/follow up letter to RIMS)	GVB0299- GVB0307
26 K	27 Negotiations (continued) – sign in log/summary/mailed communications	GVB0324- GVB0341

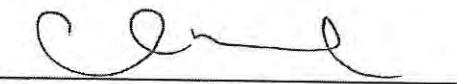
1	L	Notice of Procurement Protest received at 3:24 p.m. from Berman Law firm on behalf of Glimpses	GVB0342- GVB0355
2	M	Letter to RIMS re Notice to Stay in Procurement Due to Proest	GVB0356
3	N	Determination of Substantial Interest endorsed by AG; copy forwarded to OPA	GVB0365- GVB0392
4	O	Letter sent to Marcos Fong, Glimpses & Daniel Berman re Notice of Determination of Award Without Delay	GVB0393- GVB0655
5	P	RIMS Response to Price Proposal Adjustment requested by GVB	GVB0656- GVB0667
6	Q	Contract Signed by all parties	GVB0669- GVB0691
7	R	RIMS Submissions	GVB0697- GVB0786
8	S	Glimpses Submissions	GVB0787- GVB0877
9	T	OPA-PA-25-002 Notice of Receipt of Appeal and GVB Notice of Appeal letter to RIMS	GVB1188- GVB1201
10	U	GVB RFP No. 2025-002 Decision Denying Protest	GVB1202- GVB1206
11	V	GVB Board Meeting Minutes September 7, 2024, to March 31, 2025	GVB1207- GVB1261
12	W	GVB Industry Update December 23, 2024, to May 2, 2025	GVB1262- GVB1975

16 GVB reserves the right to supplement this list as necessary and to use any exhibits listed
17 by the Appellant. GVB further reserves the right to use the Procurement Record.

18 **RESPECTFULLY SUBMITTED THIS 16th day of May, 2025.**

20 **McDONALD LAW OFFICE, LLC**
21 Attorneys for Purchasing Agency
22 *Guam Visitors Bureau*

23 By:

24 
CHARLES H. MCDONALD II

BEFORE THE GUAM VISITORS BUREAU

IN THE PROTEST OF

GVB RFP NO. 2025-002

GLIMPSES OF GUAM, INC.

DECISION DENYING PROTEST

Protestant.

This is the Guam Visitors Bureau’s Decision Denying Glimpses of Guam Inc.’s Protest of Method, Solicitation and Award (“Glimpses Protest”). The facts and bases for GVB’s decision denying Glimpses’ Protest follow:

1. Guam faces significant challenges in its recovery from slack tourism sector performance after the Covid pandemic. At its Oct. 24, 2024 Board Meeting, Gov. Lourdes A. Leon Guerrero presented a report that showed Guam's tourism industry needed improvement and challenged GVB to work with industry to turn tourism around before it was too late. At its Nov. 7, 2024 Board Meeting, GVB forecasted FY2025 to attain to only 55.6% of pre-Covid arrivals.

2. Glimpses was awarded a contract by GVB for RFP 2021-003 for Project Support Services (the “PSS RFP”) on Nov. 29, 2023. The PSS RFP centered on the Bureau’s tourism focus during the Covid pandemic through education of residents on health and safety measures, providing information to source markets on Guam’s health and safety measures, and education of the general public on the benefits of tourism. The PSS Contract was terminated for convenience on December 26, 2024.

3. On December 27, 2024, GVB issued RFP 2025-002 for Integrated Communications, Advertising and Event Support Services (the “ICAESS RFP”). The ICAESS RFP was specifically intended to allow Guam to pivot from pandemic-era market conditions to adapt and evolve to meet the industry’s post-Covid challenges. Differing markedly with the PSS RFP, the ICAESS RFP’s focus is CHamoru culture, and centers on tourism development through events,

1 strategic brand positioning, involvement of local communities to build pride and ensure events
2 align, and digital marketing and storytelling to increase Guam's digital footprint and showcase
3 Guam's culture.

4 4. Beginning on Dec. 27, 2025, several prospective bidders for the ICAESS RFP requested
5 copies of the RFP. Glimpses obtained the ICAESS RFP packet on Jan. 3, 2025 and, accordingly,
6 had knowledge of its contents on that date.

7 5. Two amendments were made to the ICAESS RFP. The deadline for submission of
8 questions for clarification of the ICAESS RFP was Jan. 2, 2025. Only Ruder Integrated
9 Marketing Strategies ("RIMS") and Big Fish Creative, Inc. ("Big Fish") timely submitted
10 questions to GVB, which GVB answered. Galaide Group. LLC ("Galaide") submitted questions
11 after the end of the business day deadline which GVB did not answer. Glimpses submitted no
12 questions.

13 6. With the second amendment, bid submissions for the ICAESS RFP were made due Jan.
14 17, 2025. Responses of note; Big Fish and RIMS partnered and submitted their proposal as
15 coming from the Manhita Group, a formal partnership, formed to respond to the ICAESS RFP,
16 while Galaide and Glimpses submitted their own individual proposals as did the Greenlight Group
17 ("Greenlight").

18 7. Bids responding to the ICAESS RFP were opened on Jan. 17, 2025, with Galaide,
19 Glimpses, RIMS and Greenlight's submissions being evaluated by GVB's Director of Destination
20 Development, Director of Global Marketing, and Senior Destination Specialist. These evaluators
21 ranked the submissions and scored them as follows: First – Manhita, 271; Second – Galaide, 261;
22 Third – Glimpses, 220; Fourth – Greenlight, 215.

1 8. GVB notified all bidders of its intent to award the ICAESS contract to RIMS on Jan. 21,
2 2025.

3 9. On Jan. 27, 2025, Glimpses FOIA'd the ICAESS RFP procurement record and was given
4 access to it on Jan. 31, 2025.

5 10. On Feb. 4, 2025, Glimpses protested GVB's method, solicitation or award of the ICAESS
6 RFP stating the grounds that follow below.

7 11. A determination was made by GVB on Feb. 19, 2025, and on Feb. 20, 2025, the
8 designated Deputy Attorney General concurred that, award of the contract for the ICAESS RFP
9 without delay was necessary to protect the substantial interest of Guam.

10 12. GVB notified Glimpses on Feb. 24, 2025 that award of the contract for the ICAESS RFP
11 was necessary without delay to protect the substantial interest of Guam.

12 13. Glimpses failed to appeal GVB's determination of substantial interest in accordance with
13 5 GCA § 5425 (g).

14 14. GVB executed the ICAESS contract with RIMS on Mar. 4, 2025.

15 15. Glimpses' main complaint in its Protest is that RIMS/Manhita was a lesser qualified
16 bidder. Three evaluators analyzed bid submissions and found that RIMS' submission was
17 responsive and superior to Galaide's submission, which was ranked second, and superior to
18 Glimpses' submission as well. Driven by business necessity arising from industry conditions and
19 the Governor's imploring action to turn the industry around; these evaluators' scores took account
20 of the competing bidders' qualifications and experience, demonstrated capability and capacity to
21 respond, quality and responsiveness, plan of performance – approach and strategy and gave
22 objective evaluations. Glimpses' Protest failed to provide reasoning or evidence to suggest that
23 Glimpses' submission was superior to RIMS' submission.

1 the evaluators' scoring was deficient on any of the stated criteria. Comparison of submissions
2 shows that the RIMS/Manhita submission was to consist of the combined efforts of RIMS as the
3 lead agency, Big Fish, the creative strategist, and Skift, a global tourism strategy firm engaged by
4 RIMS and Big Fish to provide additional support. Manhita's presentation was visually appealing,
5 in-depth, comprehensive and responsive to GVB's solicitation. Manhita's submission more
6 favorably meets the intent behind the ICAESS RFP and GVB's needs. There is sufficient basis,
7 therefore, to decide that RIMS's submission was superior by 10 points to Galaide and 51 points to
8 Glimpses. Protest on this basis is denied.
9

10 16. Glimpses next Protest basis was that, despite the PSS contract being renewed in
11 Sep. 2024, and there being no indication of unsatisfactory work associated with that procurement,
12 the scoring was unfairly biased in favor of Manhita. Glimpses appears substantively to be
13 protesting a contract controversy involving the PSS RFP under 5 GCA § 5427 and not the
14 method, solicitation, or award of the ICAESS RFP under 5 GCA § 5425. Also, Glimpses'
15 reasoning fails to account for the intent for the ICAESS RFP, only relying on the design of the
16 PSS RFP, which is insufficient for GVB's and the tourism industry's present business reality.
17 Furthermore, each of the evaluators affirmed they had no conflicts regarding their participation in
18 the evaluation of the ICAESS RFP bid submissions. Based on the foregoing reasons, Glimpses
19 Protest this basis is denied.
20

21 17. Glimpses' next Protest basis was that it was asked to create a hypothetical scenario with
22 very little guidance on budget, expected performance outcomes, or relevant criteria for judgment.
23 All other bidders were allowed access to the solicitation packet as early as Dec. 27, 2024 and can
24 be charged with knowledge of the contents of the ICAESS RFP on that date. Glimpses obtained a
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4 copy of the solicitation packet on Jan. 3, 2025 and had actual knowledge what a responsive bid
5 would entail from that date. Its Feb. 4, 2025 protest on this specific point was untimely.
6 Nevertheless, it is clear that all bidders obtained information sufficient to complete and submit
7 their responses, with Manhita and Galaide having enough understanding of what was required for
8 bidders' submissions. As to Glimpses' contention that it had little guidance to create a
9 hypothetical scenario; to the extent that may be true—which can be doubted because Manhita and
10 Galaide had superior responses—it bears responsibility for failure to timely ask for clarification
11 regarding the requirements of the ICAESS RFP or to seek another accommodation so that it could
12 address any issues it perceived with the procurement. For the foregoing reasons, this basis of
13 Glimpses' Protest is denied.

14 18. GVB having decided against each basis of Glimpses Protest, denies the protest for the
15 reasons stated herein.

16 Dated this 21st day of March 2025 by:

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19 GERALD S. A. PEREZ
20 for DEPUTY GENERAL MANAGER
21 GUAM VISITORS BUREAU
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REGULAR BOARD OF DIRECTORS MEETING MINUTES

Tuesday, September 17, 2024, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting

<https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting>

I. CALL TO ORDER

Vice Chairman Cook called the Regular Board of Directors meeting to order at 1:34 p.m.

II. ROLL CALL

In-Person: Joaquin Cook, Jeff Jones, Milton Morinaga, Ken Yanagisawa, Robert Hofmann, Michelle Merfalen, Michael Sgro, Sonny Ada

Absent: Chairman George Chiu, Ho Eun

III. MINUTES OF THE PREVIOUS MEETING

Director Milton made a motion, seconded by Director Hofmann, to approve the previous Board of Directors meeting minutes dated August 22, 2024. Motion Approved.

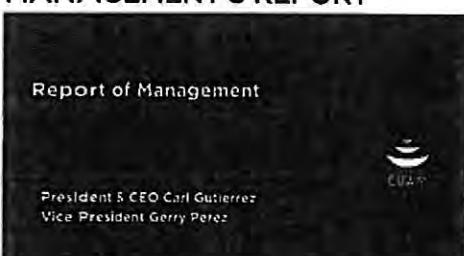
IV. ACTION BY THE BOARD

- No action was made by the Board.

V. CHAIRMAN'S REPORT

- Nothing to report.

VI. MANAGEMENT'S REPORT



July 2024					
Region	Arrivals	2019	2022	2023	% Chg 2023
US Mainlnd	10,241	10,841	10,368	10,441	+0.7%
25.1%	Japan	12,968	10,898	11,100	+2.0%
14.4%	UK/Ireland	8,029	6,121	8,726	+10.7%
1.9%	Philippines	1,482	1,481	1,481	+0.0%
0.0%	Others	8,862	1,266	1,027	-18.9%
0.0%	China	67	143	50	-80.6%
0.0%	Hong Kong	149	79	70	-13.3%



August 2024					
Region	Arrivals	2019	2022	2023	% Chg 2023
US Mainlnd	10,664	10,841	10,368	10,441	+0.7%
19.8%	Japan	13,958	15,710	16,495	+4.3%
14.0%	UK/Ireland	8,329	6,420	8,795	+16.7%
1.4%	Philippines	747	769	753	-2.1%
0.3%	Others	8,862	1,266	1,027	-18.9%
0.3%	China	69	143	54	-80.6%
0.0%	Hong Kong	239	83	65	-27.2%

Fiscal Year to Date 2024					
Region	Arrivals	2019	2022	2023	% Chg 2023
US Mainlnd	88,039	98,578	85,968	86,948	+1.1%
28.5%	Japan	102,254	76,204	90,371	+31.7%
18.0%	UK/Ireland	85,435	74,304	78,163	+5.2%
1.2%	Philippines	18,794	12,214	13,062	+6.5%
0.4%	Others	26,397	8,862	2,559	-53.8%
0.3%	China	9,479	1,027	4,224	+37.1%
0.0%	Hong Kong	3,027	65	70	+13.3%

October 2023 - August 20, 2024					
Region	Arrivals	2019	2022	2023	% Chg 2023
US Mainlnd	88,039	98,578	85,968	86,948	+1.1%
28.5%	Japan	102,254	76,204	90,371	+31.7%
18.0%	UK/Ireland	85,435	74,304	78,163	+5.2%
1.2%	Philippines	18,794	12,214	13,062	+6.5%
0.4%	Others	26,397	8,862	2,559	-53.8%
0.3%	China	9,479	1,027	4,224	+37.1%
0.0%	Hong Kong	3,027	65	70	+13.3%

NORTH AMERICA, PACIFIC & NEW MARKETS
INTER AMERICA 2024

- IMEX America 2024
- Las Vegas, Nevada
- October 8-11, 2024
- Largest US MICE Trade Show
- 180 Countries – 15,000 participants last year
- Dusit Guam and Leo Palace joining GVB, promoting MICE market

NORTH AMERICA, PACIFIC & NEW MARKETS
PATA TRAVEL MARKET 2024

- PATA Travel Mart, Bangkok, Thailand, August 23-25, 2024
- Opportunities & Trends
- 250 plus travel professionals attending in existing business as well as 200+ corporate incentive travel, DMCs and other tourism segments, airport marketing and other forms of support.
- Guam is in U.S. as a destination, including Guam in their U.S. travel category after GVB announced their newly developed packages to round out.

NORTH AMERICA, PACIFIC & NEW MARKETS
INTER ASIA + MICE SHOW ASIA + TRAVEL TECH ASIA

- ITB Asia + IMEX Show Asia + Travel Tech Asia Singapore
- October 23-26, 2024
- Asia's leading B2B trade show
- Colocated with Asia MICE and Travel Tech Shows
- Guam Product Update and emerging technologies

DESTINATION DEVELOPMENT

DESTINATION DEVELOPMENT

DESTINATION DEVELOPMENT

MEMBERSHIP

- Accepting enrollment for Fiscal Year 2025
- Dates to remember
 - Membership Election: January 7, 2025 (1st Tuesday after the 1st Monday of an odd year)
 - Constituting member qualified to vote: paid by October 8, 2024 (within 90 calendar days prior to election)

Questions & Discussion:

- Vice Chairman Cook inquired how JATA invites and is the tradeshow only consists of industry attendees at JATA? Vice President Perez replied to the value that JATA allows for a lot of social media content development which spreads across the country and that JATA has both trade and consumer days.
- Director Ada inquired what the MOU signing with H.I.S. entail, and Director of Global Marketing Nadine Leon Guerrero shared that the focus is cooperative marketing and to highlight the SDG's (Sustainable Development Goals) which the goal is to highlight Guam and the special interest groups which allows Guam to be promoted more for travelers to visit Guam.
- Vice Chairman Cook inquired if there is data on how many martial arts fighters or fans come to Guam other than the participants for events such as the Marianas Open. Vice President Perez said that two to three years ago during Covid there was a lot of talk of discussion on martial arts groups on Guam, but we have lost traction of that.



FY2024 Purchase Orders			
GVB Board of Directors approval for Purchase Orders over \$24,999 (12 GCA 5911).			
PO No.	Vendor	Amount	Description
P24407	JEIDA Guam	\$ 52,500.00	Pavement Repair Between Dusit Thani and Sandcastle
P24419	Triple J Motors	\$ 124,000.00	Two (2) 2WD Trucks

Purchase Orders for FY2024

Motion made by Director Hoffman, seconded by Director Ada to approve purchase order P24407 for the pavement repair between Dusit Thani Resort Guam and Sandcastle in the amount of \$52,500.00 to the lowest responsive bidder, JEIDA Guam. Motion Approved

- Purchase Order P24419, Purchase of Two (2) 2WD Trucks from the winning vendor, Triple J Motors is tabled until the next Regular Board of Directors meeting due to Director Jones abstaining from voting due to a conflict of interest, which made it a lack of quorum.



FY2025 Budget - Marketing			
	FY2024	FY2025	Chg.
Marketing	\$ 1,300,000	\$ 1,300,000	0.0%
Advertising	\$ 4,000,000	\$ 3,800,000	-5.0%
Marketing Initiatives Program	\$ 1,000,000	\$ 1,000,000	0.0%
Visitors	\$ 1,000,000	\$ 1,000,000	0.0%
Philippines	\$ 1,000,000	\$ 1,000,000	0.0%
Print Promos	\$ 1,000,000	\$ 1,000,000	0.0%
March/April	\$ 1,000,000	\$ 1,000,000	0.0%
Global Vehicles	\$ 1,000,000	\$ 1,000,000	0.0%
Social Media	\$ 1,000,000	\$ 1,000,000	0.0%
Pacific	\$ 1,000,000	\$ 1,000,000	0.0%
Fair Market Development	\$ 75,000	\$ 100,000	33.3%
Marketing Research	\$ 100,000	\$ 100,000	0.0%
	\$ 14,800,700	\$ 11,954,000	-11.7%



FY2025 Budget - Administration			
	FY2024	FY2025	Chg.
Payroll & Benefits	\$ 6,350,607	\$ 6,350,607	0.0%
Contractual Services	\$ 300,000	\$ 300,000	0.0%
Retirement COLA & Benefits	\$ 100,000	\$ 100,000	0.0%
Capital Assets & Equipment	\$ 100,000	\$ 100,000	0.0%
Supplies, Printing, & Others	\$ 100,700	\$ 100,700	0.0%
Information Technology	\$ 100,000	\$ 100,000	0.0%
Utilities	\$ 100,000	\$ 100,000	0.0%
	\$ 7,950,307	\$ 6,750,107	-16.0%



FY2025 Summary			
Tourist Attraction Fund			
	FY2024	FY2025	Increase
Marketing	\$ 14,800,700	\$ 11,954,000	-20%
Destination Development	\$ 6,000,979	\$ 4,787,441	-31%
Administration	\$ 7,950,307	\$ 6,750,107	-16%
Total	\$ 28,751,986	\$ 21,491,548	-25%

Questions & Discussion:

- Vice Chairman Cook inquired why an increase for the VSO and Tour Guide budget and if GVB is getting more VSO officers. Chief Financial Officer Rudd Gudmalin shared that the budget for the VSO is \$1.1 million and the \$800,000 is for the 24-hour hotline Concierge program service that GVB provides.
- Vice Chairman Cook inquired about the Marketing Research and asked if we will be starting up exit surveys again and getting data on what visitors appreciate. Vice President Perez shared that GVB is taking a different path and we are trying to get more information from our vendors and findings for example from the GVB Japan and Korea offices, which will help develop our destination and compete with other destinations.
- Director Ada inquired about the RFP's that are out for bid and President Gutierrez shared that we are trying to determine what to do by getting six architects and engineers to create a total of six master plans. GVB plans to work with the Governor's Office and GEDA for the plans and the identified locations: ponding basin, amphitheater, surrounding area of Ypao, the wall outside Hilton Guam Resort & Spa facing GVB, weather shelter outside JFK High School, how to cross Marine Corps Drive to the Kmart side and how to improve the transportation from Tumon to GPO and Micronesia Mall.

VII. REPORT OF THE BOARD COMMITTEES

- No committee reports were made

VIII. OLD BUSINESS

- None

IX. NEW CORPORATION BUSINESS

- Discussion on the conflict between tourism & military buildup
 - Director Ada mentioned he recalled inquiring if this could be brought up for discussion to which President Gutierrez agreed that the conflict between tourism & military buildup should be discussed at a later time.
- Management update on GVB budget submitted to the legislature
 - Vice Chairman Cook stated that the budget was previously talked about.
 - No further discussion needed.
- Discussion on Tourism Recovery Report
 - Vice Chairman Cook expressed that it is eye-opening, now it's time to see what the next step is and how GVB will be involved in the next phase moving forward. Vice President Perez shared there should be more people moving forward to take ownership and expansion on participation from the other government agencies and private sector to get more involved and GVB can be the headquarters to drive the strategic plan that the Governor adopted and that it is a strategic framework.
 - Director Jones inquired if the Tourism Recovery Report will be completed. Vice President Perez confirmed it will be completed and that he met with them last Friday and things need to be addressed with the BSP (Bureau of Statistics and Plans) and the Governor's office.
 - Vice President Perez informed that the report will be shared with the industry on the development, but this report will not be publicly disseminated.

- Vice Chairman Cook shared that it is our job to focus on what to prioritize and what makes sense for GVB to do.

X. EXECUTIVE SESSION

- None

XI. AGENDA ITEMS FOR THE NEXT MEETING

- Approval of the Purchase Order P24419 Two (2) 2WD Trucks
- Guam International Country Club (GICC)

XII. ANNOUNCEMENTS

Upcoming Board Meeting:

- October 24, 2024

XIII. ADJOURNMENT

Director Ada made a motion, seconded by Director Hofmann to adjourn the Board of Directors' regular board meeting at 2:37 p.m.
Meeting adjourned.

Jeffrey Jones, Secretary of the Board of Directors

Board Minutes respectfully submitted by Trixie Naholowaa-Torres, DD Admin. Asst.



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, October 24, 2024, at 1:30 p.m.

GBV Conference Room and Teleconference - GoToMeeting

<https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting>

AGENDA

I. CALL TO ORDER

- Chairman Chiu called the Board of Directors meeting to order at 1:36 p.m.

II. ROLL CALL

In-Person: Milton Morinaga, Sonny Ada, Ken Yanagisawa, Ho Eun, George Chiu, Micheal Sgro, Michelle Merfalen, Joaquin Cook, Robert Hofmann

Absent: Jeff Jones

III. MINUTES OF THE PREVIOUS MEETING

Director Hofmann made a motion, seconded by Director Ada, to approve the previous Board of Directors meeting minutes dated September 17, 2024. Motion approved.

IV. ACTION BY THE BOARD

- No action was made by the Board.

V. CHAIRMAN'S REPORT

- Nothing to report

VI. MANAGEMENT'S REPORT

- Vice President Perez presents a strategic overview of GVB's effort since the onset of COVID-19, highlighting the challenges and achievements
- Management's report can be found on GVB's website

Motion to approve purchase orders for FY2025

- Director Hofmann made a motion, seconded by Director Eun, to approve purchase of Two (2) 2WD Trucks (P24419) for \$102,990.00. Motion Approved
- Director Hofmann made a motion, seconded by Director Ada, to approve purchase of repairs at Latte Stone Park (P25019) for \$48,000.00. Motion Approved

VII. REPORT OF THE BOARD COMMITTEES

- A. Executive Committee
 - Nothing to report
- B. Administration & Governance
 - Nothing to report
- C. Destination Management / Visitor Safety & Satisfaction
 - Nothing to report
- D. Cultural Heritage & Community Outreach
 - Nothing to report
- E. Research
 - Nothing to report
- F. Sports & Events
 - Director Cook reported the meeting with Guam Basketball Federation and the upcoming FIBA championship game in February that'll be on Guam.
 - Director Cook requested to "hurry up" with the process on the Tottenham Hotspur and is aware it is with legal and has been in a back-and-forth process. He expressed they have been very accommodating with this matter. President Gutierrez explained the delay is due to not sticking to one agreement. Director Cook requested to take this matter offline, and President Gutierrez declined. Director Cook understands it moved from GVB to the Korean agency and that there was a request to move back to GVB. Vice President Perez indicated that the issue wasn't them willing to work the project out of Korea, but instead, a new entity was introduced that was not introduced prior to the start of the process. Legal Counsel Chuck explained there has been rounds of negotiation, and they are doing everything they can. During the last

discussion it was disclosed that there was a commission to be made and requested GVB to warrant, which then legal counsel asked for clarification on that matter. Director Cook expressed he is hearing two different stories and that his concern is to get it to them due to the season being eight games in. President Gutierrez expressed it needs to be within the law and will not be doing anything because of time limitation, due to the procurement law. Chairman Chiu agrees with President Gutierrez and assured him that they will not be doing anything. Director Cook understands we're working with them and wanted to make sure that it is happening and stated he is not asking GVB to do anything they shouldn't do. President Gutierrez expressed his understanding of it all and that Director Cook's expediting request process was because of the time running out. Director Cook expressed he doesn't want to hear a discount because of the missed season.

G. Japan

- Nothing to report

H. Korea

- Nothing to report

I. Taiwan

- Nothing to report

J. North America, Pacific, Philippines & New Markets

- Nothing to report

K. Membership

- Vice President Perez reported updates in the management report

VIII. OLD CORPORATION BUSINESS

- Updates on GVB Enabling Legislation & Bylaws
 - Pending Speaker to appoint the 11th Board of Director
- Discussion on the conflict between tourism & military buildup
- Discussion on the status of the Guam International Country Club (GICC) Golf Course; GVB's participation in the revitalization

IX. NEW CORPORATION BUSINESS

Tourism Recovery Plan

- Honorable Lou Leon Guerrero, Governor of Guam, notably attended the meeting and thanked Management and Board Directors for allowing her to attend and speak. Governor emphasized the urgent need to boost tourism and stressed the importance of tourism as the main economic driver for Guam and called for immediate action, starting tomorrow, to address declining market share in key markets like Japan and Korea. Governor Leon Guerrero appealed for a plan and a strategy to boost tourism under Chairman Chiu and President Gutierrez' leadership. She mentions the importance of cultural tourism and the need to rebrand and re-educate the market about Guam. The Governor discusses the high costs of hotels in Guam compared to other destinations and the need to focus on unique selling points. She proposed that she is willing to invest in incentives for airlines and discussed her meetings with Alaska Airlines and the importance of providing seat capacity to attract more visitors. Governor Leon Guerrero mentions the announcement of China Airlines starting flights to Guam and the potential for making these flights permanent. Governor then expressed she supported President Gutierrez for uplifting villages with the "village signs" and stated that the tourists enjoy taking photos with the many different village signs.
- Director Cook proposed a two-week timeframe, Governor Lou then agreed and settled on the two-week deadline for GVB Management. Chairman Chiu proposed the Guam Recovery Plan and would like GVB Board of Directors and Management's input with this idea to help boost our tourism. Governor announced for GVB Board Directors and Management to come back in two weeks and discuss on a plan, "Management should look at the report and then board to approve." Chairman Chiu expressed that GVB could potentially have a similar report that can be used and merged.
- Chairman Chiu thanked Governor Lou for attending the meeting and expressed that this is a message that the public, the businesses, GVB Board members, and GVB Staff and Management needed to hear. Chairman Chiu recalled an idea proposed by Governor Leon Guerrero for a recovery committee that should be formed with GVB Board Directors, Management, and Staff. He expressed having the opportunity now that Governor Lou came and emphasized the urgency so that we have a plan that is done by a committee of everybody in the industry and to find a way for the Board Directors and GVB Management team to work together. Chairman expressed President Gutierrez has done a fantastic job with the popular village signs around all the villages, fixing up the solar power lights in Tumon to ensure a safer environment for the people and the drivers, and maintenance and repair of Tumon infrastructure. Chairman expressed on GVB going above and beyond what their normal duties are and stating it's something we need to recognize that GVB has accomplished

- President Gutierrez thanked Governor Leon Guerrero and LT Governor Tenorio for leading the mission to go to Japan, Korea, and Taiwan to look at low-cost carriers for airlines and incentives we can propose
- A Tourism Recovery Team was formed
 - Tourism Recovery Team comprising GVB board members, industry representatives, and community stakeholders to develop and implement a comprehensive recovery plan
 - Governor Leon Guerrero suggest creating a recovery committee through an executive order to bypass legal constraints
 - Director Hofmann proposes using an executive order to create a recovery committee and involve the public and community members
 - Chairman Chiu and other board directors agree on the need for a recovery committee and the importance of transparency and collaboration
 - The board discussed the need for a situational report and short-term recovery plan to guide their actions.
 - The recovery committee is led by Director Cook and in the committee followed by Director Eun from Korea committee, Director Yanagisawa from Japan committee, Director Morinaga from Taiwan committee, and Youth Representative, Director Merfalen.

Director Ada made a motion, seconded by Director Eun, to approve the recovery committee team. Motion approved.

X. EXECUTIVE SESSION

- None

XI. ANNOUNCEMENTS

Upcoming Board Meetings:

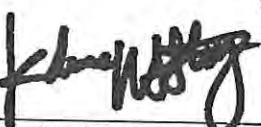
- November 7, 2024

XII. ADJOURNMENT

Director Ada made a motion, seconded by Director Merfalen to adjourn the Board of Directors meeting at 3:41 p.m. Meeting adjourned.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Kadence Wusstig, Assistant to the Executive
Assistant and Board Secretary

BOARD MEETING MINUTES
October 24, 2024

GVB1218



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, November 07, 2024, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting

<https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting>

AGENDA

I. CALL TO ORDER

- Chairman Chiu called the Regular Board of Directors meeting to order at 1:34p.m.

II. ROLL CALL

In-Person: George Chiu, Jeff Jones, Ho Eun, Sonny Ada, Milton Morinaga, Michael Sgro, Michelle Merfalen, William Nault, Robert Hofmann

Online: Joaquin Cook, Ken Yanagisawa

III. MINUTES OF THE PREVIOUS MEETING

Director Ada made a motion, seconded by Director Morinaga, to approve the previous Board of Directors meeting minutes dated October 24, 2024. Motion Approved.

IV. ACTION BY THE BOARD

- No action was made by the Board.

V. CHAIRMAN'S REPORT

- Chairman Chiu thanked the board for attending today's meeting and expressed the task from Governor Lou Leon Guerrero was to form a recovery committee to collaborate with management and submit a report for board discussion and approval. Chairman Chiu voiced his disappointment with the exchanges of emails and addressing things in the media. He expressed we are to be working together in a cooperative environment and spirit; therefore it is disappointing for him to see the opposite. He indicated our job is to promote tourism and expressed his disappointment with some of the comments that have been made in the media. Comments regarding that the businesses in the industry are undermining the efforts of the GVB management is disappointing. He then shared the urgent need for some hotels to shut down their dinner buffet, not because of lack of financial investment, but due to the of lack of tourists.

- Director Yanagisawa then made a comment regarding the newspaper ad that was released. He mentioned one of the pictures in the ad is the visitor's pathway to the PIC waterpark, stating it is the pathway toward the amphitheater. He then described that the amphitheater was damaged last year in Typhoon Mawar and is now closed to the public and a restricted area. He then mentioned that they are planning to spend \$1.7 million and plan to open in the month of June with PIC having a two-show availability. Director Yanagisawa shared his concerns with the picture of the Hilton Hotel. He was unsure how the picture was taken because that site was chosen since visitors are unable to view. He states it is true that there are materials and equipment outside, which is due to the past two years of renovation for Premier tower and after typhoon Mawar. They are storing there for the garbage collection to take place and expressed his disappointment towards the newspaper ad.
- President Gutierrez requested to make a comment on a question Director Yanagisawa inquired. President Gutierrez shared he was the one who sent the photo of the walkway to Director Yanagisawa, and him responding to President Gutierrez that he will send the water blaster there right away. President Gutierrez voiced that his family and the girls scout were the ones to walk the pathway leading to the waterpark. Director Ken expressed that was his initial reaction and confirmed with PIC operation that the pathway is not being utilized at that moment. President Gutierrez then communicated it was at the time being utilized when it was very slippery, and the picture was taken less than a month ago.
- Chairman Chiu then expressed his point of his address today is that a comment made by the press regarding that the businesses here are undermining the efforts of GVB, is misplaced, wrong, and erroneous. Chairman shared he personally has businesses in Director Eun's building that is dying and is making millions of dollars of investment. He expressed that he would consider an irresponsible comment to say that the businesses are undermining the efforts of GVB. He conveyed this exchange is not what he expects from the management of GVB, that's in charge of revitalizing tourism for Guam. He voiced that GVB Management and Board Directors should be collaborating and working together as a team and should not be airing our differences in the media. He expressed that Vice Chairman Cook has asked for meetings but has been constantly refused, and two weeks later nothing has happened. He voiced the matter of Guam getting back on its feet. Chairman Chiu is asking to find a way to get our tourism numbers back. He then describes that businesses are struggling to survive and taking drastic measures of shutting down some of the operations because of lack of tourists and guests.
- Chairman Chiu then asked Vice Chairman how many meetings he's had for the recovery committee. Vice chairman then came back and reported no meetings made yet.

- President Gutierrez expressed that when the Governor sat here two weeks ago, she handed him a plan that came from outside, generally written by Baldyga that has admitted to writing the plan and handed it to Chairman Chiu and Chairman then handed it to President Gutierrez. The Governor asked President to take and merge it with Management's plan and to come back today. President Gutierrez shared that Vice Chairman Cook wanted to call Management and businesses together to do the merging, which is why there was no meetings made that Vice Chairman Cook requested for daily. President Gutierrez voiced "you are not attacking Carl Gutierrez and Gerry Perez; you are attacking the entire GVB staff and professional management". President Gutierrez expressed as GVB board directors; they should be the ones telling Management what they want instead of taking somebody from the outside. He shared he listened to Baldyga on the Ray Gibson show saying he's gonna get 50 million and sharing the way they're gonna split it up. President Gutierrez conveyed the situation with Baldyga wanting his hands on the GVB funds to do what he did for the last 25 years and stated that it is not going to happen on Managements watch and expressed that it is going to go out to the community. President Gutierrez voiced the disappointment and irresponsibleness to the Chairman for handing him over somebody's outside work and telling the President to use that. Chairman then said he did not tell President Gutierrez to "use that". Chairman tried to order the Board of Directors meeting. President Gutierrez indicated that he is protecting the people's resources and shared the urgent need to clear out the place.
- Vice Chairman Cook responded regarding the report, stating that the report was authored by a group of tourism executives, businesses and representatives of the entire industry who have vast experiences and years of experience to contribute their ideas and expertise. He then expressed the recovery is going to be a community effort and must be a joint effort. Vice Chairman Cook's purpose in requesting for meetings was based on his understanding of what Governor Leon Guerrero wanted when she joined the meeting two weeks ago. He indicated that the plan was to get stakeholders together to offer a plan to move forward and to be the best plan and wasn't done to dethrone anyone. He then voiced when Management expressed, they wanted to work on their own, he allowed them to go and was waiting for the report that will be presented in the meeting today.
- Chairman Chiu voiced he takes offense to President Gutierrez's comments that they're attacking the Management of GVB. He shared his purpose to say, the task given by the Governor is to cooperate, work together, and for the recovery committee to be led by the Board Directors. The committee was tasked to work with the Management of GVB to come up with a recovery plan. President Gutierrez expressed that the recovery committee is to come about after Management merged the two. Chairman expressed "Maybe I misunderstood." Chairman Chiu shared that the differences should not be aired in the media and should be working cooperatively together to get Guam back on track.

VI. MANAGEMENT'S REPORT

- Vice President Perez reported on the Managements' Report
- Management's report can be found on GVB's website

Fiscal Year 2024					
October 2023 – September 30, 2024			Total: 753,356 (+0.2%)		
Month/Year	Arrivals	Revenue	2023	2024	% Chg. 2024
12.2% Hawaii	753,356	605,576	605,576	605,576	+0.2%
22.1% Guam	164,791	91,623	91,623	91,623	+0.2%
19.3% Micronesia	64,140	62,557	62,557	62,557	+0.2%
12.0% Philippines	49,755	12,996	12,996	12,996	+0.2%
8.4% Korea	35,545	3,979	3,979	3,979	+0.2%
6.4% Others	33,039	3,688	3,688	3,688	+0.2%
0.7% Hong Kong	4,234	908	908	908	+0.2%
<small>Source: GVB, Bureau of Economic Analysis, US Census Bureau</small>					

October 2024					
October 1-6, 2024			Total: 16,756 (+7.6%)		
Month/Year	Arrivals	Revenue	2023	2024	% Chg. 2024
6.0% Hawaii	16,756	10,606	10,606	10,606	+7.6%
3.6% Japan	7,641	3,261	3,261	3,261	+7.6%
1.6% Micronesia	1,694	1,000	1,000	1,000	+7.6%
1.0% Philippines	1,045	271	271	271	+7.6%
0.7% Korea	955	24	24	24	+7.6%
0.5% Others	72	441	441	441	+7.6%
<small>Source: GVB, Bureau of Economic Analysis, US Census Bureau</small>					

Calendar Year to Date 2024					
January – October 8, 2024			Total: 878,423 (+0.2%)		
Month/Year	Arrivals	Revenue	2023	2024	% Chg. 2024
16.9% Hawaii	878,423	219,029	219,029	219,029	+0.2%
16.9% Japan	154,468	98,006	98,006	98,006	+0.2%
10.8% Micronesia	79,887	53,558	53,558	53,558	+0.2%
6.7% Philippines	14,143	10,762	10,762	10,762	+0.2%
5.0% Korea	20,684	5,152	5,152	5,152	+0.2%
3.7% Others	3,059	1,275	1,275	1,275	+0.2%
<small>Source: GVB, Bureau of Economic Analysis, US Census Bureau</small>					



Situation

- Public tourism discussions and recovery strategy had been conflicting issues at both 30,000 feet and ground level
- Has created confusion and misreading of facts
- Briefing this afternoon will take you to where the rubber meets the road and provide information about which you may not be aware. Just the facts not ill-informed perceptions

Context

- Projected arrivals 60% pre-covid (900,000+ pax) based on outbound travel trend in Korea and Japan (FY 24 budget call in spring 2023)
- Actual arrivals 46.2% (753,316 pax)
- Tourist Attraction Fund 74% (\$33,346,720)
- Shortfall in arrivals impacted by Hawa, currency weakness (JAK), and heightened competition from cheaper regional destinations

Context (continued)

- GVB staff in contact with source markets to understand and address emerging factors of underperformance.
- Strategic and tactically driven remedies discussed at length within country marketing reps, travel wholesalers, retailers, and OTA's, airline executives.
- Details generally discussed in regularly scheduled GVB Marketing Committee meetings, attended by company representatives in the tourism industry, and participated in all matters discussed.

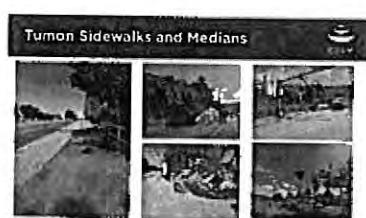
Context (continued)

- Tactically or strategically driven initiatives to generate demand, incentivize airift capacity, travel trade corps and alliances are thoroughly vetted, including budget allocations, timing, and digital channels of communication.
- Matters of consequence and urgency are shared at board meetings and adjustments to ongoing programs adjusted as necessary.
- Minutes all posted on GVB Corporate website, as well as the twice monthly industry updates, a comprehensive report on real time issues of interest or relevance

Product Integrity & Destination

- OD Can be covered in another briefing
- Guam brand identity A US American Community with a unique cultural heritage
- Collaborating with local business and other "touch points" in the value chain to deliver the visitor experience promised in our marketing message

DESTINATION



- Director of Global Marketing, Nadine Leon Guerrero and her team from Korea, Japan, and Taiwan market, summarize the recent, current and planned marketing activities.

Marketing Department

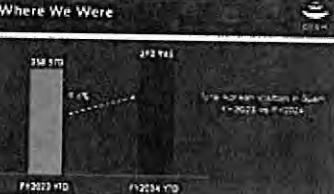
- Despite the pandemic the marketing committees continued to meet
- Committees for J and K active
- Greater China/Taiwan and NAPP Committees
- Outreach to the members, seeking input and sharing plans both locally and abroad

Air Service Development

- Incentives for airlines from GVB normal
- Difference is how/what is being paid
- Some incentives were paid
 - for the airline to fly
 - based upon load factor
 - based upon seats filled
- To focus resources to the airline/airline seats
- Airline payouts are just a small portion but seems to be covered in the news



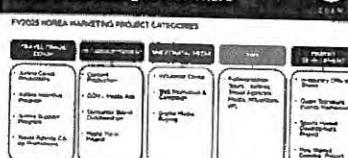
Where We Were



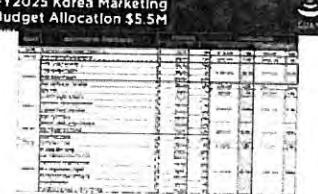
Where We're Going



How We're Going to Get There



FY2025 Korea Marketing Budget Allocation \$5.5M



GVB Korea's Airline Strategy

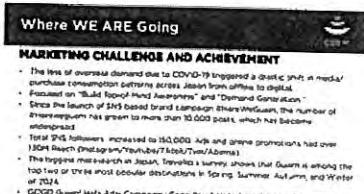
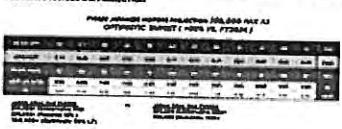
- 3-Prong Approach to Airlines
1. **Airline Capacity Promotion** \$4.3M: 30% of total marketing budget allocated to airline capacity promotion, focusing on Korean Airlines, Asiana, and Jeju Air.
 2. **Airline Incentive Program** \$285,000: 3% of total marketing budget allocated to airline incentive programs.
 3. **Airline Support Program** \$1,000,000: 18% of total marketing budget allocated to airline support programs.
- FY2025 KOREA AIRLINE PROJECTION (FY2024 vs. FY2025)
- | Category | 2024 | 2025 |
|---------------|---------|---------|
| Total | 372,741 | 400,000 |
| Domestic | 372,741 | 390,000 |
| International | 0 | 10,000 |



JAPAN - Where WE ARE



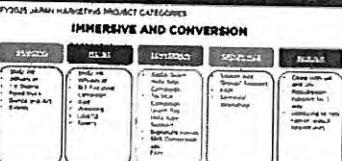
Where WE ARE Going



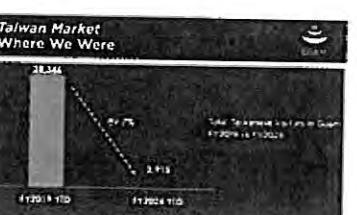
Where WE Are Going



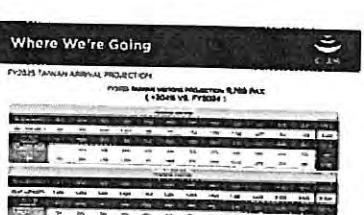
How WE ARE to Get There



TAIWAN



BOARD MEETING MINUTES
November 7, 2024





VII. REPORT OF THE BOARD COMMITTEES

- No committee reports were made

VIII. OLD CORPORATION BUSINESS

- Updates on GVB Enabling Legislation & Bylaws
- Discussion on the status of the Guam International Country Club (GICC) Golf Course; GVB's participation in the revitalization

IX. NEW CORPORATION BUSINESS

Discussion on the replacement of former legislative-appointed board director Mary Rhodes

- Chairman Chiu welcomed new board director William Nault as appointed by legislature in replacement of board director Mary Rhodes

Discussion and voting on The Tourism Recovery Plan presented by Management as directed by Governor Lou Leon Guerrero

- Chairman Chiu encouraged board directors to take home and review at next board meeting
- Chairman encouraged recovery committee to review report and give feedback to management

X. EXECUTIVE SESSION

- None

XI. AGENDA ITEMS FOR THE NEXT MEETING

- Discussion and approval on Tottenham Hotspur Football Club Resolution
- Discussion and nomination to elect 12th board director

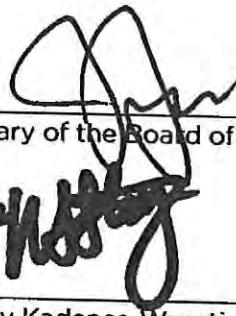
XII. ANNOUNCEMENTS

Upcoming Board Meetings:

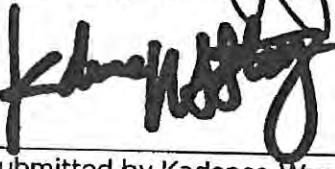
- November 21, 2024

XIII. ADJOURNMENT

Director Ada made a motion, seconded by Director Hofmann to adjourn the board meeting at 3:30p.m. Meeting adjourned.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Kadence Wusstig, Assistant to the Executive
Assistant and Board Secretary



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, December 05, 2024, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting

<https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting>

I. CALL TO ORDER

Chairman Chiu called the Regular Board of Directors meeting to order at 1:38 p.m.

II. ROLL CALL

In-Person: George Chiu, Joaquin Cook, Sonny Ada, Ho Eun, Michelle Merfalen, Jeff Jones, Ken Yanagisawa, William Nault, Milton Morinaga, Robert Hofmann

Online: Mike Sgro

III. MINUTES OF THE PREVIOUS MEETING

Director Ada made a motion, seconded by Director Nault, to approve the previous Board of Directors meeting minutes dated November 21, 2024, subject to minor changes. Motion Approved.

IV. ACTION BY THE BOARD

- No action was made

V. CHAIRMAN'S REPORT

- Chairman Chiu expressed his excitement with the meeting and wanted to thank GVB Management and Staff for working closely with the recovery committee that is led by Vice Chairman Cook, who will be presenting the recovery committee plan in the meeting today.
- Acting President & CEO, Gerry Perez, was excused from this Board Meeting on December 5, 2024.

VI. MANAGEMENT'S REPORT

- Approval of FY2025 Purchase Orders
 - No motion was made
- Nadine Leon Guerrero, Director of Global Marketing, presents the Management's report that can be found on GVB's website.

VII. REPORT OF THE BOARD COMMITTEES

- A. Executive Committee
- B. Administration & Government
- C. Destination Management / Visitor Safety & Satisfaction
- D. Cultural Heritage & Community Outreach
- E. Research
- F. Sports & Events
- G. Japan
 - Nothing to report
- H. Korea
 - Nothing to report
- I. Taiwan
 - Director of Global Marketing, Nadine Leon Guerrero, presents the announced flight services from Taiwan to Guam and expresses the excitement within the people and agencies.
- J. North America, Pacific, Philippines & New Markets
 - Nothing to report
- K. Membership
 - January 7 General Membership Election Meeting/discussion on election of new directors
 - Chairman Chiu announces a friendly reminder of the General Membership meeting on January 7.

VIII. OLD CORPORATION BUSINESS

- Discussion and appointment of Search Committee
 - The Search Committee was made for the position of President & CEO at GVB, consisting of one member from each of the represented groups at the table which would include Governor appointee, Legislature appointee, and Membership elected.
 - The group includes Director Ada from the Governor appointee, Director Eun from the Legislative appointee, and Director Yanagisawa from the Membership elected.

IX. NEW CORPORATION BUSINESS

- Possible election of the 12th Board Director
 - Unable to vote for 12th Board Director due to not having the 11th director present.
- Report on Recovery Documents from Chairman of the Recovery Committee and Possible Action
 - Chairman of the recovery committee, Vice Chairman Cook, presents the Guam Tourism Recovery Plan created by GVB Board, Management, Staff, and industry stakeholders.
 - Vice Chairman Cook reports, the Tourism recovery plan is a short-term tactical plan with the focus being on actions that can start immediately for impact in 2025.
 - An updated long-term strategic plan will be done by Management and the Board next year.
 - Vice Chairman Cook thanks Governor Lou Leon Guerrero, GVB Board Directors, GVB Management and Staff, those who participated in the recovery committee meetings, and industry leaders who all contributed to the plan.
 - Vice Chairman presents the next steps for the Tourism Recovery Plan
 - 1. Develop smart goals for Management to follow
 - 2. Engage a marketing advisor
 - 3. Hold working group sessions to seek additional input
 - 4. Most importantly - Identify funding sources
 - GVB Board Directors are very supportive and pleased with the initial report of the Tourism recovery plan and commend the Recovery Committee.
 - Director Cook and Chairman Chiu thanked GVB Management and Staff, Mark Baldyga, Jim Bigley and all industry stakeholders who all participated to make the plan.
 - Tourism Recovery Plan can be found on GVB's Website

- Question and Discussions:

- Director Ada inquired "The slide before showed engaged marketing advisor, what does that entail? Because each of the countries have our own advisors." Director of Global Marketing, Nadine Leon Guerrero responded, "In the past we actually had the strategist, unfortunately we cancelled that contract, so I would love to bring that back." Director Ada asked, "So it would be for Guam in all markets?" Ms. Leon Guerrero responded "yes". Director Ada asked, "How does that mesh with the agencies we have on our budget in Japan and Korea?" Nadine responded, "it was a separate budget" Director Ada asked, "How is that gonna work?". Nadine responded, "Generally speaking they'll come up with a plan and we all work together to figure out how to make that plan work, whether its in Guam or all the other campaigns in the past." Director Eun responded, "It is a matter of execution and strategist, but we probably want to have somebody that's a fresh eye on the suggestion of the idea."
- Board Directors discussed the idea of reducing money from Destination management improvement to move to airline incentives. This will act as an investment and assist in the need for more seat capacity in the Korea market.
- Vice Chairman Cook presents the new HOT Bond project that will be issued in 2025. The goal is to utilize funds for needed upgrades separate from the budget of the recovery plan.
 - Director Eun questioned if the three HOT bond projects are included in the \$60 million budget, Ms. Leon Guerrero and Vice Chairman Cook both responded it is not. Director Cook informed that the HOT bond is primarily focused on Tumon upgrades, whereas the \$14 million included in the budget, would be dedicated to improvements for sightseeing developments around the island.
- Director Eun requested to solidify details in the project before presenting. Director Cook expressed the plan has more details than shared and are included in the full recovery plan, though "There still needs to be more work done with timeline, actual cost, and execution dates.

X. EXECUTIVE SESSION

- Chairman Chiu recessed the regular board meeting at 2:55 p.m. for the Executive Session.
- Chairman Chiu called the regular board meeting back to order at 3:24 p.m.

Director Jones made a motion, seconded by Director Hofmann to ratify going into executive session. Motion Approved.

XI. OTHER BUSINESS

- As needed

XII. AGENDA ITEMS FOR THE NEXT MEETING

- Update on the continuation of the Recovery Committee plan
- Search Committee Report

XIII. ANNOUNCEMENTS

Upcoming Board Meetings:

- January 9, 2025

XIV. ADJOURNMENT

Director Jones made a motion, seconded by Director Nault to adjourn the board meeting to Tuesday, December 16, 2024, at 1:00 p.m. Motion Approved.



REGULAR BOARD OF DIRECTORS MEETING MINUTES PART II

Monday, December 09, 2024, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting

<https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting>

ROLL CALL

In-person: Ken Yanagisawa, Sonny Ada

Absent: Ho Eun

VIII. OLD CORPORATION BUSINESS

Search Committee:

- Continuation of the previous Board of Directors meeting, call to order at 1:00 p.m., to discuss matters related to the position of the President & CEO.
- Three directors have been appointed as Search Committee members, consisting of one member from each of the represented groups at the table. This includes Governor appointee, Legislature appointee, and Membership elected. Search Committee is co-chaired by Director Yanagisawa, Director Ada, and Director Eun.
- Acting President & CEO, Gerry Perez, explains and presents the open job announcement that was created and existing from 20 years ago. These elements are the same and relevant from when he was asked to apply for the position about 20 years ago. Director Ada raised an issue on whether there are any updated related to HR and legal issues. Mr. Perez states that there are no updates as the position serves as the complete pleasure of the board.
- Director Yanagisawa expressed the job description is well written but the areas he questions are under "Qualification and Requirement" and further explained that the target is to hire. Director Yanagisawa inquires on the section of the job announcement that indicates the need for a valid US passport and driver's license, and states "Is that the scope of the requirement and regulation?". Acting President & CEO Perez explains it was a requirement because the position required extensive travel at the time. Mr. Perez expresses "It's up to the board whether to make that requirement", due to the listing being aged.

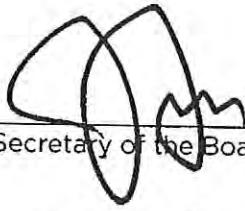
- Director Yanagisawa expresses he wants to widen the field regarding the hiring process, to make sure that person can come up with a strategy or develop and can connect every idea into one. Acting President Perez restated Director Yanagisawa's concern, they are looking for someone who is a good strategic thinker for the industry, someone who can marshal resources financially as well as the stakeholders.
- Director Yanagisawa rephrased the description towards the end of the posting stating the application being available at the GVB main office during office hours as well as online. Director Yanagisawa also wanted to ensure applicants were able to access the application through the website and that it was posted on social media. Acting President Perez stated "From what I understand, they can download the application, but a hard copy has to be sent in. It's not like federal government that you fill in electronically."
- Search Committee discussed the need to figure out ways to gain exposure of the application and what media source would be best fit to.
- Director Ada inquired if referrals were appropriate to make for the position, and further explained it may help limit the possibility of conflict. Acting President Perez expresses "everyone has an opportunity to share."
- Perez restates the three things needed to do that was requested in meeting made:
 - Restate the strategic reason for this
 - Come up with the mechanical process of applying and rather than taking that electronically
 - Share a list of media through which the announcement will be made

The Search Committee agreed the next step will be finalizing the job description.

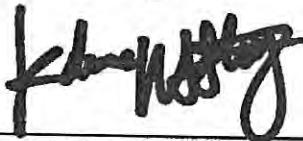
The board meeting has been adjourned at 1:50pm to resume on Monday December 16, at 1:00 pm

The board meeting on December 16, 2024, HAS BEEN CANCELLED BY CHAIRMAN OF THE BOARD

On December 23, 2024, Chairman Chiu announced the December 5, 2024, board meeting to adjourn.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Kadence Wusstig, Assistant to the Executive
Assistant and Board Secretary



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Monday, December 23, 2024, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting

<https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting>

I. CALL TO ORDER

Chairman Chiu called the Regular Board of Directors meeting to order at 1:42 p.m.

II. ROLL CALL

In-person: George Chiu, Jeff Jones, Ho Eun, William Nault, Ken Yanagisawa, Michelle Merfalen, Michael Sgro, Milton Morinaga

Absent: Robert Hofmann, Joaquin Cook, Sonny Ada

III. MINUTES OF THE PREVIOUS MEETING

Director Yanagisawa made a motion, seconded by Director Nault, to approve the previous Board of Directors meeting minutes dated December 05, 2024, subject to changes. Motion Approved.

IV. ACTION BY THE BOARD

- No action was made by the Board.

V. CHAIRMAN'S REPORT

Chairman Chiu thanked GVB Management and Staff for all their hard work and working with the board during 2024. The chairman also thanked GVB Management and employees for showing up to the tourism forum and working on the recovery plan with stakeholders. Chairman Chiu informed the board of the new chairwoman for GHRA, Sophia Chu, and sent her a congratulatory email stating that GVB looks forward to working closely with GHRA. Chairman Chiu announces the membership election to take place at Royal Rhiga on January 7, 2025, and encourages GVB members to attend.

VI. MANAGEMENT'S REPORT

- Approval of FY2025 Purchase Orders
 - No motion made

- Director of Global Marketing, Nadine Leon Guerrero, presents the Managements report that can be found on GVB's website

Report of Management

November 2024					EURO
November 1-10, 2024		Total: 20,455 (37.5%)			
% Market Share	Origin	2023	2024	2024	% of 2019
45.5%	India	9,000	8,500	8,300	41.2%
32.0%	China	6,500	6,200	5,800	30.5%
16.0%	EU (EU27)	3,800	3,500	3,200	16.7%
3.0%	Philippines	1,000	800	700	5.4%
0.7%	Malaysia	1,000	900	700	7.4%
0.5%	China	500	500	500	4.2%
0.2%	Hong Kong	100	200	300	30.0%

Korea: Air Service Development						
Confidential: 348,000		Planned		Actual		
Year	Target	Planned	Actual	Operation Day	Support Function per Target	Planned/Actual Total Support
1991 Q1	348,000	Only	Only	Dec 14 (Year 2) 2000	8,100	8,100/348,000 23%
1991 Q2	348,000	Only	Only	Mar 24 (Year 2) 2000	8,100	8,100/348,000 23%
Reported PSSR Budget						8,100/348,000 23%

KOREA: Exchange Rate

- Continue to monitor exchange rate
- Added value good timing with free early check (Jin and Jeon)

1,450.40 South Korean won

Jan 1 Feb 1 Mar 1 Apr 1 May 1 Jun 1 Jul 1

1,450.40 South Korean won

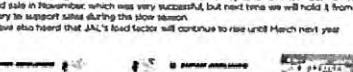
- Chairman Chiu noticed the budget for Korea was 5 million. He asked Ms. Leon Guerrero if more money was needed. The Governor committed 8 million while she was in Korea. Ms. Leon Guerrero mentioned only 5 million have been identified. Chairman Chiu expressed to the board that they make it a point to work with the administration to find an additional 3 million. The chairman expressed the need for more seat capacity for Korea as well.

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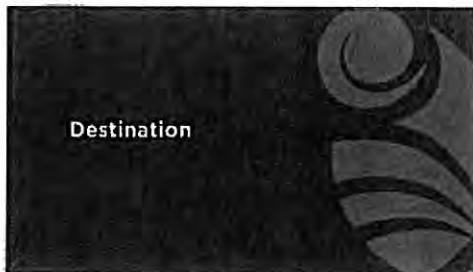
JAPAN: JAL COOP

GVIS is also providing sales support for JAL in the same way as for UA. In FY25, we held a time-limited sale in November which was very successful, but next time we will hold it from mid-January to support sales during the slow season.

We have also heard that JAL's load factor will continue to rise until March next year.



- United Air tickets now on sale
- Ticket sales began Dec 13
- Sharing information with medical community



Destination Development

Destination Development



• PWD Board of Directors Election
• Sunday, January 7, 2018, 9 a.m. - 11 a.m.
• Eligible voters 18 and older to vote (for Year 14) made to name
a successor candidate.

VII. REPORT OF THE BOARD COMMITTEES

- No committee reports were made.

VIII. OLD CORPORATION BUSINESS

- Report and discussion of Search Committee and possible action
 - Chairman Chiu thanked the Search Committee and expressed the need to move GVB forward. The chairman requested to get the job announcement out as soon as possible.
 - Chairman Chiu also expressed the need to find a permanent President & CEO for GVB to lead this organization with the board here to provide guidance and support.
 - Report and update on Recovery Documents from Chairman of the Recovery Committee
 - Chairman Chiu wanted to give credit to GVB Management and Staff for putting the plan together, as well as Chairman of the

recovery committee, Vice Chairman Cook expressed his excellent work with his presentation.

- The Tourism Recovery Plan can be found on GVB's website.
- **Director Yanagisawa made a motion, seconded by Director Nault, to approve the current proposed recovery plan, subject to further changes. Motion approved**

Questions & Discussion:

- Director Yanagisawa expressed the need for a Japan Guam travel council that should be reinstated. Director of Global Marketing, Nadine Leon Guerrero informed that during the pandemic, the JGTC decided to disband and ultimately "One Guam" was created. Ms. Leon Guerrero described having the essence of JGTC in a different format and due to the lack of participation in the Japan Guam Tourism Council, "One Guam" was created to help stay cohesive and share Guam's information. Chairman Chiu expressed the need to revisit the idea and find a way to get the message out to all marketing committees.
- Board Directors discuss the need for better maintenance within the parks, restrooms, and tourist attraction areas around the island.
- Director Sgro shared the limited facilities to host sports tourism, educational tourism, and events. He expresses the abundance of opportunities due to Guam's weather and location, additionally, Director Sgro shared the possibilities to reintroduce different sports packages and flight incentives.

IX. EXECUTIVE SESSION

- None

X. OTHER BUSINESS

- None

XI. AGENDA ITEMS FOR THE NEXT MEETING

XII. ANNOUNCEMENTS

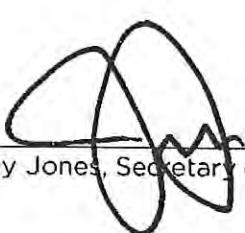
Upcoming Board Meetings:

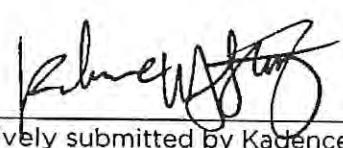
- January 9, 2025

XIII. ADJOURNMENT

Director Jones made a motion, seconded by Director Sgro to adjourn the board meeting at 2:42 p.m. Meeting Adjourned.

Jeffrey Jones, Secretary of the Board of Directors




Board Minutes respectfully submitted by Katience Wusstig, Assistant to the Executive
Assistant and Board Secretary



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Monday, January 13, 2025, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting

<https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting>

I. CALL TO ORDER

- Chairman Chiu called the meeting to order at 1:31 p.m.

II. ROLL CALL

In-Person: George Chiu, Kin Cook, Milton Morinaga, Jeff Jones, Ho Eun, Robert Hofmann, Mike Sgro, Michelle Merfalen, Ken Yanagisawa, Bill Nault

Online: Sonny Ada

III. MINUTES OF THE PREVIOUS MEETING

Director Jones made a motion, seconded by Director Yanagisawa, to approve the previous Board of Directors Meeting minutes dated December 23, 2024. Motion approved.

IV. ACTION BY THE BOARD

- none

V. CHAIRMAN'S REPORT

- Congratulated those who have been reelected to the board on January 7th.
- Chairman Chiu thanked the membership for their vote of confidence in the four reelected directors: Directors Yanagisawa, Jones, Cook, and himself.
- As a membership organization, Chairman Chiu expressed his desire for a renewed focus on membership in 2025.
 - GVB exists to work for the community and its membership, but it has lost sight of this over the last couple of years.
 - Called on Director Merfalen to conduct simple monkey surveys in 2025.
 - Ask members what areas they would like to see GVB tackle and what areas GVB succeeded in.
 - Inquire to get more input from members.
- The renewed focus is on marketing and various GVB committees. These committees do not have to be headed by a board member but could be headed by any GVB member or management within GVB.
 - He wants to expand the committees to include more people besides GVB employees or board members. He would like to reach out to members and encourage them to actively participate in the committees to get broader input and feedback.

- Comments or recommendations can be relayed to the board members by the committee chairperson or one of the members of management.
- Chairman Chiu looks forward to seeing these changes incorporated as a membership corporation in 2025.

VI. MANAGEMENT'S REPORT

- Acting President Perez presented the management's report, which can be found on the GVB website.
- Chairman Chiu inquired about the numbers in the Korea Airline turnaround support program.
 - Our target is 55K seats per month
 - We are at 490K seats; we are still short 22K seats
 - Calculating from February 2025, we are short four flights
 - We are still short 750K of pre-COVID, assuming an 80% load factor
 - Find the seats; people will come. 20 thousand more seats will give Guam an economic impact benefit of \$240M from Korea.
 - Need to find more money.

Chairman Chiu made a motion, seconded by Director Jones, to approve Purchase Order number P25131 to update nine (9) water valves and meters to comply with GWA specifications for \$43 240.00. Motion approved.

- RFQ was completed; GVB received three responses.
- Plumbing Pros was the lowest and most responsible bidder.

Airline Incentives

- \$4.9M is available for airline incentives.
- We found \$5M

Guam Marianas Open - Jiu-Jitsu

- Guam Marianas Open originally asked for \$1.5M
- The Marianas Open Jiu-Jitsu event is a request of the governor's support for the Bureau to contribute \$500K of the 4.9M to Guam Marianas Open for Jiu-Jitsu tournaments, a series of jiu-jitsu events.

VII. REPORT OF THE BOARD COMMITTEES

- A. Executive Committee
 - Nothing to report
- B. Administration & Government
 - Nothing to report
- C. Destination Management / Visitor Safety & Satisfaction
 - Nothing to report
- D. Cultural Heritage & Community Outreach
 - Nothing to report
- E. Research

- Nothing to report
- F. Sports & Events
- Nothing to report
- G. Japan
- Director Yanagisawa reported that the GoGo Guam Pay / GoGo Guam Bonus launched and is in effect.
 - A mobile app that travelers download allows them to book travel within a specific timeframe. The travel agent provides a scannable coupon so travelers can load their bonus points onto the app.
 - Once in Guam, they can use their points at participating stores.
 - Most members participate in Japan committee meetings online once a month. Not many show up in person.
- H. Korea
- GVB has \$9M for the Korea market
 - Governor LG promised \$8M on top of \$5M
 - \$5M has \$1.7M for airline subsidy
 - Korea's budget is \$5.5M
 - \$1M was set aside for turnaround support. \$4M was added to make it \$5M for airline subsidy, separate from marketing dollars.
 - \$4.5 is for marketing and other activities.
- I. Taiwan
- Director Morinaga reported that more committee members show up online than in person at the monthly meetings. Due to more online attendance, the team has sent monthly reports to committee members.
- J. North America, Pacific, Philippines & New Markets
- Nothing to report
- K. Membership
- Chairman Chiu looks forward to ideas that Director Merfalen may have to get membership more involved with GVB.

VIII. OLD CORPORATION BUSINESS

- Due to Director Cook's absence, a report on the Recovery Committee was unavailable.

IX. EXECUTIVE SESSION

- There was no need for an executive session.

X. OTHER BUSINESS

President & CEO position

- The deadline to submit applications for President & CEO is January 15.

Chairman Chiu made a motion, seconded by Director Sgro, to authorize the search committee to review applications and conduct interviews for the President and CEO position. The Motion was Approved.

Chairman Chiu made a motion, seconded by Eun, to authorize management to develop a Request for Proposal (RFP) and engage an executive search firm to assist the bureau in identifying a qualified candidate for the position of President & CEO.

Recovery Committee

- Chairman Chiu shared that he received positive feedback from the GVB membership, who are pleased with the Recovery Committee's work, especially with GVB Management and employees, for their hard work, feedback, and participation in the Recovery Committee and the board. Nadine Leon Guerrero and Lisa Bordallo's names were highly mentioned and commended by GVB members for their participation.

Committee Chair

- Chairman Chiu emphasized that anyone from GVB who is on a committee and would like to chair a committee should come to him. They are looking for someone who wants to work on the committee.

Open Government Law

Chairman Chiu reminded board directors of the following:

- Decisions regarding the use of public funds are subject to open government law.
- There should be no deliberating or discussions on anything that will be brought up at the board's table for their decision-making.
- Chairman Chiu emphasized that decisions should not be made on the committee level and that the board must make informed decisions.

Request for Proposals

- Event planning, staycations, and brand messaging are out.

Legislature Appointees

- The legislature will appoint two individuals to sit on GVB's board, plus an alternate.
- Senator Jesse Lujan, who attended the board meeting, said that when he spoke with the Speaker, he was informed that he would take his time to decide on appointees.

XI. ADJOURNMENT

At 2:53 p.m., Chairman Chiu moved to recess the board meeting until January 24th.

CONTINUATION of the REGULAR BOARD OF DIRECTORS MEETING MINUTES
Friday, January 24, 2025, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting
<https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting>

I. CALL TO ORDER

- Chairman Chiu called the board of directors meeting to order at 1:33 p.m.

II. ROLL CALL

In-Person: George Chiu, Kin Cook, Jeff Jones, Ho Eun, Mike Sgro, Michelle Merfalen, Ken Yanagisawa, Bill Nault

Online: Sonny Ada, Robert Hofmann

Absent: Milton Morinaga

III. CHAIRMAN'S REPORT

Chairman Chiu reported:

- He would like to focus on the Recovery Committee.
- Would like to see where we are in terms of increasing the number of tourists in Guam; this should be the primary focus moving forward.
- We would like to begin equating events and finding a way to measure their impact to quantify Guam's economic benefit.
- Commended GVB Management and staff working with the Recovery Committee for their hard work, ethics, and willingness to work with the stakeholders in the industry.

Electronic Surveys

- Customs electronic surveys began on February 4th.
- There is wi-fi in Customs dedicated to EDF.

Recovery Committee / Airline Incentives

KOREA

- Trying to get to 55K seats; the incentive only gets us an additional 68K seats for 11 months.
- We are 200K seats short; that's \$200M of economic impact
 - The big issue is the Korean won
 - A 20% increase in fuel in December 2024 is a significant weight on carriers. Korean won must be converted to USD to purchase fuel.
- The GVB team analyzed the forecast for the year, and it is not close to what the board has in mind.
 - GVB Korea proposed 50K as of April 2024.
 - We are short 12K seats a month.
- Jin Air is in operation, and its contract has been signed. It is on track to come to Guam.

- Korean Air – one triple seven three times a week; Jay with GVB Korea is working to engage with Korean Air.
- Chairman Chiu focuses on Korea; about 80% of seats will be filled if flights come to Guam.
- With the incentive program, once they begin flying, GVB supports them.
 - Three different programs: Fly (additional flights), Co-op support, and load factor.
- Director Eun reported that Jeju is reestablishing its maintenance baseline (3-4 months until it resumes service), Korean Airlines is in the process of rebranding, and Jay from GVB Korea will provide intel later.
 - We can expect some increase once Jeju returns to normal operations and Korean Air finalizes the attraction.
- Management will return to the board with a realistic target number of seats.
- Korea is down 50% from pre-covid.
- 409K seats at 80% load factor is what we can expect out of Korea; 347K tourists
 - We had 392K last year.
 - At 80% load factor, we have 70 K fewer than in 2024 and will continue to be down in the upcoming year.
- We are down 1.7% from 2.7% market share.
- Need to set a higher target on arrivals.

JAPAN

- We have the flights but not the people.
- Management met with the industry on January 30th. We discussed the idea of "One Guam" as a vehicle to attract more visitors to Guam.
- A recovery plan has some necessary advantages.
 - JMC discussed the need for an events calendar so people can feel that something is happening in Guam.
 - Requesting the Destination Management team to organize enhanced events/ festivals to attract tourists.

GoGo Pay and Guam Bonus Campaign

- The exchange rate has been severe.
- With a focus on summer, Japan is transitioning from imaging to conversion programs.
 - JGTA requests that GVB extend the GoGo Pay and Guam Bonus Campaign. Agents and consumers alike are happy with the campaign. Consumers are requesting it. These campaigns have been helpful in the conversion. It provides about 3K points, about \$30 per traveler, which can be used for food, purchases, attractions, and activities from participating partners.

Airlines & Inbound flights

- T-way is scheduled to fly in July.
- United brings Guam a mix of people: Military, locals, and tourists. 180 seats. Depending on the booking of returning locals and military the remaining seats, there becomes a limitation to the allocation. Most passengers on T-way will be mostly traveling visitors.
- Over 503K seats in Guam
- The goal is 350K seats for Japan.

- The highest annual outbound travel was 18M, which is now 13M. Our market share, at 3%, gives us 400K people.

Chairman Chiu made the following observation:

Korea needs more planes, there are no flights, Japan has no bodies to fill their seats, and China has an excess of grounded aircraft; they are using their railroad systems.

- He has been asking the Governor to sign Annex 6 because there is a flight between the US and China.
- Guam and Saipan used to be exempt from the flight limitations between the US and China. However, they are no longer exempt, and no one from China to the US will give up their seats to fly to Guam or Saipan.
- The US began a visa waiver program for travelers seeking to enter the US for business or tourism. If Guam is exempt and we give China incentives, we can visit China.
 - If Guam could develop a market for low-cost travel to China with a Chinese carrier, we could boost tourism from China to Guam. About 10 million people have US visas.

Chinese New Year – January 29

- Korea is on a break from January 28-30.

MILITARY RATES – HOTEL OCCUPANCY

- Director Eun asked if we could collaborate with the Guam Chamber of Congress and GHRA to reevaluate the military rate on the Hotel Occupancy.

IV. OTHER BUSINESS

Selection Committee

- Chairman Chiu thanked Directors Ada, Yanagisawa, and Eun for reviewing the applications for the President and CEO positions.
- Multiple unknown sources leaked a list containing the applicants' names. The chairman expressed concern and reminded board directors and staff that we must be cognizant of confidential matters.
- Director Ada mentioned that the selection committee was ready to provide a recommendation and to report to the board by following proper protocol.
- The committee completed reviewing applicants, developed a matrix, ranked their order based on the metrics, and short-listed those who would be interviewed. This process was handled only by the Selection Committee, and no other board directors or GVB staff were involved.
 - 13 applicants, 1 dropped out
 - Interviews were completed with the top three highest-ranking candidates.

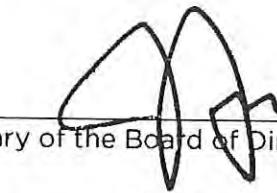
Based on their reviews and interviews:

 - (1) Regine Bisco-Lee (President)
 - (2) Recommended/suggested EJ Calvo (Deputy GM); unsure of requirements; further discussion is required.
- Legal counsel will review information from the Selection Committee. After reviewing the documents, he will present them to the board for their review in the Executive Session and make a final vote in the public meeting.

V. ADJOURNMENT

At 3:20 p.m., Chairman Chiu moved to recess the board meeting until Friday, January 29th at 1:30 p.m.

Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Valerie Sablan, Executive Assistant



SPECIAL BOARD OF DIRECTORS MEETING

Thursday, February 06, 2025, at 1:30 p.m.

GVB Conference Room and Teleconference – GoToMeeting

<https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting>

I. CALL TO ORDER

- Chairman Chiu called the Special Board of Directors meeting to order at 1:35 pm.

II. ROLL CALL

Present: George Chiu, Joaquin Cook, Jeff Jones, Michelle Merfalen, Michael Sgro, Ken Yanagisawa, Bill Nault, Milton Morinaga

III. EXECUTIVE SESSION

- Discuss potential litigation

IV. RECESS

- Chairman Chiu recessed the meeting at 3:30 p.m. The Special Board meeting continued on February 19, 2025, at 1:30 p.m.

SPECIAL BOARD OF DIRECTORS MEETING
Wednesday, February 19, 2025, at 1:30 p.m.

I. CALL TO ORDER

- Chairman Chiu called the continuation of the Special Board of Directors meeting to order at 1:36 pm.

II. ROLL CALL

Present: George Chiu, Jeff Jones, Ho Eun, Milton Morinaga, Robert Hofmann, Michelle Merfalen, Michael Sgro, Ken Yanagisawa, Bill Nault

Online: Joaquin Cook, Sonny Ada

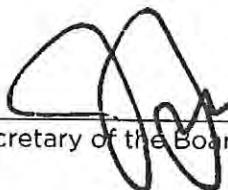
- Chairman Chiu resumed the Executive Session at 1:38 p.m.
- The Board exited the Executive Session at 2:20 p.m.

V. NEW BUSINESS

- The resolution to hire a general manager as advertised, did not take place.

VI. ADJOURNMENT

Director Jones made a motion, seconded by Director Eun to adjourn the Special Board of Directors meeting at 2:20 p.m. Motion Approved.


Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Valerie Sablan, Executive Assistant



SPECIAL BOARD OF DIRECTORS MEETING

Thursday, February 06, 2025, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting

<https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting>

I. CALL TO ORDER

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II. ROLL CALL

Present: George Chiu, Joaquin Cook, Jeff Jones, Michelle Merfalen, Michael Sgro, Ken Yanagisawa, Bill Nault, Milton Morinaga

III. EXECUTIVE SESSION

- Discuss potential litigation

IV. RECESS

- Chairman Chiu recessed the meeting at 3:30 p.m. The Special Board meeting continued on February 19, 2025, at 1:30 p.m.

SPECIAL BOARD OF DIRECTORS MEETING
Wednesday, February 19, 2025, at 1:30 p.m.

I. CALL TO ORDER

- Chairman Chiu called the continuation of the Special Board of Directors meeting to order at 1:36 pm.

II. ROLL CALL

Present: George Chiu, Jeff Jones, Ho Eun, Milton Morinaga, Robert Hofmann, Michelle Merfalen, Michael Sgro, Ken Yanagisawa, Bill Nault

Online: Joaquin Cook, Sonny Ada

- Chairman Chiu resumed the Executive Session at 1:38 p.m.
- The Board exited the Executive Session at 2:20 p.m.

V. NEW BUSINESS

- The resolution to hire a general manager as advertised, did not take place.

VI. ADJOURNMENT

Director Jones made a motion, seconded by Director Eun to adjourn the Special Board of Directors meeting at 2:20 p.m. Motion Approved.

Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Valerie Sablan, Executive Assistant



GVB BOARD OF DIRECTORS MEETING MINUTES

Thursday, February 27, 2025, at 1:30 p.m.

GVB Conference Room and Teleconference - Zoom

<https://us02web.zoom.us/j/89090779984?pwd=aeGojojPvOMoNDxc4fVCdfQluBHngK.1>

Meeting ID: 890 9077 9984

Passcode: visitguam

I. CALL TO ORDER

- Chairman Chiu called the continuation of the Board of Directors meeting from January 24, 2025, to order at 1:30 p.m.

II. ROLL CALL

In Person: George Chiu, Kin Cook, Robert Hofmann, Bill Nault, Milton Morinaga, Michelle Merfalen, Mike Sgro, Ken Yanagisawa

Online: Jeff Jones, Sonny Ada,

Absent: Ho Eun

III. MINUTES OF THE PREVIOUS MEETING

Approval of the previous meeting minutes for January 13 and 24, 2025, was moved to be approved at the next board meeting.

IV. ACTION BY THE BOARD

The Selection Committee for GVB's President and CEO had recommended Régine Biscoe Lee for the position based on a \$146,400.00 per annum salary. Board Directors expressed satisfaction with the recommendation.

Director Cook made a motion, seconded by Director Hofmann, to approve the selection and hiring of Régine Biscoe Lee as President & CEO of the Guam Visitors Bureau, based on a salary of \$146,400.00 per annum; the start date for Régine Biscoe Lee shall be March 11, 2025, subject to the candidate's acceptance of the offer. Motion Approved.

Director Ada inquired about a formal announcement and a backup plan if the candidate declines. The chairman explained that an emergency meeting can be called within five days if needed, and there was already approval for preparing an RFP for a search committee as a backup option.

Director Yanagisawa made a motion, seconded by Director Cook, to adjourn the continuation of the January 24, 2025, Board of Directors meeting. The February 27, 2025, Regular Board

of Directors meeting was called to order at 1:35 p.m., with ten directors present. Motion Approved.

V. CHAIRMAN'S REPORT

Chairman Chiu acknowledged Senator Jesse Lujan and Senator Shelly Calvo's presence at the board meeting. Senator Lujan shared that legislative appointments to the GVB board will not happen soon.

VI. MANAGEMENT'S REPORT

- Report presented by Acting President & CEO, Nadine Leon Guerrero.
- Management's report is posted on the GVB website.

VII. REPORT OF THE BOARD COMMITTEES

A. Executive Committee

- Nothing to report.

B. Administration & Government

1. GVB RFP 2025-001 Visitor Exit Surveys

Director Hofmann made a motion, seconded by Director Sgro, to approve and authorize the General Manager as Chief Procurement Officer to contract with Market Research & Development, as the sole responsive and responsible offeror meeting all procurement requirements for VISITOR EXIT SURVEYS. Motion Approved.

2. GVB RFP 2025-003 Tourism Economic Impact Studies

Director Hofmann made a motion, seconded by Director Sgro, to approve and authorize the General Manager as Chief Procurement Officer to contract with the highest-ranked offeror, Tourism Economic Impact Studies. Motion Approved.

3. GVB PRF 2025-004 Destination Marketing Services in the Philippines

Director Hofmann made a motion, seconded by Director Cook, to approve and authorize the General Manager as Chief Procurement Officer to enter a contract with the highest-rated offeror for Destination Marketing Services in the Philippines. Motion Approved.

C. Destination Management / Visitor Safety & Satisfaction

- Mayor Hofmann reported that he and the team conducted a comprehensive site visit around the island, including assessments of parks, beaches, overlooks, and various sites of interest. Following these visits, they developed a conditions survey intended for distribution to mayors and Parks & Recreation staff.

- The survey is designed to collect essential data, providing a snapshot of key connectivity features, the number of toilets, parking availability, and other relevant information about the sites. This data will assist in planning, maintenance, and future development efforts for the island's recreational and public spaces.
- The team aims to gather completed surveys from local officials to inform ongoing and future projects.
- The report is to be submitted by March 7, 2025.

D. Cultural Heritage & Community Outreach

- Mayor Hofmann reported that it is Chamorro Month.
- Humåtak Mayor hosted a CHamoru Heritage Gathering, which is noted as a significant and rare celebration involving the Government of Guam.
- It was emphasized that this event should receive greater attention and support to ensure its success and honor our Chamoru heritage and culture. He encouraged everyone to participate in the event.

E. Research

- Nothing to report

F. Sports & Events

4. **Dragon Boat Festival 2025 Sponsorship**

Director Hofmann made a motion, seconded by Director Sgro, to approve the sponsorship of the Dragon Boat Festival 2025 of \$27,000 for the purchase of six (6) new canoes. (Cost approximately \$27,000.00, Sports & Events Acct. No. ESP001). Motion Approved.

5. **Japan Club of Guam - Akimatsuri Japan Festival**

Director Hofmann made a motion, seconded by Director Cook, to approve up to \$20,000 in event sponsorship funding to support the Japan Club of Guam Akimatsuri Japan Festival on April 12, 2025. (Cost approximately \$20,000, Sports & Events Acct. No. ESP001). Motion Approved.

6. **Director Hofmann made a motion, seconded by Director Ada, to approve the Guam Basketball Confederation's grant/sponsorship request in the amount of Twenty-Five Thousand Dollars (\$25,000.00). Motion Approved.**

Background:

Event Date: February 20 & 23, 2025

Event: FIBA Asia Qualifier (Window 3 - Feb. 2025)

Location: UOG Calvo Field House

Funds will be used for transportation for visiting teams, hotel accommodation for FIBA Reps, and equipment rental. (LED system).

7. Director Hofmann made a motion, seconded by Director Sgro, to approve the Swish Group LLC's grant/sponsorship request in the amount of Thirty Thousand Dollars (\$30,000.00). Motion Approved.

Background:

The Hafaloha Concert Series consists of three separate concerts scheduled for March 29, July 5, and October 18, 2025, at the Governor Joseph Flores Memorial Park (Ypao Beach Park). Funds will support event operations to create a premium attendee experience. Expected attendees are 4,000+ per event.

G. Japan

- Director Yanagisawa reported that the committee had discussed data and upcoming events. Gogo Guam Pay and Guam bonus have been extended.
- One Guam (former JGTC) met on February 27th; the team had great discussions that mirrored many of what GVB is currently working on.
- JTB shared their observations and thoughts on what is happening on Guam and discussed what needs to be done together. The team would like to present this to the board as soon as they receive the material.
- The Chairman asked Director Yanagisawa for his general overview of the Japan market, specifically regarding current trends. Director Yanagisawa responded that Japan is improving, with its ranking improving over time.
- Director Yanagisawa mentioned that the team continues to promote and spread awareness about Guam, emphasizing the importance of ongoing efforts.
 - He highlighted that what is happening in Guam is essential and that increased content or events showcasing Guam's offerings are necessary to attract more visitors.
 - Suggested that efforts should not only be driven by the community but also should be communicated to the broader market to enhance visibility and interest.

H. Korea

- Acting President Nadine Leon Guerrero mentioned that the management report covered updates regarding Korea and that she will send detailed marketing slides to the board members.

I. Taiwan

- Director Morinaga reported that the last meeting was canceled, and they will meet on March 6th.
- Charter flight is still on a regular schedule; the inaugural flight cost is \$381. The promotional fare was extended to June 27th.
- Received a call from GSA regarding United Cargo. He believes that they are interested in increasing cargo. He will gather information about the situation and update GVB and GEDA accordingly.
- Chairman Chui spoke about medical tourism in Taiwan and our options; the Taiwan hospital accepts Guam insurance.

J. North America, Pacific, Philippines & New Markets

- Director Ada apologized for missing recent meetings and asked the team to provide updates. Acting President & CEO Nadine Leon Guerrero mentioned that most of the updates had already been covered in the management report, and there was no additional information to provide then.
- Nadine thanked the board for approving the RFP for the Philippines (Destination Marketing Services) so we can move forward. This service ended mid-year in 2024.
- The Chairman noted that Guam received approximately 40,000 visitors from the Philippines before the pandemic. He expressed that if Guam could get the visa waiver program for visitors from the Philippines, it could significantly increase travel.
- The Chairman highlighted that many people from the Philippines are eager to visit Guam to reconnect with family, shop, and spend money, which would benefit the local community.

K. Membership

- Director Merfalen reported that the membership survey went out on February 26, 2025.

VIII. OLD CORPORATION BUSINESS

Recovery Committee Chairman and Vice Chairman

Director Ada made a motion, seconded by Director Sgro, to replace Director Joaquin Cook and appoint Mark Baldyga as the Recovery Committee Chairman. Director Cook will serve as the vice chairman of the Recovery Committee. Motion Approved.

- The Recovery Committee meets weekly.
- Nadine Leon Guerrero provided Recovery Committee update.
 - At the last meeting, the focus was on Destination and color palette.

IX. EXECUTIVE SESSION

- None

X. OTHER BUSINESS

- None to report

XI. AGENDA ITEMS FOR THE NEXT MEETING

- Recovery Committee Progress

Director Cook made a motion, seconded by Director Yanagisawa, to establish a Recovery Committee for better Governance and reporting purposes. Motion Approved.

XII. ANNOUNCEMENTS

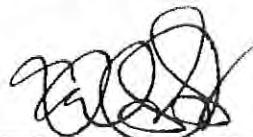
Upcoming Board Meetings:

- March 27, 2025

XIII. ADJOURNMENT

Director Hoffmann made a motion, seconded by Director Cook, to adjourn the meeting of the Board of Directors at 2:29 p.m. The Motion was Approved.

Jeffrey Jones, Secretary of the Board of Directors



Board Minutes, respectively submitted by Valerie Sablan, Executive Assistant



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Monday, March 31, 2025, at 1:30 p.m.

GVB Conference Room and Teleconference - Zoom

<https://us02web.zoom.us/j/89090779984?pwd=aeGojojPvOMoNDxc4fVCdfQluBHngK.1>

Meeting ID: 890 9077 9984

Passcode: visitguam

I. CALL TO ORDER

- Chairman Chiu called the Board of Directors meeting to order at 1:34 pm.

II. ROLL CALL

In-person: George Chiu, Jeff Jones, Nathan Denight, Milton Morinaga, Robert Hofmann, Michelle Merfalen, Michael Sgro, Ken Yanagisawa, Joanne Brown

Online: Joaquin Cook, Sonny Ada

- Chairman Chiu welcomed Senator Joanne Brown and former General Manager Nathan Denight.

III. MINUTES OF THE PREVIOUS MEETING

Director Jones made a motion, seconded by Director Hofmann, to approve the previous Board of Directors meeting minutes dated January 13 & 14, 2025, and February 6 & 19, 2025. Motion Approved.

IV. ACTION BY THE BOARD

Resolution Support

- The board discussed the resolution to support Bill 67-38 (COR), Its Effect on Operations at the A.B. Won Pat International Airport, and its Benefits to the People of Guam.
- The bill involves a fifty-year lease and a 15-year concession.
- Management submitted testimony in support of the measure.
- Discussion followed on whether the Board needed to take further action. It was agreed that management's support was sufficient, and no additional motion was required.
- Board members expressed general support for the bill's long-term investment potential.
- Director Brown emphasized the importance and need for a proper review of the bill's final version due to potentially controversial provisions.
- Concerns were raised about past vendor issues at the airport and the importance of safeguarding public interest in long-term contracts.

- Director Brown requested that the record reflect her caution regarding the bill's implications and called for a transparent and clean procurement process.

V. CHAIRMAN'S REPORT

- Chairman Chiu formally welcomed Régine Biscoe Lee as the new President & CEO/General Manager of GVB.
- Acknowledgments were extended to the three new attendees at their first board meeting.
- The primary purpose of the meeting was to introduce the Recovery Committee and hear its updates.
- Governor Leon Guerrero requested the formation of the Recovery Committee to help accelerate Guam's tourism and economic recovery. Mr. Mark Baldyga chairs the committee.
- The committee has been meeting weekly and engaging stakeholders across the tourism sector.
- Chairman Chiu emphasized that the Recovery Committee report is for informational and public awareness.
-

VI. MANAGEMENT'S REPORT

- Régine Biscoe Lee, President and CEO, thanked the Board for its support and expressed enthusiasm about working with the team.
- She provided highlights from her first three weeks with the bureau, noting a fast-paced and productive start.

The management report can be found on the GVB Website.

February 2025 Tourism Arrival Data

- Korea remains the top market, making up 49.7% of visitors.
- Total monthly arrivals were 60,122; approximately 44% of pre-COVID (2019) levels.

Visitor Arrivals (2025 YTD)

- Approximately 300K visitors, still dominated by Korea, followed by Japan, the US, Hawaii, the Philippines, Taiwan, and other Asian markets.

Marketing and Community Programs

- *Waterblasting & Paint month*
 - Launched in March with Sherwin-Williams and other partners to support tourism-related businesses.
- *High School Mural Contest*
 - Local schools are participating; winners will receive a cash award for their senior class.

Airline and Market Updates

- Korean Air unveiled a new corporate identity.

- Sono Group acquired T'way Air and two golf clubs in Guam - operations began March 1, 2025.
- Airline co-op marketing promotions with Korean Air, Jin Air, Jeju Air, and T'way concluded successfully.

Upcoming Events & Promotions

- Busan International Education & Career Fair (April 18 & 19)
- "Ko'ko Weekend" included a media conference (April 10), the kids' fun run and Japan Festival (April 12), half Marathon and Ekiden (April 13).
- New Philippine Office launched. Two hundred seventy-six travel agents and 15 media attended this event. GVB selected Enderun as the new marketing representative.

VII. REPORT OF THE BOARD COMMITTEES

A. Executive Committee

- Nothing to report.

B. Administration & Government

Director Yanagisawa made a motion, seconded by Director Denight, to approve the Resolution to add the new General Manager to the list of bank signatories. Motion Approved.

Description: Discuss and approve a resolution to add the newly appointed General Manager to the authorized bank signatories.

Director Yanagisawa made a motion, seconded by Director Sgro, to certify and approve the hiring of Régine Biscoe Lee as President and Chief Executive Officer / General Manager of the Guam Visitors Bureau. Motion Approved.

C. Destination Management / Visitor Safety & Satisfaction

- Updates included in the management's report.

D. Cultural Heritage & Community Outreach

- Nothing to report

E. Research

- Nothing to report

F. Sports & Events

- Update provided in the management's report.

G. Japan

- Japan Airlines currently operates daily flights to Guam.

H. Korea

- Update in the management's report.

I. Taiwan

- United Airlines will begin twice-weekly service from Taipei starting April 2.

- GVB staff, including Nadine and the marketing team, coordinated arrival activities.
- J. North America, Pacific, Philippines & New Markets
- Committee Update Report dated March 10, 2025.
- K. Membership
- A general membership meeting will be organized for a detailed presentation of the Recovery Plan.
- L. Recovery Committee

Committee Chairman Mark Baldyga presented the following:

- Discussed primary issues facing Guam's tourism industry, including product decline and poor market performance.
- Outlined plans for destination improvement, focusing on urgent cleanup, waterblasting, painting, repairs, and marketing strategies.
- Proposed standardizing colors for various infrastructure elements and discussed implementing a graffiti removal strategy.
- \$300K will be allocated for immediate improvements while longer-term plans, including road resurfacing, trash can installation, and private sector incentives, are developed.
- Emphasized the need for private businesses to participate in destination improvement and suggested implementing minimum maintenance standards.

Korean Carriers Aviation Industry Challenges

- Korean carriers face challenges due to the increase in landing fees and the need for additional seats in the market.
- Carriers generally fill their planes, but the addition of seats is needed. The goal is to achieve 50K seats a month, with a stretch goal of 55 K.
- Expert advice on airline incentives is needed, and there is potential to add up to 10K seats a month with an additional airline.

Data-Driven Marketing Strategies

- There is a need for a data-driven program to track spending and provide insights to members and management.
- Emphasized the importance of fresh research to change marketing strategies.
- Proposed rebranding and repositioning, focusing on unique selling points such as the culture and warmth of the CHamoru people.
- Suggested new products and campaigns, including a premium Guam campaign and a new attraction, "Coco Village," to be launched on Sundays with entertainment and activities.
 - Emphasized the need for a uniform look and feel and the potential for a phase 2 using hotbond funds.

Tourism Recovery Plan

- Need to focus on high-impact, value-for-money initiatives that directly improve tourism.
- Ideas proposed: park quality manager, improved public restrooms, and enhanced airport transportation.
- Highlighted the need for legislative support, particularly the hot bond.

- Monthly updates on Recovery Committee progress will be reported at future GVB meetings.
- GVB will explore the possibility of allocating \$10M from the HOT bond for mayors to invest in village tourism promotion.
- The Recovery Committee will analyze the debt service capacity for the HOT bond.
- GVB will work with GIAA to address high landing fees and airport-related costs.
- GVB will consider hiring a project manager to assist with executing the Recovery Plan.
- The Recovery Committee will analyze the cost-effectiveness of outsourcing versus in-house services for Destination Management.
- Director Cook, Vice Chairman, publicly thanked Mr. Baldyga and the Recovery Committee team (including Nadine and Dee) for their hard work.
- Noted that the committee has been meeting weekly and making significant progress behind the scenes.
- A more in-depth update is planned for the next GVB membership meeting.

VIII. OLD CORPORATION BUSINESS

- Mark Baldyga reported an update on the Recovery Committee's progress.

IX. OTHER BUSINESS

- None to report

X. AGENDA ITEMS FOR THE NEXT MEETING

- Appointment of Committee Chairs
- Election of the 12th board member

XI. ANNOUNCEMENTS

Upcoming Board Meetings:

- April 28, 2025

XII. ADJOURNMENT

Director Hofmann made a motion, seconded by Director Jones, to adjourn the Board of Directors meeting at 2:50 p.m. Motion Approved.

Jeffrey Jones, Secretary of the Board of Directors

Board Minutes respectively submitted by Valerie Sablan, Executive Assistant



Guam

SHORT-TERM TOURISM RECOVERY PLAN AND SITUATION REPORT

TACTICAL ACTION PLAN

A plan to urgently reverse substantial declines in visitor arrivals and restore market share.

Prepared collaboratively by the Guam Visitors Bureau, private sector executives and stakeholders, with insights from source market professionals and public feedback.

December 5, 2024

APPROVED BY GVB
BOARD OF DIRECTORS
12/23/24

GVB1262

Guam Short Term Tactical Plan

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Introduction

At the request of Governor Leon Guerrero, Management was tasked by the GVB Board to collaborate with private tourism stakeholders, and to produce a combined tactical recovery plan that the GVB Board and Management can approve, resource and implement. Director Kin Cook was tasked by Chairman George Chiu to form this joint working group and this document is the result of our collaborative efforts.

This document focuses on action of a larger scale, intensity, and scope beyond GVB's current budget and authority. After the essential alignment of GVB's ongoing recovery initiatives with those suggested by private stakeholders, this document contains the immediate tactical objectives urgently needed to boost tourism numbers and avoid further loss.

While a tactical or short term plan is being implemented, long-term strategic goals should be considered as a framework to the future of Guam's success.

Executive Summary

Guam's tourism industry, a cornerstone of the local economy, is facing an existential crisis. From prolonged pandemic closures and Typhoon Mawar to hyper-competition and product deterioration, each has compounded Guam's struggle to recover.

Guam, heavily dependent upon arrivals from Japan and Korea, is among very few destinations in the world that have not recovered post-pandemic. Thousands of jobs have been lost, and numerous businesses are on the edge of closure.

The ongoing challenges demand an immediate, unified response and a steadfast commitment to the investments that are needed to drive a swift recovery. Failure to act risks jeopardizing the long-term viability of the industry, while taking decisive action offers an outstanding return on investment and a sustainable path to economic growth.

This plan is to address the tactical or short term issues and work continues with the Bureau of Statistics and Plans contractor PKF. Mentions of projects or activities for other government agencies are suggestions and should be discussed with the relevant agencies and boards and not be incorporated into the plan but are included for a holistic approach.

Sources for the additional funding request to boost seat capacity, support airlines, hotels, optional tours, and other companies within the tourism value chain have not been identified and should be determined by the legislature and Office of the Governor.

Guam Short Term Tactical Plan

Key Challenges

1. **Product Decline:** Guam's destination and offerings are worn, outdated, and run-down after years of closure and a typhoon, creating dissatisfaction. Rising construction costs due to the buildup have hindered repairs and improvements.
2. **Rising Costs:** Guam's high costs and a strong U.S. dollar severely impact competitiveness versus domestic and regional competitors.
3. **Air Service Declines:** Reduced flights, aircraft shortages, staffing shortages, rising airfares and airport costs, and limited seat availability hinder recovery.
4. **Increased Competition:** Destinations like Thailand, Vietnam, and the Philippines have surged. Domestic travel and new Japan visa waivers heighten challenges. Longer term, reliance on few limited source markets must also be addressed.

Short Term Strategic Initiatives

1. **Destination Improvement** to improve Guam's product and appeal
2. **Airline Incentives** to urgently increase flights and capacity
3. **Supplemental Marketing and Events** to bolster Guam's visibility
4. **A Community Campaign** to build awareness and engage the community

This **Short-Term Tactical Plan** outlines **urgent, targeted actions** to provide critical triage through focused actions that can be implemented immediately and completed within 2025 in order to halt the decline in arrivals and begin recovery.

This plan was developed by GVB in collaboration with industry contributors. Feedback for further refinement is needed ASAP from consumers in the source markets and

Guam Short Term Tactical Plan

broader industry working groups. This plan focuses primarily on Japan, Korea and Taiwan which together accounted for the vast majority of arrivals in 2019.

Long Term Strategic Plans

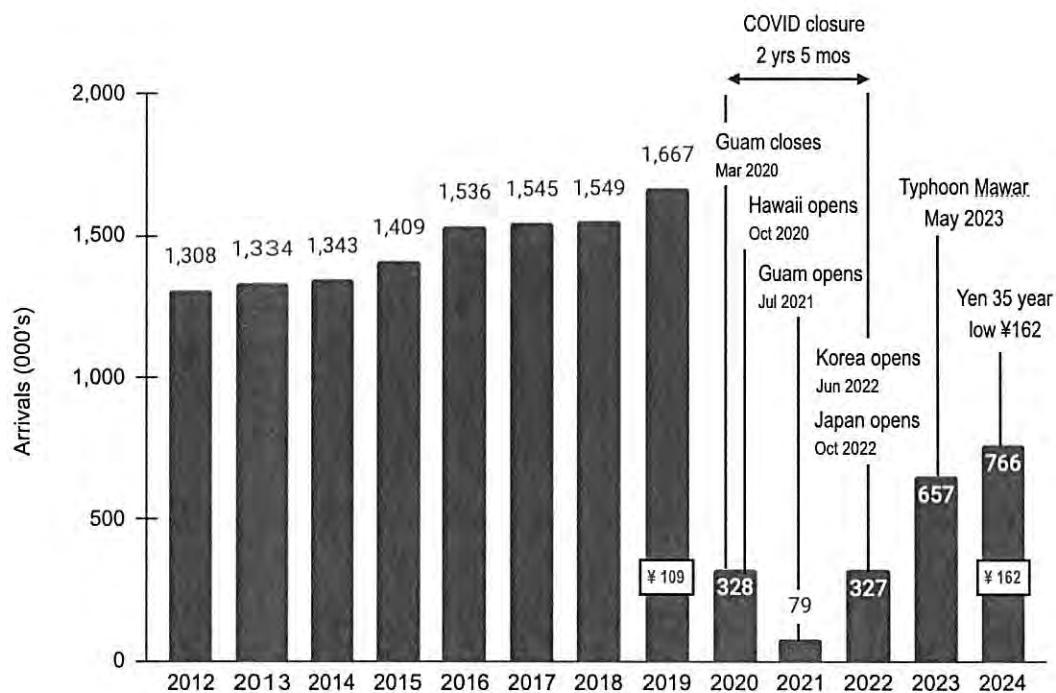
Immediately following completion of this short term recovery plan, an updated strategic plan is needed to identify realistic new source markets, evaluate Guam's competitive positioning, and reimagine/rebrand Guam emphasizing its unique selling points (USPs):

1. Highlight Guam's **unique tourist attractions and experiences**
2. Feature Guam's unique **CHamoru culture**
3. Present Guam's unique position "**Where America's Day Begins**"

Part I - Background & Current Situation

In 2019, Guam welcomed 1.63 million visitors, with 88% arriving from Korea and Japan. Tourism comprised 60% of Guam's economy, generating **\$2.4 billion in economic impact, \$250 million in taxes**, and supporting **21,000 jobs**¹ — until the pandemic. This has now been halved.

Travel restrictions went into effect for Guam, Japan and Korea in March 2020. Hawaii's restrictions were lifted after 7 months and Guam after 16 months – but Japan and Korea did not lift their restrictions until late 2022. **By that time, Guam had been closed for 2.5 years while other destinations were already rebounding.** Just as Guam tourism restarted, Typhoon Mawar hit, halting recovery. Adding to the challenges, the Japanese yen fell to a 34-year low in April 2024.



¹ Tourism Economics: 2019 Guam Economic Impact Assessment

Guam Short Term Tactical Plan

A Critical Juncture

Guam's tourism crisis has been masked by the economic boost from the military buildup, but the industry remains in peril, with businesses on the edge of closure.

Market	Outbound % Recovery	Guam Arrivals % Recovery	Market Share Change	% Variance in Market Share
Japan	60-70%	30%	3.4% → 1.4%	-59%
Korea	95-100%	50%	2.6% → 1.3%	-50%

Lack of Product Integrity

Guam's image and many of its offerings are **outdated** and **in need of revitalization**. From potholes and junk cars along roadsides to unpainted and dirty public and private buildings, *Destination Guam* has lost its appeal and needs urgent attention.

Achieving a cleaner, more inviting environment requires commitment and financial resources. The quality of hotel rooms, food, and services is low relative to high prices, a challenge worsened by the strong dollar.

Service culture has declined, with limited training opportunities available, compounded by increased costs, lack of manpower due to the military buildup and low visitor numbers, as companies struggle to stay afloat and lack the ability to invest.

A **downward spiral** has begun as closures make the destination less attractive and cause yet more closures.

Guam Short Term Tactical Plan

TAF Collections Are Less Impacted Than The Industry Itself

In FY2023, Guam generated over \$26 million in Hotel Occupancy Tax (HOT), with FY2024 collections over \$33 million, 74% of FY2019 levels.

However, Hotel Occupancy Taxes reflect only hotel room revenue whereas the income of optional tours (visitor “experiences”), retailers, transportation providers and others across the entire industry mirror the 50% drop in arrivals versus 2019. In addition, the workforce remains far lower than it was pre-pandemic as do employee benefits.

The health of the TAF is not directly relevant to the health of the industry.

It is imperative to not confuse TAF health with the health of the industry and its businesses.

Tourism retail remains in distress as reflected in BPT Retail sector numbers. Feedback posted on social media indicate Guam shows previous season inventories of luxury goods and any duty free cost savings versus a purchase in their home country is negated with the exchange rate.

Restaurants and transportation providers continue to struggle filling job openings and with increased costs.

Optional tours (attraction and experience operators) are the most severely impacted. Unlike some hotels which have at least some benefit from the extended-stay military and construction guests, tourist attractions have little to no benefit from those guests whereas room utilization for a single extended stay guest for 21 days is equal to 14 Japanese or Korean tourists (at 2.3 guests per room and a 3.5 day average stay).

Guam Short Term Tactical Plan

Part II - Strategic Goals for 2025-27

Arrival Goals

000's	2019	2024	Without Intervention			With Intervention		
			2025	2026	2027	2025	2026	2027
Japan	685	192	208	260	260	290	500	685
Korea	750	375	394	400	420	540	660	750
Total	1,435	567	602	660	680	830	1,160	1,435
Vs. 2019		-60%	-58%	-55%	-55%	-42%	-20%	-
Japan share	3.4%	1.3%	1.3%	1.3%	1.3%	1.8%	2.5%	3.4%
Korea share	2.6%	1.3%	1.3%	1.3%	1.3%	1.8%	2.2%	2.6%

Arrival Forecasts Without Intervention

Without decisive intervention, meaningful recovery in Guam's market share or visitor arrivals is unlikely, and current low arrival levels risk becoming the "new normal."

The chart above illustrates likely outcomes: **with intervention** (shown in red) versus **no intervention** (shown in blue). The table below presents GVB's FY2025 budget projections, aligning total 2025 pax goals in the chart above with "Goal" pax figures in the GVB table below.

Reaching the Goal pax requires increasing Guam's market share to 1.8%, a 40% improvement over the current 1.3%. Achieving this level will depend on strategic investment in **airline support, marketing, and product enhancement**.

Guam Short Term Tactical Plan

The plan sets ambitious but achievable targets: 830,000 combined Japan and Korea pax for 2025; 1.2 million pax for 2026. It is important to note that 1 million Japanese and Korean visitors is the threshold below which many hotels and tourism-related attractions will continue to operate at a loss.

The recovery will require significant effort and time. Given that the earliest addition of airline seats is **April 1, 2025**, and that re-engineering and implementing Guam's marketing campaigns will take at least 3-6 months, a **lag in results** from current action is unavoidable.

With immediate, sustained and focused efforts, the beginning of **meaningful improvements can begin by summer 2025**.

In the first half of 2025, arrivals are likely to align with GVB's **Moderate pax estimate**, with stronger progress toward the **Goal pax projections** in the second half of the year. This momentum will lay a solid foundation for growth in **2026 and beyond**.

FY25 FORECAST - TENTATIVE			
FY2025	Conservative	Moderate	Optimistic
Japan	250,000	290,000	350,000
Korea	377,949	461,731	480,000
USA	85,000	99,300	102,000
Philippines	12,000	15,731	17,000
Taiwan	3,000	5,270	17,430
Others	35,000	42,000	42,000
Total	762,949	914,032	1,008,430

Guam Short Term Tactical Plan

Reporting

Comparing performance solely to years between 2020 and 2023 or low budgets is misleading. Instead, Guam's market share of actual outbound travel provides the most accurate measure of performance relative to competitors and past performance coupled with comparisons versus 2019 and 2024.

This metric reflects Guam's share of total outbound travelers, offering a clearer and more objective view of competitiveness. Additionally, it establishes a reliable baseline that directly links arrival increases and market share to the effectiveness of enhanced intervention efforts.

Korea

Guam's market share from Korea has dropped from 2.6% in 2019 to 1.3% today, a decline of 50%, despite only a modest 13–15% decline in the won's value versus 2019.

The main challenge is limited flight availability, which keeps fares high and caps arrivals below 400,000 versus 750,000 in 2019 – despite Korea's full outbound recovery and demand for Guam. This was further impacted by the Korean Air–Asiana merger.

Guam's seat capacity from Korea has fallen from 95,000 seats per month in Jan 2020 to an average of 45,000 seats in 2023 and fell to average **35,000** in the last six months of 2024. With incentives to add flights, a minimum target of 50,000 seats per month is achievable, resulting in 600,000 seats and 500,000 annual pax at an 85% load factor.

Low-cost carriers such as Jin Air, Jeju Air, and t'way face challenges in adding flights to Guam but have expressed willingness to add flights if provided with some basic route support to lessen risk. Further discussion on the rationale and the details of airline incentives follows in *Part III “How We Can Reach Our Goals.”*

Guam Short Term Tactical Plan

Japan

Several factors will shape Japanese travel to Guam in the coming years. The biggest challenge is the weak yen. The Yen:USD exchange rate was 80:1 in 2012, 109:1 in 2019 and is currently 150-160:1. The cost of Guam in yen has effectively doubled since 2012 and risen 50% since 2019 simply due to currency fluctuations – before inflation.

The weak yen has dramatically diminished Guam's competitiveness. At the same time, local businesses are facing increased costs of 20-25% since 2019. This creates an untenable position as travel to Guam has become extremely expensive for Japanese yet local businesses have been forced to maintain 2019 pricing and profits have evaporated.

In addition, affordable new resorts in Southeast Asia and the Philippines compete with much lower cost structures. As highlighted in Tourism 2020, "close and cheap" is not a long term winning strategy against competitors with third world costs. Longer term, Guam must reinvent and rebrand the destination. Further, Japan is now expanding visa-free travel to 192 countries, providing travelers with many more attractive options.

Guam's arrivals have plummeted 70% from 685,000 to 192,000, with market share declining by 60% from 3.4% market share to 1.3%. Without intervention, Guam's market share will stagnate between 1.3% and 1.5%, translating to just 200,000 arrivals in 2025.

Aggressive marketing and investment aims to boost arrivals to 290,000 in 2025 followed by a goal of 500,000 in 2026, and recovery to 2019 levels by 2027 or 2028. This will require rebranding and a **substantial investment in improving Guam's product**.

While a recovery of the yen would help to accelerate progress, Guam cannot depend on currency fluctuations. Hope is not a strategy: bold, innovative approaches are essential.

Part III - How We Can Reach Our Goals

Turning Guam's tourism around will require:

- **Transparency:** Openly communicate the industry's precarious state
 - **Strong Leadership:** Ensure focused execution and collaboration.
 - **SMART Goals:** Set clear, actionable objectives for management
 - **Investment:** Including destination development and product improvement
 - **Collaboration:** GVB management, board, industry, policymakers, community.
-

Key initiatives

1. **Airline Incentives:** Support route restoration with incentives and cooperative marketing and a focus on restoring Korea capacity. These incentives are now standard globally due to the current aircraft shortage.
 2. **Targeted Marketing Campaigns:** Launch premium and value campaigns to attract high-spending and budget-conscious travelers. Highlight signature events, sports tourism, and Guam's unique experiences.
 3. **Destination Development and Maintenance:** Beautify key areas, improve sightseeing spots and public facilities, and enhance safety, security, transportation and the arrival experience with a focus on immediate impact.
 4. **Private Sector Product Improvement:** Support private sector upgrades and elevate service culture, encouraging reinvestment to meet visitor expectations.
 5. **Community Campaign:** Launch island-pride initiatives to build awareness and engage the community in the recovery efforts.
-

1. Airline Incentives

Airline incentives are essential to attract and retain air service. Strategies must address the unique challenges of each market, tailoring approaches to Japan, Korea, and Taiwan's specific dynamics.

- A. **Air Service Incentive Programs.** Tools like Minimum Revenue Guarantees (MRGs) and route incentives help reduce airline risks when adding new flights.
 - B. **Cooperative Marketing Support.** Provides airlines with marketing funds or matching funds for joint marketing efforts to sustain new service.
 - C. **Other Route Incentives.** Includes bonuses for achieving load factor targets or operating cost reductions, such as landing fee discounts, supported by GVB or the airport.
-

Japan

Japan's current airlift is generally adequate but requires maintenance and development. Strategies focus on (a) cooperative marketing with full-service carriers like UA and JL and LCCs like Jetstar and t'way Japan; (b) developing for far flights and new cities to create new demand; and sustain existing flights.

Korea

Korea faces a significant shortage of flights. The Korea strategy involves engaging airlines such as Korean Air, Jeju Air, Jin Air, and t'way Air with efforts focused on restoring seat capacity through route incentives and other airline support measures.

Guam Short Term Tactical Plan

Why Route Incentive Programs?

Minimum Revenue Guarantees (MRGs) and Route Incentives

Product quality is critically important – but without sufficient flights, arrivals cannot grow.

According to Adam Sachs, President of Tourism Economics, **the global aircraft shortage—expected to last 2–3 years—makes attracting new flights nearly impossible without incentives**. Airlines now prioritize highly profitable or low-risk routes, such as Seoul-Tokyo, where multiple daily flights can be operated with the same aircraft needed for a single Guam flight, reducing Guam's competitiveness.

MRGs are proven tools to reduce airline risks and encourage new route development. They compensate airlines if route revenue falls below a set threshold during a specific period. **Route Incentives**, similar in intent, offer fixed support to justify adding a new route and/or bonuses tied to load factors.

Expanding seat capacity to Guam will lower fares, attract more travelers, and boost tax revenues, offering returns that far outweigh the costs of route incentives. Korea's seat capacity to Guam has dropped from 95,000 monthly seats in January 2020 to an average of just 35,000 over the past six months.

Airlines such as Jin Air, Jeju, and t'way are interested in adding flights with support. Given that MRGs and Route Incentives are typically 12–24-month programs, it is crucial to pair these with cooperative marketing efforts to ensure long-term success and sustainability after the incentives have expired after the incentives have expired.

A. Korea Airline Route Incentives

The Original FY2025 GVB Route Incentives

For FY2025, GVB allocated **\$1 million** for incentives targeting Korean Air, Jin Air, Jeju Air, t'way, and potential new airlines, structured based on flight types:

- **Regular flights:** \$5,000 per flight (minimum 6 months)
- **Charter flights:** \$3,000 per flight
- **Seasonal flights:** \$4,000 per flight

These incentives were designed to support and spark routes from secondary cities such as Incheon, Busan, Gwangju, and Cheongju. Payments are planned on a first-come, first-served basis with a quarterly cap. The amounts were calculated for a 737 aircraft with 166 seats and scaled for larger aircraft with increased capacity. Incentive payments are contingent on flight operations.

The Recovery Plan Proposed Route Incentives

This recovery plan identifies an urgent and critical need for at least 50,000 to 55,000 seats per month to meet baseline arrivals goals, requiring 4–5 regular added flights from primary cities. Achieving this airlift capacity is vital and will require **\$7–\$8 million** in incentives, far exceeding the original allocation. An additional \$5M has been identified within GVB's current operational budget.

Reinstating these flights is critical for Guam's recovery. Current flights are near full capacity, driving up fares and constraining arrivals. Without increased airlift, Guam cannot recover. The required \$7–\$8 million investment will **directly** yield \$30 million in direct tax revenue and several hundred million dollars in impact. Aggressive action and significant support levels are needed to drive recovery.

Guam Short Term Tactical Plan

B. Cooperative Marketing Support

To ensure sustainable air service, GVB offers cooperative marketing programs to support promotional efforts with full-service carriers, LCCs, and travel agents needing assistance to market Guam. These programs aid in establishing new flights, increasing awareness, and fostering long-term demand stability. Airlines' own marketing channels can further amplify GVB's initiatives.

Effective co-op marketing requires significant investment in ads, events, social media, and content creation, aligned with clear performance goals and bonuses. Incentives based on total arrivals, rather than load factors, encourage airlines to increase seat capacity, reducing the risk of limiting seats to meet load targets. Co-op marketing can involve joint commitments between airlines and GVB to invest a specific amount in market promotion or direct funding by GVB to airlines, leveraging their local knowledge and unique marketing tactics.

Korea Co-op Marketing

GVB's FY2025 strategy targets airlines like Korean Air, Jin Air, Jeju Air, t'way, and potential new carriers. It leverages promotional channels including airlines, travel agents, and affiliates, alongside out-of-home and digital advertising.

- Promoting Guam via airline websites and apps
- Airfare specials and discount offers
- Online/offline ads and events
- Influencer and YouTube content production

GVB's initial FY2025 marketing budget for these activities was just \$436,000, but significantly higher investment is needed to drive arrivals, support the added route and achieve meaningful results.

Guam Short Term Tactical Plan

United Airlines, Japan

United Airlines accounts for 90% of Guam's airlift from Japan, maintaining service even with unsustainable load factors. This unwavering commitment is critical to Guam's recovery, underscoring the need for cooperative marketing support to sustain these routes. Low load factors threaten their viability, as aircraft reassignment to more profitable routes makes restoration difficult. Strengthening collaboration and **prioritizing marketing efforts with United Airlines is essential** to preserve and expand capacity.

Japan LCCs, JL, and Other Carriers

Attracting Japanese LCCs will take time, but Korean LCCs operating via Japan could provide additional capacity and merit consideration. However, Guam must balance this with the long-term reliability of full-service carriers such as United Airlines, Japan Airlines, and Korean Air, which are vital for sustainable growth. Both LCCs and full-service carriers are integral to building a resilient airlift strategy.

Other Route Incentives (Korea)

GVB's FY2025 route incentives include bonuses tied to achieving specific quarterly load factor targets.

Guam Short Term Tactical Plan

Taiwan

With United Airlines and China Airlines launching services from Taiwan, targeted marketing is critical to support and sustain these routes.

GVB's plans for Taipei-Guam (TPE-GUM) route development include:

- MRG with United Airlines: A two-year program supporting twice-weekly service with convenient departure and arrival times to boost travel. There is no cost to Guam if minimum load factors are met.
- Incentives for EVA Air and China Airlines: Encourage resumption of their Guam routes.
- Incentives for Starlux Airlines: Attract Starlux to operate Taipei-Guam flights.
- Airline Package (PAK) Program: Develop tailored incentives and packages for airlines.
- Promotional Campaigns: Build awareness of new routes among trade partners and consumers.
- Co-op Initiatives: Collaborate with key opinion leaders (KOLs), influencers, travel agencies (TAs), and other partners.
- Partnership Development: Strengthen connections between airlines, travel agents, online travel agents (OTAs), hotels, tour operators, restaurants, and transportation companies.

These efforts aim to ensure sustainable growth and success for Taiwan-Guam routes.

Guam Short Term Tactical Plan

Operating Cost Initiatives: Guam Airport Fees

Air service incentives are helpful for enhancing Guam's competitiveness particularly with the strong USD. The Guam International Airport Authority (GIAA) provides airline support for new service, added frequency, and seasonal service, with lowered operating costs for those airlines eligible to avail.

GIAA's Air Service Development Incentive Plan (ASDIP) can help support new routes with partial fee reductions subject to FAA constraints, while GVB funds can provide targeted incentives to increase service frequency.

The cost per enplanement has increased due to inflation and a reduction in arrivals. This cost per enplanement will reduce as the number of passengers increases as the costs are divided by an increased number of arrivals.

Guam Landing Fees (cost per enplanement)

	2019	2024	Variance
USD	\$ 18.15	\$ 30.61	68.5%
Yen ²	¥ 1,978 1 USD = ¥109.00	¥ 4,660 1 USD = ¥152.25	235.6%
Won	₩ 21,157 1 USD = ₩1165.7	₩ 41,476 1 USD = 1354.84	196.0%

² Yen and Won at FX rate per IRS

2. Marketing

A bold new strategy with a substantial budget and fresh approach is essential to reestablish Guam as a distinctive destination amid intense competition.

More than just increased marketing spend is needed. **Engaging a strategic marketing advisory partner is critical to crafting a fresh vision for Guam's brand** and exploring innovative tactics and methods for marketing the destination.

The cost for a top strategic consulting and advisory firm coupled with additional marketing spend will be significant; however the investment will yield significant ROI and is vital for ensuring Guam's long-term success. Conversely, increasing marketing spend to simply boost the same marketing efforts done in the past will be ineffective.

Given the time needed to plan and execute new initiatives, for 2025 the additional spend will supplement GVB's existing marketing initiatives (see Appendix), which should align with and adapt to integrate the new strategies as they evolve.

Consumer feedback is crucial and should be gathered without delay to assess Guam's perception in key source markets and identify how it can be improved. Immediate engagement should also occur with PKF, which has an existing contract for source market surveys, in order to leverage that contract and align their insights with this plan. In addition to newly reimagined marketing plans, some example tactics may be considered, subject to advisory input and consumer feedback, including:

- A. Highlight Guam's Unique Selling Points (USPs)
- B. Promote Guam's Unique "Experiences" and Attractions
- C. Launch a Value-Added Promotion
- D. Roll out a Premium Guam Campaign
- E. Implement Target Marketing, including efforts aimed at Okinawa visitors.

Guam Short Term Tactical Plan

A. Focus on Unique Selling Points (USPs)

USPs are key to distinguishing Guam from other destinations and giving travelers compelling reasons to visit. Recovery efforts should prioritize the following USPs.

1. Unique Attractions and Experiences

Guam offers diverse activities like adventure tourism, water sports, tax-free shopping, shows, cultural experiences, and nightlife. Showcasing these **distinct offerings** is an effective way to drive visits and should be the marketing focus.

2. CHamoru Culture

Guam's indigenous CHamoru heritage provides a rich, authentic visitor experience beyond a beach vacation. Marketing should emphasize **authentic, individual experiences** over mass-market commercialization of the culture.

3. The Warmth of Her People

Renowned for its hospitality, Guam can amplify this USP through a **unified island-pride campaign**, encouraging the community to engage with visitors.

4. America in Asia

Guam uniquely blends American familiarity with Asian influences, appealing to families seeking **cross-cultural experiences** "beyond Asia" without long-haul flights. Guam's identity as "**Where America's Day Begins**" sets it apart.

Promoting these USPs positions Guam as a destination for **authentic, immersive, and diverse experiences**, forming the foundation of a compelling marketing strategy.

B. Promote Guam's Unique Experiences

Beyond its beaches, Guam offers a diverse array of unique experiences, from adventure tourism and water sports to world-class entertainment and cultural festivals. These offerings cater to a wide range of travelers, from young families to adventure seekers, and provide an opportunity to reposition Guam as more than just a beautiful island destination.

Highlighting authentic, immersive, and multifaceted experiences creates a distinct identity that resonates with modern travelers seeking meaningful journeys. Marketing that focuses on **cultural and premium attractions** brings an added benefit of not only driving visitation but redefining Guam's brand.

To align with global travel trends, Guam's attractions should be repositioned from "optional tours" (an outdated term) to "**experiences**." This reflects the demand for authentic, engaging activities tied to the island's heritage and natural beauty. Japanese and Koreans may continue to use the translation of "activities."

By showcasing Guam's incredible array of attractions, shows, entertainment, cultural engagement, outdoor adventures, hiking, skydiving and other unique offerings, the island can better evoke emotional connections to traveler aspirations. One need only search through online promotional videos of other destinations to see examples of powerful, compelling marketing pieces that make you *want* to visit the destination. Beaches and sunsets alone are no longer compelling nor different from anywhere else. Marketing must focus on Guam's unique collection of **experiences** and amplify its appeal to global audiences.

Developing new, high quality content creation with drone footage and digital content showing THINGS TO DO and UNIQUE GUAM EXPERIENCES – rather more than just beaches, sunsets and palm trees – is vital.

Guam Short Term Tactical Plan

Guam's Attractions and Experiences

Guam offers a wide variety of attractions and activities, appealing to diverse traveler interests and preferences. These experiences showcase the island's unique blend of adventure, culture, and leisure:

- Adventure: Hiking, Skydive Guam, ATV adventures, Skydiving, SCUBA
- Cultural: Valley of the Latte, Chamorro Village, Guam Museum
- Ocean: Dolphin watching, Marine sports, Snorkeling, deep sea Fishing
- Underwater: Guam Aquarium, Fish Eye observatory, helmut diving, snorkeling, SCUBA
- Water Parks: PIC water park, Tarza water park, Hoshino water park
- Evening: Stargazing, Karera, Tao Tao Tasi, Fish Eye Show, PIC Super American Circus, other Shows and Dinner Shows, Zoh nightclub, BIG Sunset Dinner Cruise
- Amusement: Tagoda amusement center
- Dining: Fine dining, casual, beachfront, Chamorro, Asian, American
- Shopping is less impactful compared to global competitors but tax-free elements and unique aspects should be promoted: DFS, Guam Premium Outlets, Micronesian Mall, Plaza Shops, Don Don Donki

This comprehensive mix of attractions and experiences ensures Guam appeals to a wide range of visitors, providing something for everyone while reinforcing its identity as a multifaceted destination. New content must be created focused on these experiences. Photography, videography and influencer created content is essential.

Guam Short Term Tactical Plan

C. Launch a Value Added Promotion

GVB should seek broad industry collaboration for the creation of an **extended** joint promotion emphasizing **value-added benefits**, rather than discounts. While discounts can attract attention, they are unlikely to generate enough arrivals to offset the associated costs for providers. Instead, **value-added offers** provide an effective way to appeal to travelers while maintaining industry profitability. GVB could spearhead a **“value-added campaign”** encouraging broad industry participation with offers such as:

“Stay three nights, get the fourth night free.”

Offers can be designed to cost participating members little to nothing while delivering **significant perceived value**—potentially worth thousands of dollars to each visitor and tens of millions of dollars across the industry. Such promotions could make Guam a more attractive choice compared to competing destinations like Okinawa. In addition, incorporating a **sweepstakes element** with grand prizes contributed by members at no cost to GVB (beyond marketing expenses) could enhance engagement and drive interest. These combined efforts can effectively stimulate demand, positioning Guam as a high-value destination without undercutting the industry’s financial health.

VALUE GUAM, THE GREAT GUAM GIVEAWAY

\$5 MILLION IN CONTRIBUTIONS: UPGRADES, ETC. FULL PARTICIPATION (HOTELS, AIRLINES, ATTRACTIONS, DINING)
MARKET HEAVILY: INFLUENCERS, BLOGGERS, TRADITIONAL AND ONLINE MEDIA. LEVERAGE PREMIUM GUAM MEDIA



Guam Short Term Tactical Plan

D. Launch a Premium Guam Campaign

Guam's image is often associated with budget travel, but given the strong dollar and current environment, it is far from a budget destination. **A Premium Guam Campaign** can showcase the island's limited luxury offerings, appeal to higher-spending travelers, and help to reposition Guam as a destination that offers curated premium experiences.

While Guam has a limited selection of high-quality offerings, properties like Tsubaki Tower, Dusit Thani, and experiences such as Milano Grill, Alfredo's, Anemos, Karera at SandCastle, snorkeling, SCUBA, deep-sea fishing, and golf of international standard. Highlighting these products can shift perceptions and elevate Guam's image. Care should be taken to not expand this promotion to include a broad array of offerings. This specific campaign should focus only on true luxury level experiences and offerings.

The campaign's goal is not to rebrand Guam as exclusively premium but rather to demonstrate that true **luxury experiences are available for those seeking them**.

This campaign should be anchored by a **high-profile, multi-day event** at a premier venue, such as an event held at the newly renovated SandCastle theater, featuring famous guest stars and major influencers. This approach of focusing on a dynamic, major event will have higher impact than a series of small ongoing promotions whereas the *value campaign* can continue for an extended period of time.

Another innovative example could involve inviting **Michelin-starred chefs** to interpret Chamorro cuisine innovatively, drawing attention from food enthusiasts. Alternatively, sponsoring a celebrity TV show, like **Iron Chef Japan**, to showcase Chamorro food could create buzz and connect Guam's culture with a premium audience.

This approach aligns Guam's premium offerings with a niche market, driving awareness and enhancing the island's appeal among affluent travelers.

Guam Short Term Tactical Plan

E. Target Marketing (Okinawa)

Okinawa is Guam's primary competitor for Japanese tourists, offering a similar travel distance and minimal time zone change—advantages particularly appealing to families with young children.

As a domestic destination, Okinawa benefits from the fact that only **20% of Japanese citizens now hold passports**, compared to 50% pre-pandemic. In FY2023, Guam participated in a passport campaign with the Japan Association of Travel Agents and number destinations. GVB can hold a smaller campaign with similar parameters.

Post-pandemic, Japan launched highly successful campaigns like the **“Nationwide Travel” program**, offering 20% discounts (up to 5,000 yen) and vouchers for restaurants and shops. These initiatives helped Okinawa to quickly recover fully to its **10 million annual visitors by 2023**, including 7 million domestic travelers.

In comparison, Guam has seen fewer than **300,000 visitors in 2023**, a sharp decline from **650,000 Japanese arrivals in 2019**.

Capturing just **5% of Okinawa’s domestic market** could restore Guam’s Japanese arrivals to pre-pandemic levels. One differentiator for Guam versus Okinawa is that the ocean is warm even during winter months.

To achieve this, **immediate market research and extensive consumer focus groups are recommended** to determine the features that appeal to Okinawa visitors. This insight can guide targeted campaigns aimed at persuading a sliver of Okinawa’s domestic travelers to instead choose Guam, positioning Guam as an alternative with unique attractions and experiences.

F. Target Marketing (Philippines)

The Philippines presents an interesting opportunity for Guam's tourism strategy. While Japan and Korea are your primary focus, the following actionable recommendations could effectively tap into the Philippine market:

Strategic Recommendations for the Philippine Market

1. **Market Development vs. Maintenance.** Allocate a separate budget for proactive market development and not simply basic stagnant arrivals.
2. **Advertising Agency.** Collaborate with a larger, more influential advertising agency familiar with targeting affluent Filipino demographics.
3. **Target Audience.** Focus on high-income Filipino travelers who are looking for unique experiences outside of their domestic offerings.
4. **Positioning Strategy.** De-emphasize beaches and natural landscapes, as the Philippines has an abundance of stunning beaches. Promote Guam's **duty-free shopping**, exclusive brands, and international experiences not available locally.
5. **High-End Media Presence.** Advertise in luxury-focused magazines such as **Tatler, Lifestyle Asia, and Vogue Philippines** to attract affluent readers. Leverage **TikTok** and other digital platforms but do not rely on these alone.
6. **Hotel Partnerships.** Strengthen ties with **Dusit, Hyatt, Hilton, and Nikko**, leveraging sister properties in the Philippines for joint promotions, packages, and loyalty programs. Utilize their customer databases for targeted campaigns.

Guam Short Term Tactical Plan

7. **Direct Marketing Initiatives.** Collaborate with **Metro Bank** and **PNB**, leveraging their Guam branches to offer exclusive travel deals to Filipino customers. Launch targeted campaigns highlighting the shared Spanish heritage, such as connections to **Magellan** and historical links.
8. **Storytelling Focus.** Generate compelling narratives about Guam's unique relationship with the Philippines, focusing on shared history, cultural links, and distinctive shopping and lifestyle opportunities.

G. Media & Entertainer Opportunities

1. Attract international media and entertainers through financial incentives and **address visa challenges** with the support of Guam's congressional delegate and U.S. Immigration. This approach can reestablish Guam as a media-friendly destination and potential venue for popular performers, which could increase global visibility.

Long-Term Vision

- Advocate for a **Philippine visa waiver** to simplify travel and encourage repeat visits. This initiative would require collaboration with government agencies but could dramatically increase arrivals.

By aligning these efforts with Guam's overall tourism strategy, the Philippine market could become a significant secondary contributor to visitor numbers, complementing the core focus on Japan and Korea.

1. Signature Events & Other Events

Signature events are vital to reshaping Guam's image, helping transition from the "old Guam" to a modern, revitalized destination. These events are essential to making the destination more vibrant and appealing to new audiences.

Why Signature Events Matter

- **Reinvigorate the Destination:** Signature events showcase Guam's unique experiences, presenting fresh narratives that attract diverse audiences.
- **Attract New Demographics:** Curated events appeal to niche or special interest travelers (SIT), influencers, and high-spending tourists, broadening reach and enhancing appeal.
- **Combat Seasonality:** Signature events help increase off-peak travel, balancing seasonal fluctuations and supporting a steady visitor flow year-round.
- **Generate Media & Social Media Buzz:** High-profile events draw media attention and influencer coverage, boosting Guam's visibility.
- **Promote Local Culture:** Events rooted in CHamoru heritage foster cultural appreciation, creating authentic visitor experiences that deepen connections to the island.
- **Drive Economic Impact:** Signature events can yield significant economic benefits, stimulate tourism revenue and support sustainable growth.

Guam Short Term Tactical Plan

Signature Events

At least one major **Signature Event** should be scheduled each quarter, strategically timed during shoulder (slower) periods to stimulate demand. These events can enhance Guam's appeal, attract visitors, and drive economic activity.

The grid below provides an example mix of **enhanced existing Signature Events** and **new event suggestions** for consideration. Final selection and implementation will depend on further input from the **GVB Sports & Events Committee** and feedback from stakeholders.

Quarter	Event	Target	2025	2026 (Proposed)
Quarter 1 January-March	NYE Fireworks Celebration	Locals	Jan 1	Jan 1
	<i>Ko'ko' Kids Race & Japan Festival</i>	<i>Signature Event</i>	<i>Apr 12</i>	<i>Late January</i>
	<i>Ko'ko' Road Race Ekiden, 10K & HM</i>	<i>Signature Event</i>	<i>Apr 13</i>	<i>Late January</i>
	LOCUS Camping Festival (Electr. Music)	Visitors, Locals		Feb 6-8
	Inalahon Gadao Festival	Visitors, Locals	Feb 14-15	Feb
	Guam History & Chamoru Heritage Day	Visitors, Locals	Feb 28-Mar 3	Feb 26-Mar 2
	Malessa Crab Festival	Visitors, Locals	Mar 28-30	Mar
Quarter 2 April-June	Agana Heights Coconut Festival	Visitors, Locals	Apr	Apr
	<i>Waterbomb H2O</i>	<i>Signature Event</i>		<i>Apr</i>
	Marianas Int'l Dance & Art Festival	Neighboring Islands, Locals, Visitors	Apr 29-May 5	Apr/May
	Agat Mango Festival	Visitors, Locals	May 23-25	May
	King's Guam World Tennis Tour	Visitors, Athletes, Locals	May/Jun	May/Jun
	<i>Guam Micronesian Island Fair</i>	<i>Signature Event</i>	<i>Jun 7-8</i>	<i>June</i>
	Electric Island Festival (EIF)	Visitors, Locals	Jun 21	June
Quarter 3 July-September	<i>Family Treasure Hunt</i>	<i>Visitors, Families</i>	<i>Jun-Aug</i>	<i>Jun-Aug</i>
	Liberation Day	Veterans, Locals	Jul 21	Jul 21
	<i>Un Marianas Festival</i>	<i>Signature Event</i>		<i>Aug/Sep</i>
	Mangilao Donne' Festival	Visitors, Locals	Sep	Sep
Quarter 4 October-December	<i>International BBQ & Food Competition</i>	<i>Signature Event</i>	<i>May 23-25</i>	<i>Jul 21 or Nov/Dec</i>
	Chamoru Christmas Festive Garden (Tumon)	Visitors, Locals	Nov-Dec	Nov-Dec
	International Dragon Boat Festival	Visitors, Locals	Nov	Nov
	Tour of Guam Cycling	Visitors, Athletes, Locals	Dec	Dec

Guam Short Term Tactical Plan

Showcase Events and Sponsored Events

GVB currently sponsors numerous events throughout the year, as illustrated by the FY2023 list below. Sponsorship of these events aligns with Guam's mandate and should continue.

FY2023 SPONSORED EVENTS
<ul style="list-style-type: none">• Shut Up & Fish Guam Annual Mahi & Wahoo Tournament• Dededo Festival in the Park• FSM Independence Day• Diwali Festival of Lights• Japan Festival of Guam• 5th Annual Dragon Boat Festival• Reggae In Paradise Concert Event• Oceania Baseball Championships Under 18• Agana Heights Fiesta• Marianas Open Brazilian Jiu-Jitsu Championships• Road to ELF Guam (Electric Island Festival)• Inspire Marianas Neni Market• FIBA Oceania Under 15 Championships• 2023 Dingayang Festival• I Mas Metgot Strong Man/ Woman Competition• 1st Annual Chief Gadao Festival• New Year's Eve Drone Light Show• New Year's Eve Fireworks Show• Brandon Vera One Championship• Agana Heights Beautification Projects• GHRA Tourism Cup Golf Tournament• INA Wellness Festival• Talofafo Banana Festival• 11th Annual Chamorro Cultural Festival - California• PBS Live Broadcast 2023 Inauguration• Guam History & Chamoru Heritage Day Festival• 14th Annual Hagåtña Mango Festival• Guam Island Fiesta Tour – Yigo• Indigo Music Festival• Brogan Walker UFC• Malessa Crab Festival• Trevin A. Jones UFC Sponsorship• Oceanview Middle School International Marketing Club• Phoenix Women's Baseball Cup Hong Kong• Back to Sumay Event• Agana Heights Coconut Festival• Guam Full Contact Karate Championship• GHRA Annual Gala Dinner "Winter Solstice"• GMH Volunteers Association Annual Charity Ball• Marianas Islands International Dance and Arts Festival on Guam (MIDAF)• Joy Koy Live on Guam• Roque Martinez Rizin Fighting Federation• Harmony Chea• Wings in Paradise Event• Guam Little League Baseball• Marianas Open Jiu Jitsu Tournament• Guam Micronesia Island Fair Presents Inetnon Man Taotao Micronesia• Marianas Ladies Cup• 9th Annual Lantern Floating Ceremony• Pink Ball Gala Ball• Greg D. Perez International Sportfishing Tournament• GHRA Anniversary Social• Crowns All Island West Coast Tour• Pacific Islander Festival Association (PIFA) Cultural Festival• Team Guam Dodgers 3rd Annual Independence Day Goodwill Baseball Classic• Talofafo Mayors Office Fiesta• Mangilao Donne Festival



Beyond defined **Signature Events** and the broader list of **sponsored events**, it is proposed that a specific set of **“Showcase Events”** be introduced. These would receive substantial funding—though less than **Signature Events**—and be strategically distributed throughout the Events Calendar.

Examples include **enhancing the Japan Club Autumn Festival** by incorporating a Yosakoi dance troupe, similar to Guam's Liberation events 2024 and to those that attract 2 million visitors to Nagoya. Other opportunities include expanding the **Tour of Guam** to attract more international participants, elevating the **Kings Guam Futures Tennis Tournament**, the **Marianas Island Dance and Art Festival (MIIDAF)**, the **Marianas Open**, and **Dragon Boat races**.

2. Destination Excellence & Enhancement

To keep Guam competitive and attractive, a holistic approach to destination management is critical. This strategy must balance immediate needs with long-term goals by focusing on three key pillars:

1. Destination Development (DD)

Normally focused on long-term investments, this pillar involves significant infrastructure upgrades, including roads, airport, utilities, and large-scale beautification projects. Immediate priorities however include **urgent cleanup, public toilet and facility repairs, and beautification** in Tumon, along island roads, and at key sightseeing locations in villages throughout the island as well as assistance to relocate homeless from all visitor attended areas.

2. Destination Maintenance and Operations (DMO)

Routine upkeep and operational tasks are vital for preserving Guam's appeal. These include **grass cutting, painting medians, graffiti removal, street cleaning, sidewalk repairs, and addressing safety issues**. Consistent maintenance ensures a welcoming environment for visitors and residents alike.

3. Product Improvement (Private Sector)

Collaboration with private businesses is essential to **enhance visitor experiences** and ensure Guam's tourism offerings meet global standards. This includes upgrading hotels and facilities, improving service quality, and fostering innovation within the tourism sector.

These three pillars provide a **comprehensive framework** for revitalizing Guam's tourism sector, ensuring it remains competitive against regional destinations while meeting evolving traveler expectations.

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Destination Development (DD)

Destination Development encompasses major capital improvement projects that require substantial funding, such as the **Guam Museum** and **Tumon flood remediation**, the latter of which remains incomplete beyond the study phase due to diverted funding.

The **next HOT Bond** must remain singularly focused on **modernizing Tumon**, Guam's tourism hub, which has seen no significant investment in over three decades, leaving the area outdated and worn. Modernizing Tumon is vital to sustaining Guam's competitiveness as a tourist destination.

While HOT Bond funding is critical for long-term projects, **immediate action** is needed to address urgent, pressing issues across Guam that impact arrivals. These include:

- Repair broken toilets
- Remove graffiti
- Clear junk cars
- Enhance sightseeing areas
- Improve the airport experience for arrivals and departures

These immediate improvements require **substantial funding** from either the administration or the Guam Legislature to support island-wide beautification and upgrades. The following pages outline these priorities in detail, with working groups tasked to **refine, prioritize, and allocate budgets** for urgent actions using alternative funding sources while the HOT Bond process advances.

Improvements must be phased and separated into “must do”, “should do”, and “nice to do” to prioritize those improvements that will have an immediate impact on the overall visitor experience and arrivals

Guam Short Term Tactical Plan

A. Airport Experience - Creating a Memorable Travel Experience for Visitors

The A.B. Won Pat International Airport Authority, Guam (GIAA) is committed to enhancing the travel experience, ensuring that Guam's airport is a welcoming gateway that showcases the island's unique culture and charm. In collaboration with key stakeholders, including the Guam Visitors Bureau (GVB), GIAA continues to work to modernize its facilities and improve operational efficiency, all while preserving the spirit of hospitality that Guam is known for.

Despite challenges by the ongoing impacts of COVID-19 and Typhoon Mawar, which have constrained its financial resources, GIAA is determined to make meaningful strides toward a better airport experience. In response to these constraints, GVB proposes a partnership with GIAA to implement cost-effective, high-impact initiatives, initially focusing on the arrivals experience. This collaboration is aimed to enhance the baggage claim area and its surrounding spaces, ensuring that visitors feel more welcomed as soon as they step off the plane. By working together and leveraging available resources, GIAA and GVB are committed to continuing to improve first impressions for all who arrive on the island.

Step I - Improved Arrivals Experience

The partnership between GIAA and GVB is dedicated to enhancing the arrivals experience with a range of strategic improvements designed to reflect the beauty and spirit of Guam. Through high-impact, low-cost initiatives, this collaborative effort aims to create a more vibrant and welcoming environment that leaves a lasting impression on travelers. Initially, the focus will be on the baggage claim area and surrounding spaces, ensuring that visitors are immersed in the island's

Guam Short Term Tactical Plan

natural beauty and culture from the moment they arrive. These initiatives are not only designed to improve the look and feel of the airport but also to make the process more efficient and enjoyable for all travelers, setting the tone for the rest of their stay on Guam.

Key Initiatives to Enhance First Impressions:

Sense of Place Enhancements

- 1. Enhanced Post-Immigration Inspection Area:** Refresh the decor and ambiance of the post-immigration hall to create a seamless and welcoming transition for visitors.
 - **Tropical Welcome Planter:** Install a striking planter filled with tropical foliage indigenous to Guam (real or high-quality faux) and welcoming signage positioned after immigration and before the escalator to baggage claim. This feature will immediately convey a sense of place and set the tone for the visitor experience.
 - **Lush Greenery:** Distribute large plants, small planters, and vibrant tropical greenery throughout the post-immigration area and baggage claim area to immerse visitors in the island's natural beauty.
 - **Modern Tropical Music:** Develop a professionally curated playlist that captures the essence of Guam with a fresh, tropical vibe. Avoid outdated or culturally mismatched music to ensure an inviting and modern atmosphere. Have industry partners sponsor play list as means of advertisement. Sound system improvements in the area may be required.
- 2. Event-Themed Column Banners:** Subject to FAA or regulatory requirements and priority placed for revenue generation, consider the use of available column banners to promote quarterly GVB events as part of in-kind services, adding color and excitement to the arrivals area while reinforcing Guam's cultural vibrancy.
- 3. Refresh Arrivals Murals:** The GIAA already has plans to refresh the murals at both west and east arrivals halls in partnership with the GVB and possibly other government agencies. This is aimed to enhance the travel experience

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by creating interactive, "instagammable," visually engaging Guam themes to foster a sense of connection and excitement for their visit to Guam, highlighting Guam's cultural elements and amenities, allowing travelers to discover new aspects of our island while engaging with their followers on social media in real-time.

Wayfinding Signage/Advertisement/Arrivals Process Upgrades

- Upgrading Wayfinding Signage:** The GIAA is aware of the need to upgrade the wayfinding signage throughout the airport and has continued to incorporate a uniform design as new wayfinding signs are produced and/or old ones are replaced. This includes the continued replacement of taped and makeshift signage with professionally designed displays that align with the GIAA's cohesive graphic policy to ensure a polished appearance.
- Other Temporary Signs:** Replace temporary paper signs with durable, high-quality alternatives, such as LED displays featuring dynamic messaging and vibrant visuals.
- Optimized Baggage Information Displays (BIDS) Monitors:** Improve the placement and visibility of BIDS monitors to make the process more intuitive for travelers. GIAA is aware of the need to upgrade and is working to budget for this as passenger recovery continues.
- Repurposed Ad Spaces:** Transform unused advertising spaces above baggage claim into captivating visuals that showcase Guam's stunning scenery, culture, and events, leaving a lasting impression. GVB may be able to update these temporary unused displays.
- Baggage Carousel Refinement:** Reduce the number of "advertisement space available" advertisements on carousels to create a more sophisticated and welcoming look.
- Streamlined Arrival Process through Immigration:** Although the GIAA already provides Ambassadors to assist with the processing of required immigration forms and queuing with multi-lingual assistance, and that USCBP has shifted all Guam-CNMI Visa Waiver paper-based applications to required online application, continue to assess the need for eliminating or repurposing the immigration form processing table.
- Electronic Customs Declaration Form Tablet Kiosks:** Understanding that Guam Customs and Quarantine Agency and the GVB are the responsible parties

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to maintain the tablet kiosks for electronic customs declaration forms, continue to monitor and inspect that they are in working order to maintain a smooth arrivals process.

Maintenance Upgrades

8. **World-Class Restrooms:** The GIAA has renovated most of the concourse restrooms except for some of the high-use arrivals restrooms. Recommend renovating arrivals restrooms to meet international standards, with a focus on cleanliness, functionality, and modern design. GVB may be able to assist subject to funding availability.
9. **Quarterly Cleaning and Maintenance:** Although the GIAA completely contracts out custodial maintenance to a private contractor, continue to monitor the private contractor for scheduled regular quarterly deep cleaning, including water blasting floors and sidewalks, and repainting walls and columns to keep the facilities looking pristine year-round.
10. **Improved Lighting:** There has been continued installation of LED lights in many outdoor areas to include parking lots. Consider enhancing the lighting to include landscape lighting in high-traffic areas to enhance safety and create a warm, inviting environment for travelers.

Step II: Key Initiatives

As part of GIAA's ongoing commitment to improving the airport experience, Step II focuses on broader enhancements that will elevate the airport to meet the evolving needs of travelers while embracing sustainable practices. The goal is to create an airport that not only serves as a modern, efficient hub but also reflects Guam's commitment to environmental responsibility and operational excellence. By collaborating with key stakeholders, including GVB and industry partners, GIAA aims to implement comprehensive assessments, prioritize upgrades, and develop a strategic plan that balances aesthetic and functional improvements.

These efforts will include critical infrastructure repairs, streamlined processes, and enhanced amenities that create a more seamless and enjoyable experience for travelers. In addition, sustainability will be a core consideration in all enhancements, ensuring that upgrades are environmentally responsible and aligned with industry

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standards. From improving passenger flow to integrating energy-efficient systems and sustainable transportation options, Step II represents a forward-thinking approach that enhances the overall experience for visitors while minimizing the airport's ecological footprint.

1. Collaborative Planning

GVB and other industry stakeholders must work closely with GIAA to conduct comprehensive assessments, prioritize upgrades, and assist with potential funding for aesthetic and functional improvements where available.

2. Critical Repairs and Infrastructure Upgrades

Continue to work with all existing contractors to address equipment such as escalators, elevators, and walkways as well as continue GIAA's plan to modernize the terminal flooring, which is expected to commence in December and be completed next calendar year, and to find funding for the upgrade of terminal seating and restrooms to enhance passenger convenience and safety.

3. Enhanced Departures Experience

Understanding that certain Guam laws have hampered the GIAA's ability to improve and/or add concession services, continue to work with existing concessions and consider adding activities such as family friendly children's play area and more charging stations, or more entertainment options where possible. Improve Wi-Fi connectivity throughout the departures area.

4. Island Ambiance

Enhance Guam's charm by incorporating island-themed music and thoughtfully designed landscaping featuring native tropical plants, fresh paint, and improved lighting. These efforts will focus on using sustainable, eco-friendly materials and practices to create a welcoming airport atmosphere.

5. Elevated Air Quality

Address any areas of the terminal building for air quality issues through improving ventilation systems and introducing subtle scent systems using natural, non-toxic materials to create a fresh and pleasant travel environment.

6. Transportation Access

Considering the multi-million-dollar project that the Department of Public Works (DPW) is undertaking to widen and rehabilitate Route 10A, inquire if it

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is reasonable to refresh the road markings and reflectors. Inquire if hotels would want to restart or improve provide shuttle service options.

7. Electronic Immigration/Declaration Forms

Considering Guam Customs and USCBP have shifted to electronic applications for both the Guam-CNMI Visa Waiver applications and the customs declaration forms, GIAA and GVB can continue to inform the industry better in understanding these requirements for a more seamless travel experience. Travel and tour operators should continue to make themselves aware of these changes.

B. Beautification

A comprehensive beautification initiative is essential to enhance Guam's appeal for both visitors and residents. Key actions include:

1. Major Initiatives

- Waterblast and repaint all of Tumon to revitalize its appearance.
- Work with DPW to repair potholes and pave Pale San Vitores Road.
- Collaborate with DPR and mayors to improve public park restrooms and repair/clean visitor attended public toilets and sightseeing spots.
- Address derelict and abandoned buildings including condemnation through collaboration with the Attorney General and Guam Legislature.
- Engage the Guam Mayors Council for village maintenance and beautification efforts.
- Collaborate with the Guam Homeless Coalition and OHAP to address issues with the homeless population.

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2. Continue Ongoing Maintenance

- Beach raking in Tumon and Hagatna Bays.
- Cleaning and maintaining Tumon sidewalks, curbs, and islands.
- Restoring murals and bus stops to enhance public spaces.

3. Advocacy and Public Engagement

- Seek Legislative support for initiatives, especially those outside Tumon.
- Launch a local media campaign with influencers to instill island pride and engage the community.

4. Prioritization Framework

Categorize tasks into “Must do urgently,” “Should do,” and “Nice to do” to focus resources effectively for 2025 and beyond. Not everything can be completed within 12 months.

5. Private Properties

- Enforce and or create new local laws that include fines to hold property owners responsible for minimum standards of upkeep of buildings and landscaping. Collections can be utilized to fund Islandwide Beautification Task Force projects.
- Longer term, Covenants, conditions, and restrictions (CC&Rs) should be developed for the Tumon area similar to those of Hagatña.
- Utilize VSOs to report on banners and violations or issue RFP for management of violations on a percent of fee basis.

This comprehensive effort will ensure Guam remains inviting and well-maintained, addressing immediate needs while fostering long-term pride and sustainability.

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C. Safety & Security

A proactive approach to safety and security is essential to ensure a welcoming and secure environment for visitors and residents. Key initiatives include:

1. Infrastructure Improvements

- Collaborate with DPW: repair crossing lights, road reflectors, line painting.
- Install improved signage at tourist sites and for drivers and pedestrians.
- Design and build a weather shelter at Marine Corps Drive and JFK Hill.
- Design and construct an approachable crossing from JFK corner to KMart.

2. Encouraging Private Sector Participation

Encourage private property owners to **install lighting** and incentivize the installation of **CCTV cameras**.

3. Other Initiatives

- Ensure utilization of the **GVB Storm Kit**, including weather signage.
- Inform beachside businesses about sea conditions for visitor safety.
- Implement “Lighting Up Guam”: island-wide solar-powered street lights.
- Strengthen the **Visitor Safety Officer (VSO) program**.
- Expand the **security camera installation project** to improve surveillance and response capabilities.

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D. Longer-Term Projects (HOT Bond)

These longer-term initiatives, funded through a **HOT Bond**, aim to modernize Guam's infrastructure, particularly in Tumon, and address longstanding issues that impact the visitor experience:

1. **MUST DO: Major Upgrade to Tumon.** Comprehensive revitalization of Guam's tourism hub, focusing on infrastructure, aesthetics, and functionality.
2. **MUST DO: Restoration of the Infiltration Field at Matapang Beach Park.** Address drainage issues and improve environmental conditions to enhance usability and sustainability.
3. **SHOULD DO: Resolve Tumon Flooding.** Complete the long-overdue flood remediation project to address persistent issues and enhance the area's resilience. Evaluate acquisition of the former Fujita hotel as a shared public park and ponding basin with public parking and restrooms.
4. **NICE TO DO: Design and Upgrade of the Amphitheater at Ypao Beach Park.** Modernize the facility to host larger events and improve its usability for community and tourism-related activities.
5. **NICE TO DO: Installation of Functional Bollards at Ypao Beach Park.** Secure the park's perimeter while maintaining a welcoming and open atmosphere for visitors. Repair the fencing along the Ypao ponding basin.
6. **NICE TO DO: Development of a Parking Structure at Ypao Beach Park.** Increase parking capacity to accommodate more visitors and improve accessibility for events and daily use.

These projects are critical for ensuring Guam remains a competitive and attractive destination, addressing both immediate needs and supporting long-term growth in the tourism sector.

2. Destination Maintenance and Operations (DMO)

Longer term: define the Role of GVB, DPR, and DPW.

- Compile a **comprehensive list** of areas it is responsible for maintaining.
- Engage policymakers, DPW, and DPR in discussions to **clarify roles, responsibilities and funding**, particularly regarding maintenance within and beyond Tumon.
- Establish **clear expectations** for GVB's maintenance role, funding requirements, and tasks not originally part of its enabling legislation or mandate.

While GVB's semi-autonomous structure may make it better suited than DPR to handle maintenance contracts, **budget constraints** limit its ability to address all assigned tasks. With the current focus on **recovery of arrivals**, defining **realistic expectations** for GVB's role is essential.

As major **Destination Development projects** are completed, a long-term maintenance plan is critical to prevent these areas from falling into disrepair.

Initial Suggestions

1. Painting and Aesthetics

- **Medians and curbs** should be painted quarterly without exception.
- **Bollards, utility boxes, and public walls** should also be painted on a regular schedule.
- Establish a **standardized color palette** for public structures and accessories.
- Contract **full-time staff** for painting and touch-ups to ensure consistency.

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2. Graffiti Removal

- **Visitor Safety Officers (VSOs)** identify graffiti daily.
- Graffiti should be **removed within 48 hours** of discovery.
- Notify property owners of graffiti on their properties. Request prompt action and track follow up.

3. VSO Operational Guidelines

To all extent possible, the VSO program should be expanded to ensure the safety of visitors and residents.

By clearly defining responsibilities and implementing these maintenance strategies, Guam can sustain a high standard of aesthetics and functionality, ensuring long-term visitor satisfaction and community pride.

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3. Product Improvement (Private sector)

Investing in private sector upgrades is critical for enhancing Guam's tourism appeal and driving reinvestment. However, current financial and operational challenges, including workforce shortages, rising construction costs, typhoon-related delays, and low arrivals, make this difficult for businesses. The following initiatives aim to address these challenges and improve private sector offerings:

- 1. Financial Support for Upgrades.** Provide zero-interest loans, forgivable loans, or incentives for businesses to maintain and enhance their properties, possibly organized by GEDA.
- 2. Cleanliness and Appearance.** Offer incentives for Tumon businesses to improve property upkeep with window-cleaning, waterblasting, and painting programs. Partner with local service providers and paint stores to offer discounts during an annual event like "Waterblast & Paint Guam Month."
- 3. Customer Feedback and Self-Improvement.** Encourage businesses to conduct customer surveys and establish a self-evaluation program. Implement a "secret-shopper" program to provide actionable feedback. Provide confidential feedback from GVB to inform businesses about recurring issues.
- 4. Property Standards and Accountability.** Create a working group to identify properties that fail to meet minimum standards. Develop a mechanism and possibly a working group to offer feedback and assistance for follow-up as needed to ensure legal compliance.
- 5. Service Training and Workforce Development.** Reinstate service training programs focused on customer service, cultural understanding, and language skills to elevate industry standards. Collaborate with the local education system to enhance workforce readiness, despite current recruitment challenges.
- 6. Visitor Feedback.** Reinstate **visitor exit surveys** to gather insights and track improvements.

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7. Late-Night Entertainment. Reinstate **4 AM closing times for bars and clubs**, at least in Tumon, to align with visitor expectations and improve safety.

- Later hours allow guests to unwind responsibly, reducing risks of over-imbibing and unsafe driving.
- Ensure alcohol consumption occurs in licensed venues with **SafeServ-trained bartenders** enforcing drinking age, alcohol consumption and drug use.
- Compete with visitor home countries where late-night entertainment is the norm.
- Prevent illegal after-hours establishments, ensuring tax collection and public safety.
- Provide **enhanced income opportunities** for staff and entertainers.

By implementing these initiatives, Guam can enhance its private sector offerings, meet visitor expectations, and strengthen its tourism industry in the face of growing challenges.

3. Transportation

Enhancing transportation is crucial to improve Guam's visitor experience and make attractions more accessible. Short-term solutions include subsidized airport-to-hotel transfers, low-cost shuttles for shopping areas, and direct routes to sites like CHamoru Village. On-demand ride services with virtual bus stops could further increase flexibility.

A feasibility study should explore a public-private partnership such as whereby the government acquires 6-10 electric buses and issues an RFP to an operator to manage and operate under a rate range format that includes capex recovery but capex recovery waiver as a backstop. This eco-friendly solution would ensure consistent, affordable transit from the airport to key locations.

Short Term

- Improve and subsidize transport options from the airport to hotels. Consider government owned new shuttle busses contracted on an RFP to an operator
- San Vitores Road north (including access to Gun Beach) up to Micronesia Mall
- San Vitores Road south to Archbishop Flores Rotunda and GPO
- Along San Vitores Road up JFK hill to Marine Corps Drive and K-Mart.
- Public transportation options to service tourist and military throughout villages
- Bus driver boot camp to alleviate driver shortage
- Rideshare (e.g. Stroll), taxis
- Rent-a-guide option for tourists with cars

Long Term: Eco-fun options for Tumon and Hagatna, such as "DukDuk" or "Carabao Cart" motorized coaches, Electric Mini-shuttle, Golf Carts, and Pedal Pubs.

4. Other Initiatives

Data

A data-driven strategy is critical for tourism recovery, enabling precise targeting and efficient marketing. GVB desires to shift from airport exit surveys to in-country data collection by local teams, allowing for real-time, nuanced visitor insights. This approach also helps gather targeted information, like reasons travelers may skip Guam. Further exploration of advanced tools, such as Symphony by Tourism Economics, can enhance insights and improve decision-making. However, in the short term traditional exit surveys should be reinstated immediately.

Communications

Government subsidized free Wi-Fi in visitor-frequented public areas should be explored.

New Attractions

Given current economic challenges, meaningful investment in new attractions may be limited until visitor arrivals grow. However, GVB can introduce low-cost, temporary installations like seasonal events, pop-ups, and partnerships with local artists to build excitement. This approach lays groundwork for future development and larger investments as tourism stabilizes.

Groups

Increased focus on attracting employee incentive trips and educational group travel to bolster Guam's tourism sector (see Appendix). To support this goal, facilitate more extensive familiarization (fam) trips for group organizers, showcasing the island's offerings and logistical advantages for group travel.

Agents

Agent support should be discussed and implemented such as charter purchase incentives. Given their decline in business and the challenges of promoting Guam amidst a strong dollar, modest support can go a long way.

Part IV - Economic Impact

Every dollar invested in tourism marketing yields a tenfold return. Each new air seat contributes about \$1,500 in economic impact per passenger. Restoring visitor numbers revitalizes local businesses, creates jobs, and ensures Guam's long-term economic health. Strategic tourism investments generate ripple effects throughout the economy, driving sustainable growth and stability.

2019

SUMMARY ECONOMIC IMPACTS Guam Tourism (2019)



\$1.9B

Direct Traveler
Demand



\$2.4B

Total
Economic
Impact



23,100

Total
Jobs
Generated



\$253M

Taxes
Generated

2021

SUMMARY ECONOMIC IMPACTS Guam Tourism (2021)



\$128M

Direct Traveler
Demand



\$306M

Total
Economic
Impact



12,425

Total
Jobs
Generated



\$57M

Taxes
Generated

Source: Tourism Economics

2021 is the latest data

2025: \$ 500M Difference in Annual Impact

<u>2025</u>	AS IS (STATUS QUO)	GOAL (SAME AS 2019)	DIFFERENCE
Market Share	1.3%	1.8%	.5%
Arrivals	600,000	830,000	230,000
Tourist Spending	\$ 1.1 Billion	\$ 1.5 Billion	\$ 400 Million
Economic Impact	\$ 1.4 Billion	\$ 1.9 Billion	\$ 500 Million
Taxes	\$ 155 Million	\$ 215 Million	\$ 60 Million

\$ 60 Million in tax difference, year 1

2027: \$ 2 Billion Difference in Annual Impact

<u>2027</u>	AS IS (STATUS QUO)	GOAL (SAME AS 2019)	DIFFERENCE
Market Share	1.3%	2.9% (3.4 JPN, 2.6 KOR)	1.6%
Arrivals	600,000	1,450,000	770,000
Tourist Spending	\$ 1.1 Billion	\$ 2.6 Billion	\$ 1.5 Billion
Economic Impact	\$ 1.4 Billion	\$ 3.5 Billion	\$ 2.1 Billion
Taxes	\$ 155 Million	\$ 375 Million	\$ 220 Million

\$ 220 Million in tax difference thereafter!

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Achieving recovery goals will result in \$2 billion in incremental economic impact annually, with \$200 million in **additional** tax revenues, reducing reliance on federal assistance—a critical need as the military buildup subsides and Guam seeks sustained growth.

Even in the first year alone, \$60 million in additional taxes will be generated.

A \$60 million investment over two years—\$40 million in year one and \$20 million in year two (excluding HOT bond for major capital improvement)—is essential to stabilize and recover tourism.

While much of this will be funded by GVB, some additional support is required. Unlike typical government investments, these funds will yield a full return within 12 to 18 months through GRT and HOT increases, with compounding benefits for long-term growth.

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Investment

Budget

The budget presented below is preliminary. The funding source to be determined.

Supplemental Budget	2025	2026	Total
Airline Incentives	\$ 7,000,000	\$ 7,000,000	\$ 14,000,000
Airline Co-Op Mktg	\$ 2,500,000	\$ 2,500,000	\$ 5,000,000
Signature Events	\$ 2,000,000	\$ 2,000,000	\$ 4,000,000
Additional Events	\$ 1,000,000	\$ 1,000,000	\$ 2,000,000
Travel Agent Support	\$ 1,000,000	\$ 1,000,000	\$ 2,000,000
FIT Support (B2C)	\$ 1,000,000	\$ 1,000,000	\$ 2,000,000
Supplemental Marketing	\$ 5,000,000	\$ 4,000,000	\$ 9,000,000
Rebranding & Advisory	\$ 2,500,000	\$ 2,500,000	\$ 5,000,000
Destination Development	\$ 11,500,000	\$ 1,000,000	\$ 12,500,000
Group Support	\$ 1,000,000	\$ 1,000,000	\$ 2,000,000
Admin & Other	\$ 500,000	\$ 500,000	\$ 1,000,000
TOTAL	\$ 33,000,000	\$ 21,500,000	\$ 58,500,000

Conclusion

Guam's tourism industry stands at a pivotal moment. While significant challenges persist, they also open doors for collaboration, innovation, and revitalization. This recovery plan provides a structured framework to reclaim market share, stimulate economic recovery, and reestablish Guam as a premier regional destination.

The plan is designed to foster collaboration among private-sector leaders and GVB, yet its success depends on dedicated execution. As external consultants have highlighted, even the best strategies will falter without sufficient infrastructure investment and robust support.

Diligent implementation by GVB management, guided by Board oversight, will be essential to achieving these goals. SMART objectives with clear timelines will help maintain accountability and track progress.

With the valued support of the Governor and policymakers, committed oversight by the Board, and strong action from GVB management, Guam has the opportunity not only to rebuild but to emerge stronger, fostering renewed prosperity and pride for the island.

Next Steps

1. Initiate **data collection** and analysis (RFP release December 2, 2024, selection 15 working days after)
2. Implement significant **airline incentives** to restore seat capacity
3. Engage Industry to **upgrade service and product improvement**
4. Expand or intensify **ongoing NEW marketing campaigns**. I.e. **Shinhan Card program, Visa, Guam Bonus Campaign**.
5. Continue and expand significant **signature events**. I.e. **Koko Road Race, GMIF, Guam Island Fiesta Tour, etc.**
6. Urgently execute **significant destination development initiatives**
7. Launch an islandwide **community campaign** for awareness and island-pride
8. Continue work with BSP and PKF for a **long-term strategic plan**

Guam Short Term Tactical Plan

Appendix

Tourism Economics Letter

(An Oxford Economics Company), October 15, 2024



**TOURISM
ECONOMICS**

AN OXFORD ECONOMICS COMPANY

303 W Lancaster Avenue
Wayne PA 19087
Phone: 610.995.9600
Fax: 610.995.9611
www.tourismeconomics.com

This brief letter outlines some of the key challenges and opportunities facing the Guam visitor economy. Tourism Economics has assessed the economic value of tourism for more than a decade, including its peak in 2019 when visitor activity generated \$2.4 billion in total economic output and \$253 million in taxes.

While the pandemic devastated many regional economies, Guam has been the slowest to recover in the region. International visits to Guam remain about half of pre-pandemic levels while we expect Asia Pacific to achieve 92% of 2019 levels for the year 2024. Monthly data show Japan and Korean outbound travel to be rebuilding as the year progresses without any observable gains for Guam.

This is creating a downward spiral for the Guam visitor economy that will require interventions. The collapse in visitor activity has suppressed air service accessibility and is causing the failure of the attractions, experiences, and accommodations that underpin the industry. Action to support the visitor economy is especially vital because of its importance to the Guam economy. While military investments have supported certain sectors and public finances, this does not trickle down to the thousands of affected households who depend on visitor activity. Further, the benefits of military investment cannot be assumed as perpetual.

On the positive side, Guam is positioned to restore its fortunes through focused investments in marketing, air service, event development, and targeted capital investments. We have witnessed the positive economic returns of these tactics in various destinations facing similar challenges. Further, the growth in Asian Pacific middle class households is forecast to continue over the coming decade, creating a wave of new demand that can further drive recovery and new heights for the Guam visitor economy.

Sincerely,

Adam Sacks
President | Tourism Economics
610.563.1172 mobile
adam@tourismeconomics.com

Guam Short Term Tactical Plan

From PKF Consultants

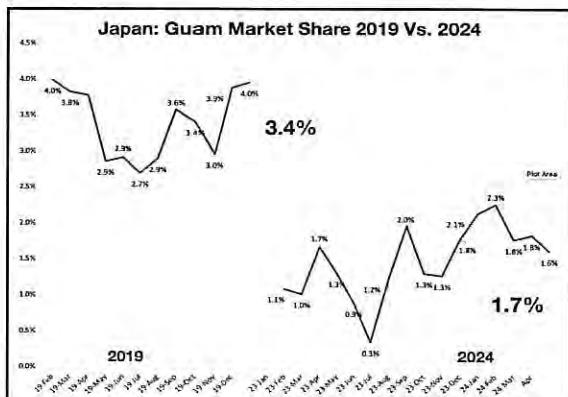
- *"Global tourism has made a full recovery... while Guam is floundering... Guam's visitor sector is struggling... (and is) significantly behind the global curve."*
- *"Guam lags behind. With the window of opportunity for recovery rapidly closing, it is imperative for Guam to address (its) problems head-on."*
- *"In 2023, (global tourism) revenues were only 5% below pre-pandemic levels and are anticipated to grow... 50% in the next 10 years (but) Guam is still struggling to recover."*
- *"Guam faces a lack of a clear strategy and cohesive branding...A unified approach to branding is crucial ... but requires a significant investment...Without a well-defined strategy, efforts to revive the sector are scattered and uncoordinated, leading to inefficiencies and missed opportunities..."*
- *"A major challenge that Guam's tourism sector faces is the lack of a clear strategy and cohesive branding (and) uncoordinated efforts between public and private entities."*
- *"Guam's tourism sector as a whole does not currently harness the power of data, leading to inefficiencies in marketing. Guam's data sources are dated or have flaws..."*
- *"The Tourism 2020 strategies are well thought out... (It is) a well-designed roadmap for the island's tourism industry...If successfully implemented, Guam's Tourism 2020 Plan has the potential to transform the tourism industry on the island. (but) there have been no major expenditures in infrastructure (and) many of the objectives in this strategy were not achieved...This plan or any future plan related to Guam's tourism strategy will require support from stakeholders, including the government, to succeed."*
- *PKF is "surprised by the lack of urgency and priority that tourism receives, despite its critical role as one of the top economic drivers of the local Guamanian economy."*

Guam Short Term Tactical Plan

Japan Market Share Tables

Guam's Japan recovery is the worst in the world

GLOBAL JAPANESE DESTINATION SORTED BY MARKET SHARE GAINS/LOSSES VS. 2019			
	MARKET SHARE		
	2019	2023	Variance
Turkey	0.5%	0.8%	59%
Korea	16.3%	24.1%	48%
Vietnam *RF	4.7%	6.1%	28%
Australia	2.5%	3.1%	25%
New Zealand	0.5%	0.5%	11%
Singapore	4.4%	4.5%	2%
Canada	1.3%	1.2%	-4%
Spain	3.3%	3.2%	-5%
N. Mariana	0.1%	0.1%	-5%
Switzerland	1.1%	1.0%	-6%
Philippines	3.4%	3.2%	-7%
Bali(Indonesia)	1.3%	1.2%	-7%
Thailand	9.0%	8.4%	-7%
Germany	3.1%	2.8%	-8%
Taiwan	10.8%	9.6%	-11%
Cambodia *R	1.0%	0.9%	-13%
U.S.A	18.7%	15.8%	-16%
Hawaii	7.9%	6.0%	-24%
Hong Kong	5.4%	3.6%	-33%
Austria	1.3%	0.8%	-38%
Slovenia	0.2%	0.1%	-42%
Macao	1.5%	0.8%	-47%
Croatia	0.7%	0.4%	-50%
Guam	3.4%	1.4%	-59%



JAPAN OUTBOUND, GUAM ARRIVALS & MARKET SHARE

		Outbound	Guam	Market Share
2019	Jan	1,452,157	58,021	4.0%
	Feb	1,534,792	58,774	3.8%
	Mar	1,929,915	72,974	3.8%
	Apr	1,666,546	47,725	2.9%
	May	1,437,929	41,989	2.9%
	Jun	1,520,993	41,027	2.7%
	Jul	1,659,166	48,103	2.9%
	Aug	2,109,568	75,630	3.6%
	Sep	1,751,477	59,758	3.4%
	Oct	1,663,474	49,218	3.0%
	Nov	1,642,333	63,789	3.9%
	Dec	1,712,319	67,794	4.0%
2020	Jan	1,380,762	61,088	4.4%
	Feb	1,316,820	60,918	4.6%
2023	Jan	443,105	4,806	1.1%
	Feb	537,705	5,459	1.0%
	Mar	694,292	11,583	1.7%
	Apr	560,183	7,304	1.3%
	May	675,661	6,011	0.9%
	Jun	703,259	2,434	0.3%
	Jul	891,615	10,989	1.2%
	Aug	1,200,930	23,560	2.0%
	Sep	1,004,730	13,079	1.3%
	Oct	937,715	11,893	1.3%
	Nov	1,027,110	18,342	1.8%
	Dec	947,911	20,299	2.1%
2024	Jan	838,581	18,955	2.3%
	Feb	978,884	17,343	1.8%
	Mar	1,219,789	22,343	1.8%
	Apr	888,767	14,326	1.6%
	May	941,709	12,034	1.3%
	Jun	930,229	11,245	1.2%
	Jul	1,048,823	15,160	1.4%

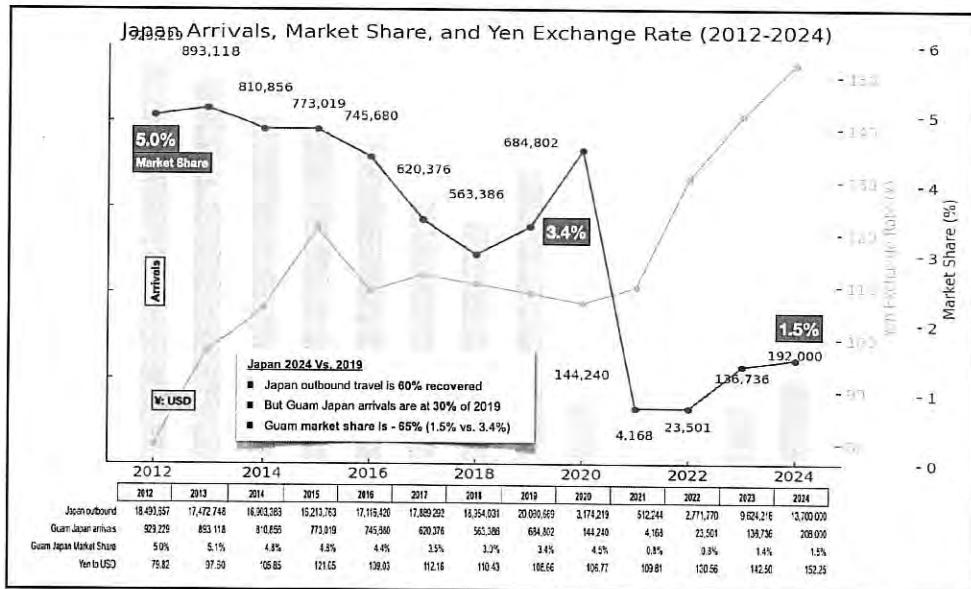
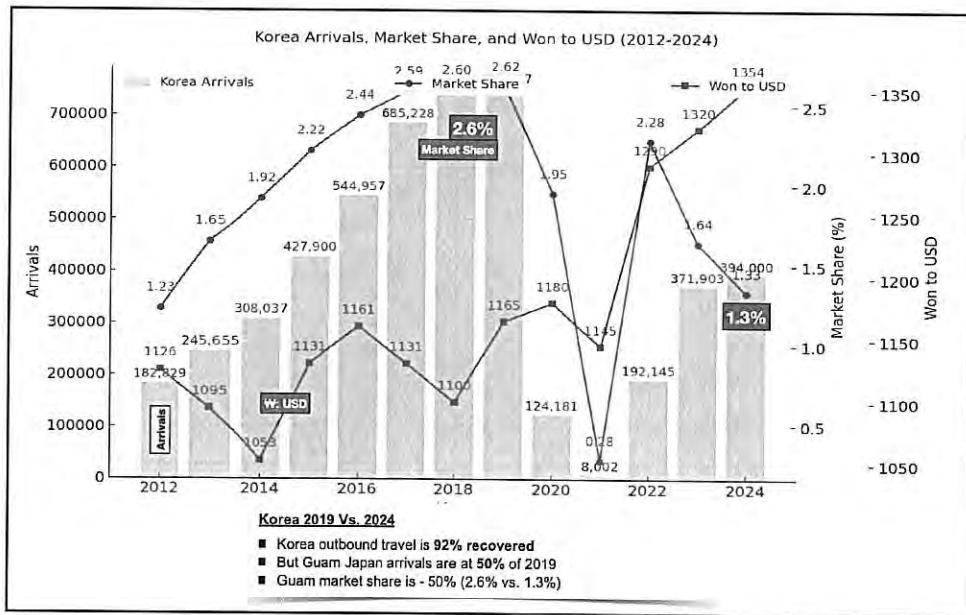
Average 2019-20 pre-COVID 3.6%

Average 2023 2023-24 post-COVID 1.4%

Variance 2024 Vs. pre-COVID -59%

Guam Short Term Tactical Plan

Japan and Korea Arrivals, Market Share, Currency



Guam Short Term Tactical Plan

Factors Affecting Arrivals

Factors Affecting Guam	
Arrivals	Details / Notes
Domestic travel	Including Okinawa, Japan, and Jeju, Korea. Japan provided free travel vouchers.
Recovering outbound	Japan: 20M in 2019, 14.5M in 2024, 16M forecasted for 2025. Korea: Close to 2019 levels, expected to exceed in 2025.
Strong USD	Impact mostly felt in Japan; Korean won down only 13–15% vs. 2019.
Decrease of travel agents, rise of FITs	Particularly noticeable in Japan.
Lack of flights	Korea impacted by cost-prohibitive landing fees, operating costs, fuel tax, etc.
Guam Cost Comparative Disadvantage	Airfare, hotel, and packages are highest in the region. Low-cost competitors include Thailand, Philippines, and Vietnam.
Lack of product integrity	Poor quality and service perception.

Air Service Table

Since 2019, global airfares are up 30-40%³ and 44% regionally,⁴ driven by aircraft shortages, reduced competition and higher operating costs, but fares from Japan to Guam show a 3% **decline** in USD (2019 vs. 2024) while Korea-Guam fares have risen sharply. Prices in yen and won are higher due to currency fluctuations, and Japan's load factors are below 40% – an unsustainable level that risks further flight reductions.

Country	Seats	Seats	Seats	Arrivals	Arrivals	Arrivals	Load Factor	Load Factor	Load Factor
	2019	2023	2024	2019	2023	2024	2019	2023	2024
Japan	875,084	387,176	529,101	683,777	133,640	192,036	78.1%	34.5%	36.3%
Korea	885,045	504,477	464,029	753,366	374,242	375,000	85.1%	74.2%	80.8%

³ <https://media.hopper.com/research/q2-consumer-travel-index>

⁴ <https://www.foxbusiness.com/lifestyle/rising-costs-on-flights-when-book-what-expect>

Guam Short Term Tactical Plan

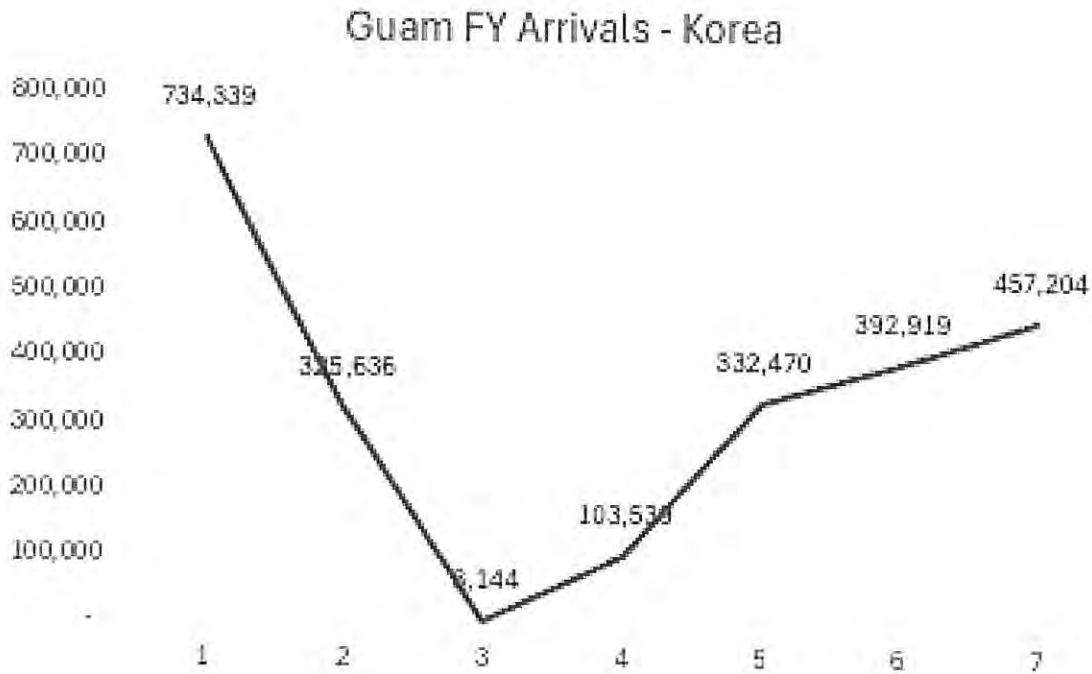
Korea Seats into Guam

To attract flights, Guam must offer route incentives and reduced landing fees. There were 95,000 seats from Korea in Jan 2020, 47,189 in Jan 2023 and 51,000 projected for Jan 2025.

Korea 2019-24 Airline Seat Supply and Arrivals

AIRLINE SUPPLY COMPARISON

KOR-GUM SUPPLY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2019	76,992	65,940	68,145	73,276	67,100	68,633	68,091	69,017	68,145	75,053	76,100	73,584	850,076
FY2023	38,321	37,266	42,865	47,189	43,190	51,641	48,966	38,170	12,402	37,846	44,146	42,700	484,702
FY2024	45,186	40,839	45,974	54,096	51,793	43,007	34,053	37,727	33,106	35,837	35,270	34,899	491,789
FY2024 vs. FY2019	-41%	-38%	-33%	-26%	-23%	-37%	-50%	-45%	-51%	-52%	-54%	-53%	-42%
FY2024 vs. FY2023	18%	10%	7%	15%	20%	-17%	-30%	-1%	167%	-5%	-20%	-18%	1%



Guam Short Term Tactical Plan

FY Korean arrivals with projections for FY2025.

FY	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
2019	60,983	56,957	64,127	69,295	59,429	54,087	54,161	58,276	62,413	67,866	65,333	61,412	734,339
2020	67,124	62,448	71,513	78,609	40,022	5,160	6	4	5	77	95	573	325,636
2021	37	39	81	708	249	159	52	102	455	579	325	358	3,144
2022	315	345	521	924	311	760	3,239	9,947	16,298	28,063	24,751	18,065	103,539
2023	27,783	25,754	36,250	39,653	37,480	36,428	35,397	2,905	2,871	26,984	31,774	29,191	332,470
2024	30,785	31,355	40,963	46,740	41,847	32,676	28,982	28,338	26,499	29,845	28,728	26,161	392,919
2025	27,896	36,211	40,156	46,342	40,462	36,211	36,211	38,787	37,536	39,700	40,156	37,536	457,204

GUAM MARKET SHARE (Out of Korean Outbound)

GUAM MARKET SHARE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2019	2.6%	2.5%	2.7%	2.4%	2.3%	2.3%	2.4%	2.4%	2.5%	2.6%	2.7%	3.0%	2.5%
FY2023	2.9%	2.5%	2.6%	2.2%	2.2%	2.5%	2.4%	1.7%	0.2%	1.3%	1.5%	1.4%	1.8%
FY2024	1.5%	1.5%	1.7%	1.7%	1.7%	1.5%	1.4%	1.2%	1.2%	1.2%	1.2%	1.5%	1.4%

Guam Short Term Tactical Plan

Guam Air Cost

Guam air pricing from Seoul is approximately the same as other 4-5 flights to Saigon and Jeju and has only increased 7% since 2019 despite 20-25% inflation. On the other hand, Guam is priced roughly the same as 6-8 hour destinations. Further, Guam flights from Narita are double the cost of competitive 6-7 hour flights and substantially higher than even 7-8 hour flights. Part of this is due to Guam's higher operating costs including high landing fees, personnel costs, etc.

AIRFARE COMPARISON		
7-HR FLIGHT	NRT - BKK	
Shenzhen Airlines	\$248	
China Eastern	\$251	
T'way Air	\$366	
Air China	\$258	
VietJet Air	\$356	
Royal Brunei	\$388	
6.5-HR FLIGHT	NRT - SGN	
VietJet	\$234	
T'way Air	\$214	
NRT - GUM		
United Airlines	\$422*	
Japan Airlines	\$366*	
*average		
7-8 HR FLIGHT	NRT - SIN	
China Eastern	\$342	
Scoot	\$473	
China Southern	\$475	
Shenzhen Airlines	\$464	
Batik Air Malaysia	\$450	
VietJet Air	\$416	
7-8 HR FLIGHT	NRT - CGK	
VietJet Air	\$231	
T'way Air	\$231	
China Southern & China Eastern	\$232	
3.5 HR FLIGHT	NRT - OKA	
Jetstar Japan	\$135*	
Peach Aviation	\$135*	
6 HR FLIGHT	ICN - BKK	
Air Busan	\$206	
Eastar Jet	\$219	
Jeju Air	\$229	
Hahn Air	\$314	
Jin Air	\$264	
Air Premia	\$327	
Asiana Airlines	\$387	
China Eastern	\$234	
Korean Air	\$395	
GMP - CJU		
T'Way	\$47	
Jeju Air	\$47	
4-5 HR FLIGHT	ICN - SGN	
T'way Air	\$170	
VietJet Air	\$200	
Hahn Air	\$278	
Korean Air	\$314	
ICN - GUM		
T'way Air	\$232	
Jin Air	\$210	
Korean Air	\$376	
Jeju Air	\$226	
ICN - CJU		
China Eastern	\$277	
Korean Air	\$281	

Guam Short Term Tactical Plan

Air Service Development Incentive Program Details

- 1. New Air Service:** Incentives may be applied to unserved or under-served direct (non-stop) routes with a minimum commitment for one (1) year. The incentive may be applied up to a maximum of two (2) years for an unserved or under-served destination.
- 2. New Seasonal Air Service:** Incentives may be applied to year-round or new seasonal service on unserved or under-served routes operated cumulatively, for less than 7 months, per calendar year. The incentive is applicable to the first calendar year and may be applicable for a maximum of three (3) consecutive years thereafter.
- 3. Increased Capacity:** Incentives may be applied to carrier operations resulting in a significant net increase in capacity over the carrier's pre-existing service, per destination. The incentive is applicable to one (1) calendar year.

MINIMUM WEEKLY FREQUENCY

Non-Stop Short - Medium Haul Flights (<6 hours). Incentives apply to eligible air service with not less than one (1) flight per week for short – medium haul flights.

Non-Stop Long - Haul Flights (>6 hours). Incentives apply to eligible air service with not less than one (1) flight per week for long - haul flights.

Guam Short Term Tactical Plan

RATES AND CHARGES DISCOUNT

Incentives apply to operational rates and charges published in the Airport Tariff Schedule in effect at the time of inaugural service and limited to the Airfield Use (Landing) fee, Loading Bridge Use, Immigration Inspection, Arrivals and Departure Fees only. Additional incentives may be provided based on a case-by-case basis subject to review by the Federal Aviation Administration (FAA) to include marketing support, fuel flowage fees, and terminal rents.

•Non-Stop Short - Medium Haul Flights (<6 hours): The cumulative percentage discount of up to 50% for the first year of operations is applicable to the operational rates and factors including, but not limited to, aircraft capacity, non-peak operational schedule, and load factors. Airfield Use (Landing) fee may be eligible for a discount of up to 75% of the operational rate in effect. For air carriers that are eligible to execute a Signatory Airline Lease and Operating Agreement for up to two (2) years, the cumulative discount for the first year is up to 50% and may be eligible for additional discounts of up to 75% for the second year of operations.

•Non-Stop Long-Haul Flights (>6 hours): The cumulative percentage discount of up to 100% for the first year of operations is applicable to the operational rates and factors including, but not limited to, aircraft capacity, non-peak operational schedule, and load factors. For air carriers that are eligible to execute a Signatory Airline Lease and Operating Agreement for up to two (2) years, the cumulative discount for the first year is up to 100% and may be eligible for additional discount(s) of up to 75% for the second year of operations.

Other: For existing GIAA signatory airlines, incentive(s) for existing routes may be provided on a case-by-case basis and discount(s) of up to 50% may be applicable subject to negotiations. Additional incentives may be provided on a case-by-case basis

Guam Short Term Tactical Plan

subject to review by the Federal Aviation Administration to include marketing support, fuel flowage fees, and terminal rents. The incentive will be computed and applied on an annual basis pursuant to airline budgeted projections and actual operational activity reports for the prior year.

Airlines	Q1 Seat Supply	75%	80%	85%	90%
Korean Air	31,096	\$10,000	\$15,000	\$20,000	\$25,000
Jin Air	19,847	\$10,000	\$15,000	\$20,000	\$25,000
Jeju Air	22,304	\$10,000	\$15,000	\$20,000	\$25,000
T'way Air	17,388	\$5,000	\$7,000	\$9,000	\$15,000
Jin Air Busan	13,419	\$5,000	\$7,000	\$9,000	\$15,000
Total Seat Supply		104,050 seats (Q1)			
Expected Sales Goal		88,442 pax (85% LF)			

Guam Short Term Tactical Plan

Hotel Costs

The STR report paid for by GVB looks at a larger sample size of hotels of varying classes. Based upon those reports, the table below shows Guam's weighted average hotel room rate and the average exchange rate for the year. The increase in room rates coupled with the exchange rate make Guam an expensive destination.

	FY2019	FY22	FY23	FY24
ADR	\$211.01	\$173.13	\$196.02	\$207.94
Yen	¥109.01	¥131.50	¥140.51	¥151.03
Won	₩1,165.697	₩1,291.73	₩1,306.69	₩1,355.53

Guam Short Term Tactical Plan

Package Costs

The table below shows the costs for November 3 - 5, 2024 in comparison to the same period in 2019.

HOTEL COMPARISON



- Room rates up in 2024
- Competing Asian destinations, minimal increases

DESTINATION	3 STAR	4 STAR	5 STAR	+WATERPARK
Guam	+23%	+28%	+20%	+23%
Hawaii	+13%	+12%	+13%	+12%
Saipan	-14%	-3%	-1%	-7%
Hanoi	-5%	-11%	-9%	-7%
Cebu	-15%	-6%	-3%	-8%
Malaysia (Kota Kinabalu)	-14%	-2%	0%	-2%

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HOTEL ROOM RATE COMPARISON



REFERENCE

Country	Destination	2019				2024			
		3 Star Hotel	4 Star Hotel	5 Star Hotel	Waterpark or 5 Star Hotel	3 Star Hotel	4 Star Hotel	5 Star Hotel	Waterpark or 5 Star Hotel
U.S.A.	Guam	Bayview \$255	Nikko \$510	The Tsubaki Tower* \$510	P.J.C Resort	Bayview \$330	Nikko \$705	The Tsubaki Tower \$1,230	P.J.C Resort \$660
	Hawaii	Waikiki \$630	Hyatt Centric \$1,245	Ritz Carlton \$1,560	Hilton \$1,080	Waikiki \$723	Hyatt Centric \$1,407	Ritz Carlton \$1,797	Hilton \$1,233
	Saipan	Serentil \$300	Aqua Resort Club \$155	Kensington \$660	P.J.C Resort \$450	Serentil \$164	Aqua Resort Club \$441	Kensington \$654	P.J.C Resort \$420
VIETNAM	Nha Trang	Navy Hotel \$75	Novotel \$210	InterContinental \$420	Vinpearl Resort & Spa \$240	Navy Hotel \$75	Novotel \$213	InterContinental \$425	Vinpearl Resort & Spa \$219
	Hanoi	Reyna Hotel \$120	Wyndham Garden \$150	Lotte Hotel \$495	Intercontinental \$561	Reyna Hotel \$114	Wyndham Garden \$135	Lotte Hotel \$453	Intercontinental \$525
	Da Nang	Avora \$108	Brilliant Hotel \$117	Pullman \$375	Furama Resort \$330	Avora \$111	Brilliant Hotel \$120	Pullman \$390	Furama Resort \$342
	Phu Quoc	Vin Holidays Fiesta \$90	Lahana Resort \$180	InterContinental \$570	Vinpearl \$180	Vin Holidays Fiesta \$87	Lahana Resort \$177	InterContinental \$576	Vinpearl \$186
PHILIPPINES	Cebu	Mandarin Plaza \$141	Bluewater Maribago \$255	Sheraton \$588	JPark Island Resort \$390	Mandarin Plaza \$123	Bluewater Maribago \$240	Sheraton \$570	JPark Island Resort \$360
	Kota Kinabalu	Hotel Capital \$120	Mercurie \$150	Hyatt Regency \$360	The Magellan Sutera \$345	Hotel Capital \$105	Mercurie \$147	Hyatt Regency \$360	The Magellan Sutera \$339

*The Tsubaki Tower opened in early 2020

Guam Short Term Tactical Plan

Specific Marketing Tactics: Examples

The following are examples of tactics to actively and aggressively promote Guam, focusing on key audiences and enhancing the island's image as a unique destination. Note that these are simply "ideas" for further discussion and evaluation by third parties.

1. Focus on Guam's Unique Attractions (USPs) - Experiences

Discussed in the main document above.

2. Value Guam

Discussed in the main document above.

3. Premium Guam

Discussed in the main document above.

4. Location Subsidies and Earned Media Opportunities

Attract media attention through financial incentives for production companies and address visa challenges with a program similar to Hawaii's HIFA visa pilot. This approach can reestablish Guam as a media-friendly destination and increase global visibility through earned media opportunities.

5. Travel Coupons and Group Coupons

Japanese consumers appreciate travel coupons, yet limiting them to in-destination use reduces their impact and increases on-island spend.

Programs such as Go Go Pay offered to travel agents and OTAs give the agents an additional opportunity to promote travel to Guam. The Hafa Adai Support Program now called the Guam Bonus Program offers added value for those choosing Guam as their destination. These programs will continue. Additionally, offers for MICE and Groups are made to build traffic. Unfortunately, due to staffing issues, offers of CHamoru dancers and ground transportation is a challenge. GVB, working with the Guam Community College has begun the Bus Driver Boot Camp to train additional drivers for the bus companies.

Guam Short Term Tactical Plan

6. Top Influencer Engagement

Collaborate with influencers, vloggers, and YouTubers from Korea and Japan to create authentic content that appeals to younger Free Independent Travelers (FITs), positioning Guam as a desirable, accessible destination.

7. Digital and FITs

Target digital campaigns toward FITs from South Korea and Japan, leveraging influencers and targeted ads to increase reach and engagement.

8. Market-Specific Niche Strategies

Japan: Target niche audiences like seniors, families, young adults, women, and travelers with disabilities. Offer subsidized familiarization trips for MICE groups and key sectors.

Korea: Target seniors, baby mooners, and school trips.

9. Hawaii Comparison

Hawaii's Japan arrivals are at 44% of their 2019 numbers (Jan - Sep) versus Guam at 30%. GVB should continue its competitor analysis.

10. Addressing Seasonality

Use signature events to fill slower shoulder periods, and promote Guam's mild climate during winter to attract sports tourists.

11. Unified Branding

A refreshed, unified brand is essential to shape visitor perceptions, drive engagement, and emphasize Guam's unique culture, experiences, and identity as "*America in Asia*"—a safe, distinctive, and accessible getaway.

Amid current challenges, this rebranding presents an opportunity to position Guam as a revitalized, evolved destination, fostering long-term growth and sustainability.

Guam Short Term Tactical Plan

GVB FY2025 Marketing Plans (Pre-Recovery Plan)

MARKETING: JAPAN

FY 2025 SMART Goals

1. Achieve 350,000 visitors for FY 2025
2. Aggressively target FIT, SIT and Group travel with incentive programs
3. Guam aims to become the number one overseas travel destination by diversifying its target segments for FIT (Free Independent Travelers) and strengthening SIT (Special Interest Travel) such as weddings.
4. Go Go Pay (27 participating TAs)
5. Hafa Adai Support Program (over 75 participating companies)
6. Group Support Campaign (Achieve more than 15,000 pax)
7. New Content Creation for Guam
8. Elevating the Digital Transformation & WED 3.0 Utilization
9. Aviation Strategy to sustain regular flights and continue to support the HND route



FY2025 JAPAN MARKETING PROJECT CATEGORIES

IMMERSIVE AND CONVERSION

BRANDING	FIT/ SIT	CONVERSION	GROUP/ MICE	AVIATION
<ul style="list-style-type: none">• SNS/ PR• Influencer• TV Drama• Food truck• Dance and Art• Events	<ul style="list-style-type: none">• SNS/ PR• Influencer• SIT Focused campaign✓ Golf✓ Wedding✓ LGBTQ✓ Sports	<ul style="list-style-type: none">• GoGo Guam• Hafa Adai Campaign• Tactical Campaign• Guam Pay• Hafa Adai Support• Signature events• SNS Conversion ads• FAM	<ul style="list-style-type: none">• Search Ads• Group/ Support• FAM• Seminar/ Workshop	<ul style="list-style-type: none">• Coop with UA and JAL• Resumption support for T-way• Lobbying to new carrier launch opportunity

Guam Short Term Tactical Plan

MARKETING STRATEGY



- Communicate Guam's only Advantage to the Japanese.
- ✓ 3.5 hours to get American Resort
- ✓ Chamorro culture
- Further reinforcement of SNS/Digital and integration with other activities to ensure that the message you want to convey is conveyed and always on communication to meet short booking period to cover both immediate and further out demand.
- ✓ Inspiring/ Immersive story telling communication.
- From FY25, our activities will focus on conversion, particularly in the areas of [specific activities]. As part of this strategy, GoGo Guam Hafa Adai Campaign 2025 will be implemented as the Umbrella Campaign from January to September 2025.
- ✓ Promotion with consideration of attracting visitors to Island events.
- ✓ Simultaneously, implement Tactical Campaigns that are Tailor-Made for each segment, catering to the diversifying needs and insights of our target audience.
- ✓ Co-op program with travel agencies, airlines and OTA/Metasearch to maximize conversion

GOGO GUAM HAFA ADAI CAMPAIGN 2025



- The GoGo Guam Hafa Adai Campaign 2025, our ambitious umbrella campaign, is designed to unite industry partners and create a powerful, positive momentum for Guam.
- Our goal is to aggressively promote Guam and maximize conversion from Jan 13, 2025.
- Before this campaign, organize ONE Guam Roadshow in Nov 2024 to build awareness and educate industry partners in the source markets of Tokyo, Osaka, Nagoya, and other regional cities Kyushu, Tohoku, and Hokuriku regions.
- We will leverage the new year industry mixer and press conference to kick off the GoGo Guam Hafa Adai Campaign 2025. This will be a dynamic start to the campaign, driving and accelerating sales both FIT and Group/ MICE

GUAM
Håfa Adai
キャンペーン



25

Guam Short Term Tactical Plan

GROUP/ MICE



- Expansion of current Group Support program launch in 2025, Jan with Umbrella campaign of GoGo Guam Hafa Adai Campaign 2025.
- Commercialize Group/ MICE as Guam and create an environment that makes it easier for travel agents to sell.
- From FY25 onwards, actively promote travel agents and other channels such as Group/ MICE specialist company expand sales channels and to raise the priority of Guam in Group/MICE.
- Establish positioning as "Guam" when it comes to Group/ MICE.
- ✓ Implement FAM and roadshows for the Travel Agents.
- ✓ Attract groups from sister and friendship cities.
- ✓ Approach high schools and universities.
- ✓ Renew brochures and websites to establish information infrastructure
- ✓ Deployment of SEO and SEM (Search ad)
- KPI: Total number of Group/ MICE pax: 41,310



GROUP SUPPORT

GROUP/ MICE TARGET



TARGET CATEGORY

Category	Description
IT companies and start-ups,	Especially those based in Tokyo and Osaka, also often plan overseas trips for employee training and team building. NTT, NTT Docomo
Industry associations and associations:	Associations that aim to develop the industry regularly organize conferences and exhibitions. Approaches such as the Japan External Trade Organization (JETRO), the Japan Chamber of Commerce and Industry (JCCI) and the Japan Business Federation (Keidanren), as was the case with JATA's successful congress in FY23.
Universities and educational institutions:	Universities and vocational schools that organize study tours for the purpose of student education and international exchange. Examples include the University of Tokyo, Waseda University, Keio University, Meiji University and other educational institutions.
Industry conferences:	Shintsu affiliated organizations, including the Tax Payment Association, Abacus Association, Japan Judicial Scrivener's Association, Advertising Industry Association, etc.
Sporting events:	Marathons: international marathons, taking advantage of Guam's beautiful scenery. Japanese running clubs and citizens' marathon organizations (e.g. Tokyo Marathon Foundation) approached.
Beach sports:	international beach volleyball and surfing competitions. Target the Japan Volleyball Association and the Surfing Federation.
Student sports events:	University sports events: inter-university sports exchange events. Work with the National University Sports Federation and the Japan Student Association. Corporate new product launches and exhibitions.
Professional sports teams:	Training Camps for professional sports teams, etc. Red Hurricanes (NTT Docomo's rugby team), sponsored by Shintsu SP.
New product launches:	Resort fashion shows for Japanese fashion brands and designers. Approached Japan Fashion Association and major apparel companies.

TARGET CORPORATION

List of top 20 groups with potential	Expected Size	Reason
Nojima Group	3200	4 days in October 2023 is a common period with Tokyo, Nagoya and Kyoto as well. It is a success. It is also in the interest of the group to visit.
Daihatsu Kentaku Group	3000	The group visits many countries in Southeast Asia and is looking for Guam and we are working on it.
School exchanges, school trips	2000	We are beginning to approach the more than 50 schools that have visited the University of Guam in the past 2 years.
Kozumi	2000	The Kozumi Group consists of an environmental trip which wants to hold one next year in 2024 and we will work with them to help increase the number of participants, which is likely to be around 2,000.
Daihatsu	1000	Daihatsu has invited Asian universities to October 2024. About 100 people at that time. Travel Agencies from Japan have been in touch with us to organize a "Hawaii culture festival" in Guam with a few visits. This is expected to attract many participants over 1,000 from all over Japan.
Yosakoi Festival	1000	
NTT Docomo Group	1000	NTT Docomo Group is a parent of Shintsu, so we can offer additional trips and Manager Meetings in Guam.
Taiwanese from Kumamoto	500 or more	In Kumamoto, there are many organizations from Taiwan that are increasing demand for accommodation from Taiwan, and they are looking for a resort that they can stay in. We will approach USA and travel agencies there.
ASPAC Convention	500 or more	It is a 3-day event, so we are looking to hold it in October 2024. About 500 people are expected to attend. This is a high-profile event.
Netz Toyota	500 or more	Netz Toyota is a network of Toyota dealers annual investment trip, and we can expect to see more in 2024, as approximately 300 people from several dealers are attending.
Honda Cars	500 or more	Honda Cars also offers frequent incentive trips throughout Japan.
Nissan Dealers	500 or more	Nissan also offers frequent incentive trips throughout Japan.
Kyoto City	500	Kyoto City is a famous destination in Japan, and a lot of Japanese car manufacturers have a branch office in Kyoto.
Ko Ko Road Race	300	Excellent promotion of the Ko Ko Road Race for tens of thousands of visitors that are likely to come from Okinawa. The race will last over the morning, noon and late hours.
TV Tokyo Drama Tour	300	The company will be organizing tour for tens of thousands of visitors that are likely to come from Okinawa. The tour will last over the morning, noon and late hours.
IGLTA - Japan Branch conference	300	IGLTA has communication with 90% and can increase international conferences.
Local Government Events	200	We are progressing with the Japanese government, which is always looking for new destinations such as the Northern Mariana Islands, Yonahama City, Yonahama City, Agana Beach City, Hagåtña and Chalan Park. For example, participation in Agana Beach City.
Marietas Open in Guam	200	We will attend marietas from Japan to the Marietas Open 2024. Development of the Marietas Islands is a priority for the government. More than 200 visitors are expected to come to the island.
NTT Red Hurricanes Training Camp	200	The Red Hurricanes are a football team owned by NTT Docomo and sponsored by Shintsu SP. We will offer them a training camp in Guam.
Go Go Curry	200	We will also communicate with Go Go Curry, with which we will be launching a campaign together. All will be open to constantly track and increase trips.

Guam Short Term Tactical Plan

Marketing: Korea

FY 2025 SMART GOALS

1. Welcome 461,732 Korean visitors*
2. Co-op with travel agents, media/digital influencers, and OTAs
3. Work with small/niche travel agencies
4. Grow presence and engagement on diverse social media platforms
5. Enhance digital campaigns/events/online promotions
6. Conduct fam tours with travel trade, media and digital influencers
7. Participate in trade shows and host offline events
8. Co-op with reputable global and domestic consumer brands
9. Develop educational tourism and sports tourism
10. Conduct in-country market research
11. Promote Guam signature events
12. Promote CHamoru culture, history, food, and made-in-Guam products
13. Co-op with Guam local businesses and government organization
14. Implement destination development projects
15. Promote hidden gems on Guam
16. Expand strategic partnerships with influential parties

**dependent on several external factors, including exchange rates, interest rates, and seat capacity.*



FY2025 KOREA MARKETING PROJECT CATEGORIES

TRAVEL TRADE CO-OP	PR / ADVERTISEMENT	SNS / DIGITAL MEDIA	FAM	MARKET DEVELOPMENT
<ul style="list-style-type: none">• Airline Co-op Promotions• Airline Incentive Program• Airline Support Program• Travel Agency Co-op Promotions	<ul style="list-style-type: none">• Content Production• OOH / Media Ads• Consumer Brand Collaboration• Media Tie-in Project	<ul style="list-style-type: none">• Influencer Co-op• SNS Promotion & Campaign• Digital Media Buying	<ul style="list-style-type: none">• Familiarization Tours – Airlines, Travel Agencies, Media, Influencers, etc.	<ul style="list-style-type: none">• In-country Offline Shows• Guam Signature Events Promotion• Sports Market Development Project• New Market Develop. Project

Guam Short Term Tactical Plan



Marketing: Taiwan

FY 2025 SMART Goals

1. Welcome 3,000+ pax from Taiwan in FY 2025
 - A. The FY 2025/Q3 direct flight service will commence in April with two weekly flights, operated by China Airlines, each offering 124 seats. This brings the total seat capacity to 1,416. With an estimated passenger load factor of 70%, approximately 992 passengers are expected.
 - B. Four charter flights scheduled for the Chinese New Year in FY 2025/Q2 are anticipated to bring 708 passengers to Guam.
 - C. Eight charter flights during the summer vacation period are projected to bring an additional 1,416 passengers to Guam.
 - D. The FY2025 transit flight route from Taiwan to Guam is expected to carry a total of 500 passengers.

FY 2025 Goals: 3,016 PAX

2. Increase Guam's share of voice (SOV) through media
 - o Build Guam's brand image from tourism, Influencers, KOLs, and adventure sports aspects.
 - o Keep close relationship with Taiwan Influencers, KOLs and sports industries.
 - o Create Guam Reels with KOLs
 - o Growing followers by 10% on social media platforms.
 - o GVB Taiwan FB fan page has 90,946 followers as of 9/23. Increase the number by 10% and elevate it to 100,041
 - o GVB Taiwan Instagram has 8,351 followers as of 9/23. Increase the number by 10% and elevate it to 9,186
3. Develop MICE, Golf and Adventure Sports Markets
 - o Organize familiarization tours, seminars for travel agents and sports organizers, and an incentive program to boost M.I.C.E and adventure sports tours.
 - o Focus on attracting insurance, direct selling, golf, and adventure sports groups.
 - o To host golf tournaments or arranging golf tours for media coverage to increase visibility and draw in golf enthusiasts and sports magazines to aid our promotional efforts.
 - o Aim to attract at least 2 groups annually with over 20 pax annually

Guam Short Term Tactical Plan

4. Develop FIT Market

- o Assist travel, hotel and adventure sports websites by providing them with sufficient Guam information as well as pandemic prevention measures taken to protect travelers' health
- o Co-op with OTA(KKDAY, EZTravel, ect) to hold campaigns
- o Keep promoting Guam's attraction and beauty on SNS platforms
- o Promote EDF to the public'

5. Develop new airline service and sustain L/F

- o Encourage and offer incentives for EVA Air to resume their Guam route
- o Encourage and provide incentives for Starlux to operate flights between Taipei and Guam.
- o Sponsor at least two regular flights during a specified timeframe to increase connectivity.
- o Create incentive and PAK program for airlines
- o Promote the developed new routes to trade partners and consumers
- o Collaborate with GIAA to facilitate the establishment of sister airport relationships with international airports in Taiwan.
- o Co-op with KOLs, travel agencies, etc., to promote direct flights TPE-GUM, to attract people to visit Guam.

6. Import/Export Cargo

- o Reach out and arrange meetings with Taiwan county Farmers Associations and/or Taiwanese exporters of farm products to explore business networking and opportunities.
- o Foster connections and facilitate communication between Chamorro and Taiwanese indigenous cultures to promote Chamorro culture and business development in Taiwan.
- o Promote Guam's food products during Food Taipei. Hope to create business opportunity for Guam companies.

How We're Going to Get There



FY2025 TAIWAN MARKETING PROJECT CATEGORIES

AIRLINE CO-OP	TRAVEL TRADE CO-OP	SNS / DIGITAL MEDIA PR / ADVERTISEMENT	FAM	MARKET DEVELOPMENT
<ul style="list-style-type: none">• Airline Co-op Promotions• Airline Incentive Program• Airline Support Program• TA Sales Contest	<ul style="list-style-type: none">• Travel Agency Co-op Promotions• OTA / Media Ads• Consumer Brand Collaboration• CNY Meal Coupon Vouchers	<ul style="list-style-type: none">• Influencer Co-op• Monthly SNS Promotion & Campaign• Digital Media Buying & Advertising• EDF Promotion	<ul style="list-style-type: none">• Familiarization Tours -Travel Agencies, Media, Influencers, etc.• SNS Content Creation Fam Tour	<ul style="list-style-type: none">• In-country Research• Guam Signature Events Promotion• MICE & Adventure Sports Market Development• Travel Fairs• Other opportunities beyond tourism

Guam Short Term Tactical Plan

Marketing: Philippines

FY 2025 SMART Goals

1. Increase awareness of Guam and its CHamoru culture to achieve at least 15,000 visitor arrivals from the Philippines by implementing targeted marketing campaigns and community engagement initiatives, using the Bureau's research tracking data to gauge performance.
2. Enhance Guam's visibility as a nearby, unique United States destination among travelers in the Philippines, particularly in the National Capital Region (Metro Manila) and select cities through strategic partnerships with influencers and industry partners and through engagement with Filipino consumers at travel-related events.
3. Collaborate with the U.S. Embassy and key organizations to secure at least three MICE/SMERF groups through targeted outreach efforts.
4. Increase our social media following on Facebook and Instagram by 10% by boosting our top-performing posts and launching activation campaigns by the end of the fiscal year.
5. Increase awareness and drive traffic to our Philippine microsite, visitguam.ph, by 10% through campaigns and social media outreach by the end of the fiscal year.
6. Attract and increase the number of travelers from the Philippines with an income of PHP 450K+ by 10% through targeted campaigns in urbanized cities such as Metro Manila – Makati, Taguig, Quezon City), Cebu City, Davao City, and Iloilo City.



Guam Short Term Tactical Plan

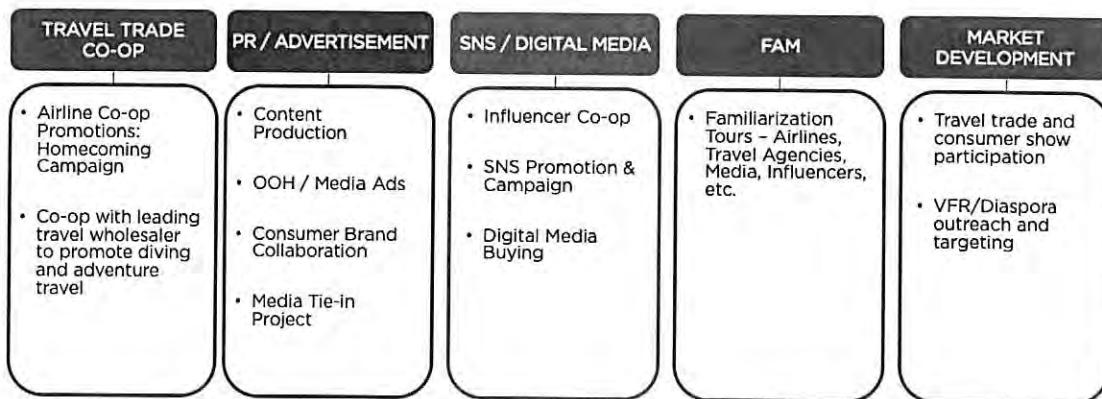
Marketing: North America

FY 2025 SMART Goals

1. Increase visitor arrivals for FY 2025 to 90,000 visitors.
2. Renew and develop partnerships with at least five (5) U.S. travel wholesalers, dive wholesalers, leisure, and MICE travel buyers to create packages for Guam.
3. Explore opportunities to generate interest for travel to Guam through participation in US B2B and consumer shows:
 - a. International Pow Wow (IPW) - Rotating US States
 - b. Diving, Equipment, and Marketing Association (DEMA) - Rotating US States
 - c. International MICE Expo (IMEX) - Las Vegas, NV
 - d. International Gay & Lesbian Travel Association (IGLTA) - Rotating US States
 - e. Pacific Islander Festival Association (PIFA) - San Diego, CA
4. Continue to promote travel to Guam to the Visit Friends & Relatives (VFR) market and seek out partnerships with United Airlines for co-op support.
5. Develop integrated approach to engage with both traditional and new media in North America for featuring Guam's main attraction, special tourism product, and events.
6. Focus on media exposure within high-end travel publications targeting affluent travelers from North America who can afford the high travel costs to Guam.
7. Focus on engaging local level news agencies, cultural tourism, and special travel interest media (e.g. dive, island).
8. Target to generate \$1,000,000 USD media value.
9. Continue to develop Guam's presence on popular digital media platforms like Google, Facebook, YouTube and LinkedIn.
10. Work with OTA and travel industry ad tech platforms to reach FIT market segments in North America.



FY2025 NORTH AMERICA MARKETING PROJECT CATEGORIES



Guam Short Term Tactical Plan

Marketing: Pacific

FY 2025 SMART Goals

1. Remain an active member of the Pacific Asia Travel Association (PATA) International and the PATA Micronesia Chapter. PATA International offers incredible opportunities to network and develop relationships with key travel trade professionals around the world. The PATA Micronesia Chapter brings travel partners from the region together with the goal of promoting travel to Micronesia while raising awareness of the cultures, history and natural environment the region offers.
2. Continue to promote 'One Marianas' through close partnerships with the different jurisdictions in the CNMI, local influencers, travel trade partners, and tourism industry members, to foster travel between Guam and the islands of Saipan, Tinian, and Rota.
3. Collaborate with regional partners under the Micronesia Pavilion to promote travel to, from and within Micronesia in overseas travel trade shows like the PATA Travel Mart, PATA Destination and Marketing Forum, Asia Dive Expo (ADEX) and Diving, Equipment & Marketing (DEMA) Show.
4. Collaborate with regional partners to accomplish the objectives established by the Micronesia Island Forum's Regional Tourism Committee:
 - a. Expansion of the Committee's scope of work to include Chapter sub-committee Work (Education Committee and Cultural Heritage Committee);
 - b. Expansion of members' participation in tri-annual meetings of National Tourism Organizations (NTO's) and State Tourism Organizations (STO's);
 - c. Expanded participation by jurisdictions at PATA International and PATA Micronesia Chapter Events;
 - d. Support of PATA Micronesia Chapter Initiatives to conduct training and seminars throughout the region;
 - e. Action by each jurisdiction to join the Pacific Tourism Organization (PTO) and;
 - f. Jurisdiction efforts to improve and enhance tourism destinations



FY2025 NEW MARKETS MARKETING PROJECT CATEGORIES

TRAVEL TRADE CO-OP	PR / ADVERTISEMENT	SNS / DIGITAL MEDIA	FAM	MARKET DEVELOPMENT
<ul style="list-style-type: none">• Airline Co-op Promotions in Singapore and Malaysia• Co-op with leading travel wholesaler to create Guam packages	<ul style="list-style-type: none">• Content Production• OOH / Media Ads• Media Tie-in Project	<ul style="list-style-type: none">• Influencer Co-op• SNS Promotion & Campaign• Digital Media Buying	<ul style="list-style-type: none">• Familiarization Tours - Airlines, Travel Agencies, Media, Influencers, etc.	<ul style="list-style-type: none">• Travel trade and consumer show participation• Collaborate with trade partners to increase awareness of Guam• Promote visa-free travel in Singapore and Malaysia

Guam Short Term Tactical Plan

Marketing: New Markets

FY 2025 SMART Goals

1. Explore opportunities to create awareness and generate interest for travel to Guam through participation in the following travel trade and consumer shows:
 - a. International Tourism Exchange (ITB) Asia - Singapore
 - b. Asia Dive Expo (ADEX) - Singapore
 - c. Malaysia Association of Tour and Travel Agents (MATTA) Fair - Kuala Lumpur, Malaysia
2. Develop partnerships with prominent travel wholesalers in Singapore and Malaysia, such as Apple Vacations, Golden Tourworld Travel and EU Holidays to create Guam packages.
 - a. Prior to the pandemic, GVB partnered with Apple Vacations and Golden Tourworld Travel, two of the largest travel wholesalers in Malaysia, to develop packages. As a result, GVB welcomed eight (8) groups from Kuala Lumpur ranging from 25-30 pax per group.
3. Continue to promote visa-free travel to Guam to markets like Singapore, Malaysia and Brunei. Singapore is listed under the U.S. Visa-Waiver Program while Malaysia and Brunei, through the Guam-CNMI Visa-Waiver Program, are allowed to travel to Guam and the CNMI visa-free as well.
4. Collaborate with Philippine Airlines and United Airlines in Singapore and Malaysia to conduct a series of Guam Product Updates to raise awareness of Guam as a viable destination.
5. Collaborate with airline partners to help promote travel to Guam from feeder markets into the Philippines.
6. Co-op with media and digital influencers in Malaysia to raise consumer awareness of Guam as a visa-free U.S. destination.
7. Collaborate with travel trade and media partners to host up to three (3) familiarization tour trips to Guam for the purpose of creating awareness, generating interest for travel to Guam and developing travel packages.
8. Promote MICE travel to Guam from Southeast Asia where there is a growing interest for MICE travel to new destinations.



FY2025 NEW MARKETS MARKETING PROJECT CATEGORIES

TRAVEL TRADE CO-OP	PR / ADVERTISEMENT	SNS / DIGITAL MEDIA	FAM	MARKET DEVELOPMENT
<ul style="list-style-type: none">• Airline Co-op Promotions in Singapore and Malaysia• Co-op with leading travel wholesaler to create Guam packages	<ul style="list-style-type: none">• Content Production• OOH / Media Ads• Media Tie-in Project	<ul style="list-style-type: none">• Influencer Co-op• SNS Promotion & Campaign• Digital Media Buying	<ul style="list-style-type: none">• Familiarization Tours – Airlines, Travel Agencies, Media, Influencers, etc.	<ul style="list-style-type: none">• Travel trade and consumer show participation• Collaborate with trade partners to increase awareness of Guam• Promote visa-free travel in Singapore and Malaysia

Guam Short Term Tactical Plan

Long-Term Strategic Plan

While immediate recovery efforts are crucial, Guam's long-term sustainability requires a proactive strategy to address its evolving market position. Effective collaboration among policymakers, small businesses, hotels, and cultural leaders is essential to ensure alignment and impactful outcomes.

Key Areas of Focus

- **Major Upgrade to Tumon:** Utilize HOT bond financing to undertake a major redevelopment of Tumon for the first time in three decades.
- **Strategic Plan:** Leverage the former Tourism 2020 framework to create a new strategic plan that addresses current needs, with action-oriented goals, measurable outcomes, and a focus on accountability and long-term growth.
- **Rebrand and Enhance Product Offerings:** Emphasize CHamoru culture, unique experiences (USPs), and Guam's identity as "America in Asia." Enhance visitor offerings with improved airport, transportation, free Wi-Fi, and targeted major capital improvements to remain competitive.
- **Market Expansion:** Pursue Philippine visa waiver and reactivate critical markets like Taiwan, Hong Kong, Russia, China, and Australia. Explore new markets such as Singapore as a gateway to Southeast Asia in addition to possibly Thailand and Vietnam
- **Data-Driven Strategy:** Leverage tools like *Symphony* by Tourism Economics to track visitor behavior and refine strategies with real-time data.

Guam Short Term Tactical Plan

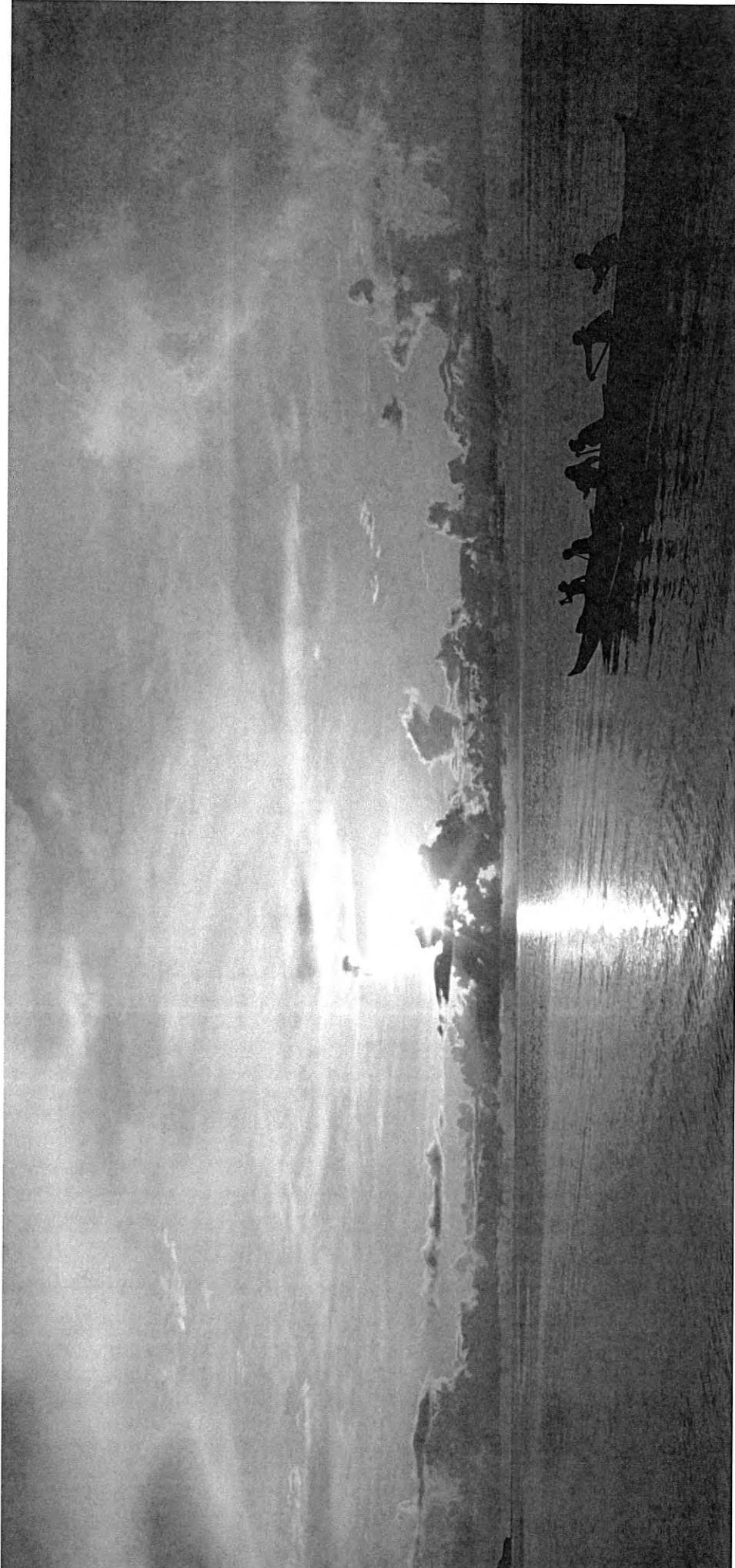
Culture – Longer Term branding considerations

For over 50 years, Guam has showcased its culture through traditional channels like trade shows, posters, and brochures. Yet, these efforts have not fully realized Guam's potential to attract culturally-minded visitors. Currently, only about 2% of tourists engage with key cultural sites, such as the Guam Museum, highlighting the need for a modern, impactful strategy.

To engage today's travelers, Guam must transition toward dynamic, immersive experiences. Partnering with expert marketing firms can help create campaigns that resonate with contemporary audiences by focusing on emotional engagement and hands-on interaction, aligning with global trends that prioritize authentic, experiential travel.

A refreshed approach should integrate village experiences, collaborations with local artisans, and opportunities for tourists to participate in cultural activities. Embedding cultural elements throughout the visitor experience will allow Guam to offer more than just a vacation spot—it will offer a meaningful connection to the island's identity. This approach not only enhances the tourist experience but also ensures that the benefits of tourism are shared across the island.

Visual storytelling will be essential to this new approach. Rather than relying on images of traditional performances alone, campaigns should highlight visitors actively engaging with Guam's culture—learning, participating, and creating memorable experiences. This narrative repositions Guam as more than a beach destination; it becomes a place of personal discovery, where travelers can connect with a rich, living culture. Promoting Guam's cultural identity in this way ensures that the island remains distinctive and relevant in a rapidly evolving tourism landscape, driving long-term visitor growth and economic sustainability.



INDUSTRY RECOVERY REPORT

JANUARY 8, 2021



Destination Updates



Vaccination Clinic Continues at Okkodo High School January 8-9

The Department of Public Health and Social Services (DPHSS), in partnership with the Office of the Governor, Mayors' Council of Guam (MCOG), Guam Department of Labor (GDOL), Guam Fire Department (GFD), Guam Police Department (GPD), Guam National Guard, University of Guam (UOG) School of Nursing and Health Sciences, and the Serve Guam Commission which oversees the AmeriCorps Guam Program, will resume its COVID-19 vaccination clinic for those individuals under Phase 1a (healthcare personnel) who are due for their second dose and Phase 1c (individuals 60 years and older) to receive Dose One. These vaccinations will continue Friday, January 8, and Saturday, January 9, 2021 at Okkodo High School in Dededo. The school cafeteria and gymnasium have been set up as a temporary vaccination clinic.

DPHSS will be issuing numbers to the first 250 healthcare workers in their car. Healthcare personnel who fall in line are asked to turn on their blinkers to flag down staff so they may be prioritized. The priority will be those who are coming back for their second dose. DPHSS will also be issuing 350 ticket numbers to individuals 60 years and older. Everyone must present their issued number upon entering the gate. For the safety of the community, walk-ins will not be accepted.

DPHSS will continue administering the second dose during the vaccination clinic to those who received their first dose between December 17 and 19, 2020. Those who are due for their second dose are reminded to bring their immunization card to the vaccination clinic so it may be properly documented.

FREE COVID-19 VACCINATIONS at Okkodo High School



No pre-registration required. Up to 350 doses of the vaccine will be administered each day for those 60 and over. First-come, first-served. If homebound vaccination is needed, please contact your village mayor.

Those who are due for their second dose are reminded to bring their immunization card to the vaccination clinic so it may be properly documented.

FRIDAY, JANUARY 8, 2021
9AM-12PM | PHASE 1A
Healthcare personnel who have already received Dose One on Dec 18

12PM-3PM | PHASE 1C
Individuals 60 years and older (Dose One)

SATURDAY, JANUARY 9, 2021
9AM-12PM | PHASE 1A
Healthcare personnel who have already received Dose One on Dec 19

12PM-3PM | PHASE 1C
Individuals 60 years and older (Dose One)

PRE-SCREENING ELIGIBILITY FOR VACCINATIONS
In order to take the COVID-19 vaccine, you must meet the following pre-screening eligibility criteria:
• Must not be currently infected with COVID-19, or previously exposed within the last 14 days
• Must not have received any other vaccine, such as the flu shot, in the last 14 days
• Please note: If this is your first time receiving the COVID-19 vaccine, please make sure you have never taken other COVID-19 vaccine products.

For more information, visit dphss.guam.gov or call 311

GVB1347

Vaccination Clinic to Begin at Southern Region Community Health Center January 8-9

A second COVID-19 Vaccination Clinic will be held at the Southern Region Community Health Center in Inajaran on Friday, January 8 and Saturday, January 9, 2021 from 9 a.m. to 3 p.m. Up to 200 doses of the vaccine will be administered on each day to those in Phase 1c (individuals 60 years and older) to receive Dose One. DPHSS will also be issuing 200 ticket numbers to individuals 60 years and older. Everyone must present their issued number upon entering the gate. For the safety of the community, walk-ins will not be accepted. No pre-registration is required. First-come, first-served.

V-Safe Vaccine Symptom Monitoring

Individuals who have received the COVID-19 vaccine are encouraged to register for the tool called v-safe, offered by the U.S. Centers for Disease Control and Prevention (CDC). V-safe is a smartphone-based tool that uses text messaging and web surveys to provide personalized health check-ins after you receive a COVID-19 vaccination. Through v-safe, you can quickly tell CDC if you have any side effects after getting the COVID-19 vaccine. Depending on your answers, someone from CDC may call to check on you. V-safe will remind you to get your second COVID-19 vaccine dose if you need one. Sign up for v-safe with your smartphone's browser at <https://vsafe.cdc.gov>.

For the latest information on COVID-19, visit dphss.guam.gov or guamrecovery.com. For inquiries on COVID-19, contact 311 through a local number, or call the Joint Information Center at (671) 478-0208/09/10.

**FREE COVID-19
VACCINATIONS**
at Southern Region Community Health Center



No pre-registration is required. Up to 200 doses of the vaccine will be administered each day for those 60 and over. First-come, first-served. If homebound vaccination is needed, please contact your village mayor.

FRIDAY, JANUARY 8, 2021
9AM-3PM | PHASE 1C
Individuals 60 years and older (Dose One)

SATURDAY, JANUARY 9, 2021
9AM-3PM | PHASE 1C
Individuals 60 years and older (Dose One)

PRE-SCREENING ELIGIBILITY FOR VACCINATIONS
In order to take the COVID-19 vaccine, you must meet the following pre-screening eligibility criteria:
• Must not be currently infected with COVID-19, or previously exposed within the last 14 days
• Must not have received any other vaccine, such as the flu shot, in the last 14 days
• Please note: If this is your first time receiving the COVID-19 vaccine, please make sure you have never taken other COVID-19 vaccine products.

For more information, visit dphss.guam.gov or call 311



GVB1348

COVID-19 VACCINE VIRTUAL TOWN HALL ON SUNDAY, JANUARY 10

COVID-19 Vaccine Virtual Town Hall on Sunday, January 10

The Office in the Governor will be hosting a COVID-19 Vaccine Virtual Town Hall on Sunday, January 10, 2021 at 5 p.m.

Panelists will include Dr. Felix Cabrera, Dr. Annette David, Dr. Luis Cruz, Dr. Thane Hancock, and Annette Aguon.

Ask your questions by joining the Zoom room at:

<https://bit.ly/35hPXPm> or watch the livestream via Governor Lou Leon Guerrero's Facebook page or PBS Guam KGTF Channel 12.

For the latest information on COVID-19, visit dphss.guam.gov or guamrecovery.com. For inquiries on COVID-19, contact 311 through a local number, or call the Joint Information Center at (671) 478-0208/09/10.



**COVID-19 VACCINE
VIRTUAL TOWN HALL**
Sunday, January 10, 2021 / 5PM

PANELISTS INCLUDE:
Dr. Felix Cabrera, Dr. Annette David, Dr. Luis Cruz,
Dr. Thane Hancock, and Annette Aguon

Ask your questions by joining the Zoom room at:
<https://bit.ly/35hPXPm>

or watch the livestream via Governor Lou Leon Guerrero's Facebook page or PBS Guam KGTF Channel 12.



GVB1349

#PROTECTGUAM



The Guam Visitors Bureau has launched the island's newest campaign, [#ProtectGuam](#), to further promote current health and safety protocols and encourage the local community to do their part in the fight against COVID-19.

The #ProtectGuam campaign runs through Jan. 20, 2021 with four different photo contests under the [#ProtectGuam](#) umbrella.

Participants have the opportunity to win \$100 by posting their photos to social media with the [#ProtectGuam](#) hashtag or uploading their entries to visitguam.com/protectguam via our direct uploader feature. While content can be posted to all social media platforms, GVB will be tracking contest entries through public Instagram profiles and consumer site submissions.

#ProtectGuam

<https://youtu.be/GPYSOvGJDzA>

GVB1350

GVB MEMBERSHIP ELECTION UPDATE

Fiscal Year 2021 is a GVB election year. This is an opportunity for GVB members to use the power of their voice to nominate and vote for candidates that will represent (4) seats within the GVB board of directors.

The nomination deadline for the GVB membership election is tomorrow, January 9, 2021 at 5:00PM. (Note: Nominations on the floor will also be accepted).

In order to be eligible to nominate and be nominated, you must have met the November 5, 2020 deadline for registration and payment.

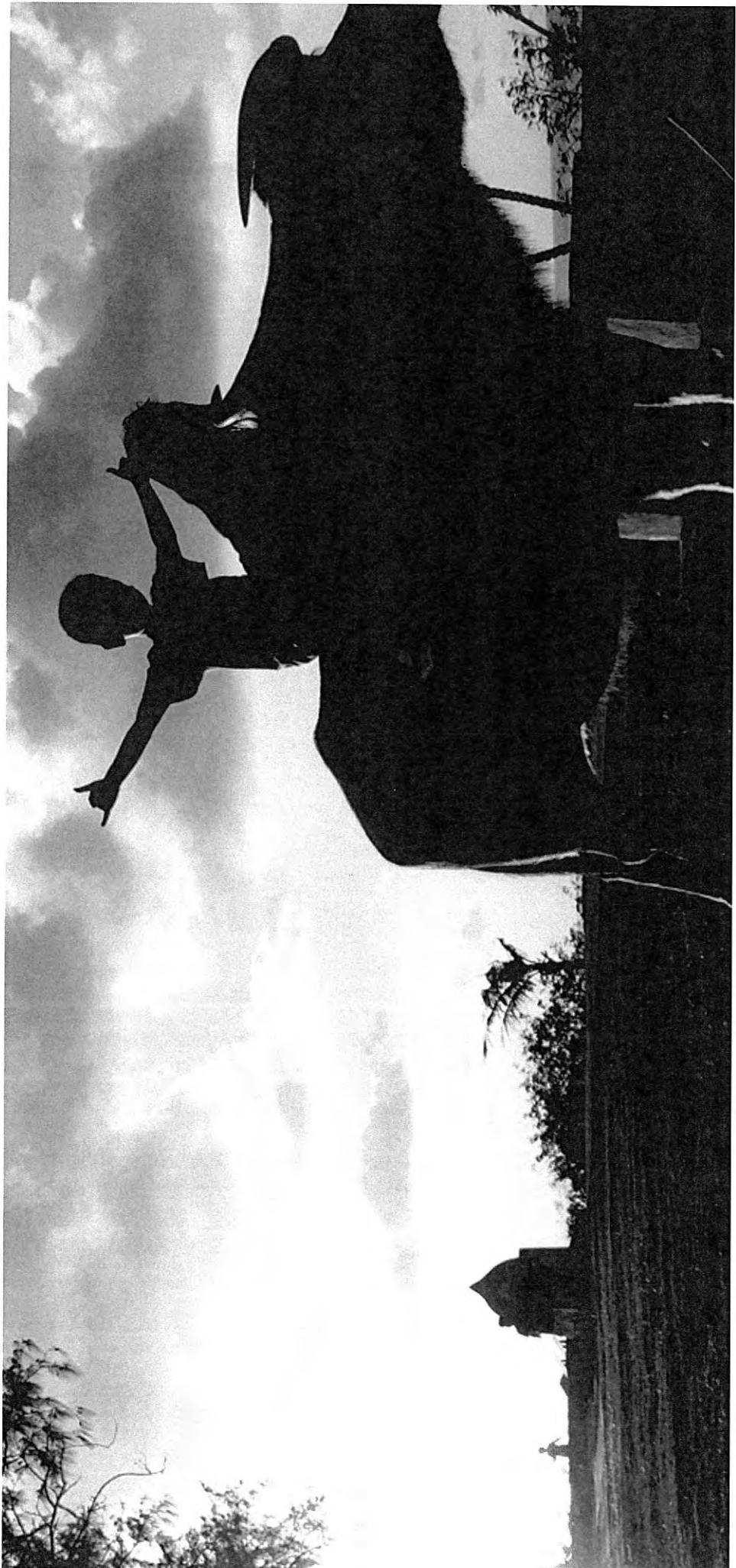
For more information please contact:
taylor.pangilinan@visitguam.org

**January 9, 2021
5:00PM**

Deadline to submit
nominations for GVB
elected board members

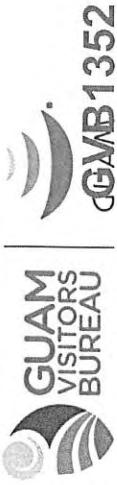
February 5, 2021
GVB
Membership
Election

GVB135



MARKET INTELLIGENCE REPORT

As of January 7 and may be subject to change.



MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE

JAPAN

COVID-19 News

- Japan is still mid of the third wave; medical systems are expected to remain in a tough situation toward year-end
- Experts warn that the younger generation need to refrain from moving across the prefectures to contain the spread of COVID-19
- Go To Travel tourism program suspended from Dec 28 to Jan 11; caused confusion among businesses and users
- Number of infected people in Tokyo exceeded 4,000 in the past week
- Tokyo experienced its highest record of new cases on Dec 17 (822 cases); Government raised the capital's medical preparedness alert
- (Healthcare system alert) to stage 4, its highest level
- Update on Japan's residence and business track shown in appendix

Market Intelligence

- UA196/197 continues operation except Tues in Jan; JL941/942 suspended until Mar 30; TW311/312 suspended until Jan 16; 7C3174/3173 suspended until Dec 31
- Update on nine major competitors for Japanese overseas travel shown in appendix
- 2016-2020 air seat capacity and arrival forecast for United Airlines, T'Way, Japan Airlines, and Jeju Air shown in appendix

DETAILS ARE FOUND
IN THE APPENDIX

SOUTH KOREA

COVID-19 News

- Coronavirus cases over 1,000 daily due to soaring infections in a Seoul prison and care homes and community infections
- Third wave of the pandemic is raging across the nation
- Korea Disease Control & Prevention Agency extended its current Level 2.5 distancing measures in the capital area and Level 2 restrictions for the rest of the country until Jan 17
- Gatherings of five or more people are banned in the greater Seoul area until Jan 17
- COVID-19 vaccination will start in the first quarter of 2021 on a limited basis
- All foreigners required to test for COVID-19 before arrival, starting Jan 8
- Incheon International Airport provides COVID-19 testing for outbound passengers

Market Intelligence

- Total January outbound seat capacity is 756 seats, with LJ641 scheduled to operate on Jan 5, 12, 19, and 26
- South Korea's health authorities confirmed the country's first cases of a more transmissible variant from three arrivals from Britain; all flights from the UK will be temporarily banned until Jan 7
- Travel agencies resumed overseas travel sales

TAIWAN

COVID-19 News

- First COVID-19 vaccines to arrive in March
- Taiwan prepares for first UK flight arrival since mutant coronavirus strain
- Australia moved from low to medium risk on Centers for Disease Control list
- Taiwan's health insurance system is a model for pandemic response
- Taiwan's COVID vaccines about to enter phase 2 clinical trials
- Taiwan suspends entry to all international students and bar entry to nonresident foreigners

GVB1354



APPENDIX

As of January 7, 2021 and
may be subject to change.



JAPAN



JAPAN COVID-19 NEWS



HIGHLIGHT

NATIONWIDE

- Japan is still mid of the third wave of infection and medical systems are expected to remain in a tough situation toward year-end.
- 2,501 new cases of novel coronavirus infection were confirmed across Japan on Dec 20.
- The daily figure exceeded 2,000 for the sixth straight day.
- A panel of experts warns that the younger generation, who are more active, need to refrain from moving across the prefectures to further contain the spread of the infection. Go To Travel tourism promotion program has been suspended from Dec 28 to Jan 11.
- Prefectural governors urged the Japanese government to clarify standards for suspending and resuming the Go To Travel tourism campaign amid the resurgence of novel coronavirus infection cases.
- There is confusion among businesses and users after the governments decided last week to suspend the campaign.
- Medical experts are calling on the people that it's important to reduce contact opportunities, especially with non-family members such as friends and colleagues, to prevent the infection towards the end of the year.

AREA / NEW CASES	NOVEMBER 30 - DECEMBER 6	DECEMBER 7 - 13	DECEMBER 14 - 20	CHANGES (#) VS LW	CHANGES (%) VS LW
TOKYO	3,076	3,521	4,221	700	19.9%
OSAKA	2,496	2,442	2,08	-374	-13.0%
AICHI	1,323	1,380	1,425	45	3.3%
FUKUOKA	261	562	747	185	32.9%
OKINAWA	282	233	168	-65	-27.9%
HOKKAIDO	1,321	1,296	862	-434	-33.5%
NATIONWIDE	15,395	17,697	18,638	941	5.3%

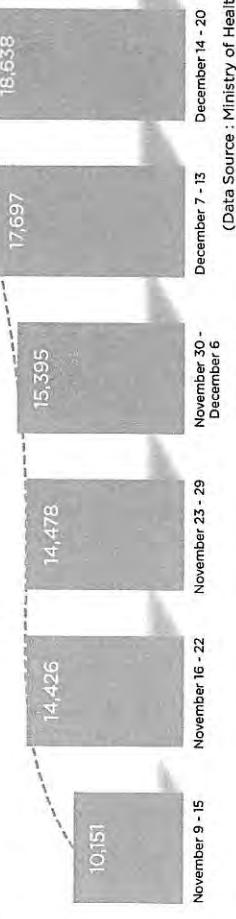
Confirmed COVID-19 Cases: 252,317



NUMBER OF CASES PER 100,000 POPULATION

Tokyo	29.8
Osaka	24.6
Aichi	19.1
Hokkaido	17.0
Fukuoka	14.1
Okinawa	11.4

NATIONWIDE: NEW CASES



AS OF DECEMBER 27
(Data Source : Ministry of Health)

worldometer

JAPAN COVID-19 NEWS



HIGHLIGHT

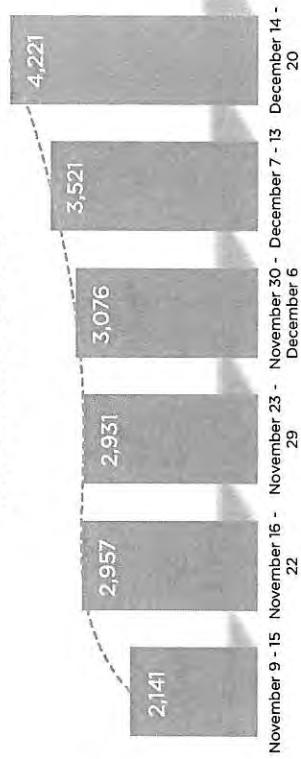
TOKYO

- The number of infected people in Tokyo has exceeded 4,000 in the past week.
- 822 new cases of the new coronavirus were confirmed on Dec 17, which is the highest record.
- Tokyo metropolitan government has also raised the capital's medical preparedness

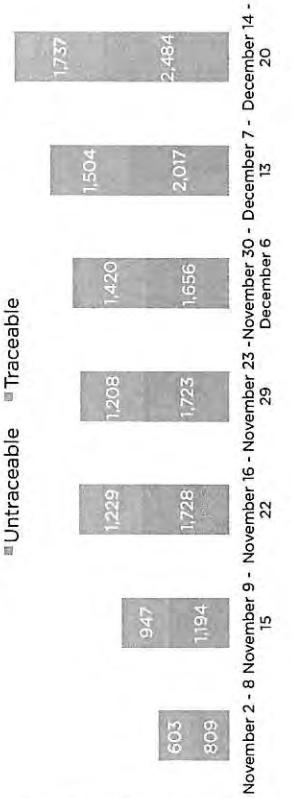
- (healthcare system alert) to its highest level: stage four. This means that the pandemic is causing critical strain on the medical system.
- Governor Koike asked residents to refrain from going out as much as possible to reduce contact with others.
- Business hours reductions at restaurants and karaoke stores (until 10 pm) will continue until Jan 11.



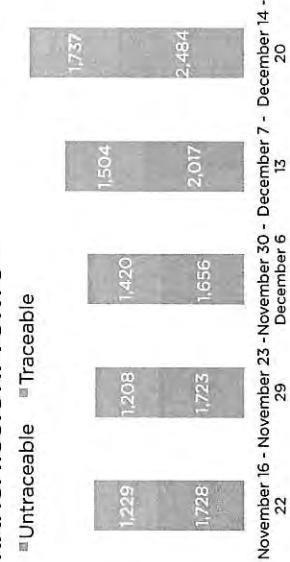
TOKYO: NEW CASES



TRANSMISSION ROUTE: TOKYO
DEC 13 - 20



TRANSMISSION: TOKYO



GVB1358

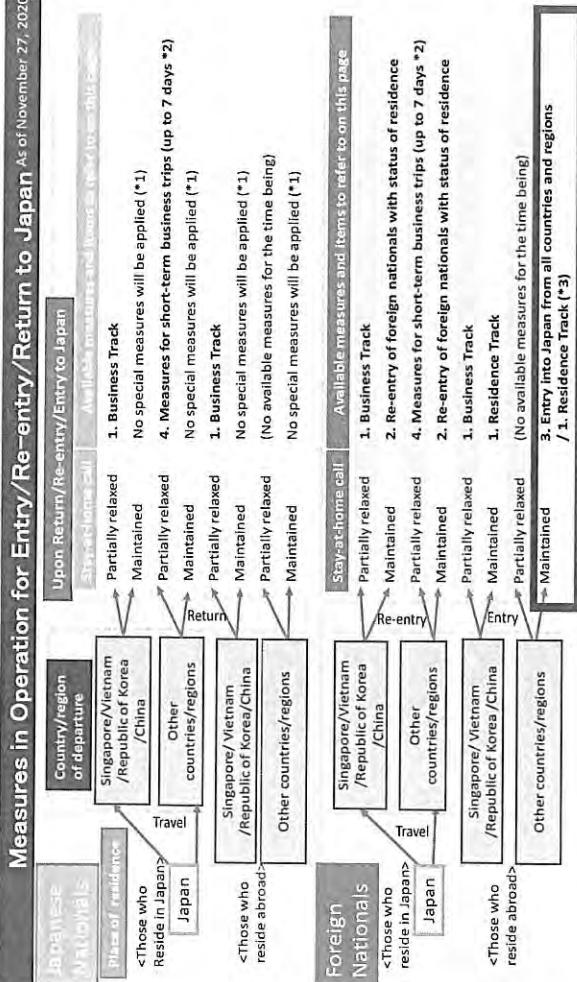
RESIDENCE & BLDG.

BUSINESS TRACK UPDATE



RESIDENCE TRACK WITH 11 COUNTRIES

1. Thailand (since July 29)
 2. Vietnam (since July 29)
 3. Malaysia (since Sept 8)
 4. Cambodia (since Sept 8)
 5. Laos (since Sept 8)
 6. Myanmar (since Sept 8)
 7. Taiwan (since Sept 8)
 8. Singapore (since Sept 30)
 9. Brunei (since Oct 8)
 10. South Korea (since Oct 8)
 11. China (from Nov 30)



BUSINESS TRACK WITH 4 COUNTIES

- 14 days health-monitoring until departure.
 - Take out private medical insurance before entry.
 - Submit health conditions form, Written Pledge, Schedule of activities.
 - Install COVID-19 contact tracing App.
 - Staying at hotels/home for 14 days. Refraining from using public transportation for 14 days.
 - Keep location data for 14days and follow health-check by authorities.

Source : MOFA)

(Data Source : MOFA)

JAPAN MARKET INTELLIGENCE

JAPAN TO GUAM FLIGHT OPERATION

AIRLINES	DEPARTURE	FLT NBR	JPN TO GUAM	FLT NBR	JPN TO JPN	FREQUENCY	CAPACITY
UNITED	NRT (Narita)	UA827	11:00 15:45	UA828	07:00 09:55	Daily	126 or 166 or 364
UNITED	NRT (Narita)	UA197	17:35 22:35	UA196	12:00 14:55	Daily	126 or 166
UNITED	NRT (Narita)	UA874	21:05 01:45+1	UA873	17:05 19:50	Daily	126 or 166 or 364
UNITED	NGO (Nagoya)	UA136	11:30 16:10	UA137	07:25 10:15	Daily	126 or 166
UNITED	NGO (Nagoya)	UA172	20:50 01:25+1	UA171	17:00 19:55	Daily	126 or 166
UNITED	KIX (Kansai)	UA150	11:05 15:45	UA151	07:10 10:10	Daily	126 or 166
UNITED	FUK (Fukuoka)	UA166	11:05 15:55	UA165	07:15 10:10	Daily	126
JAPAN AIRLINES	NRT (Narita)	JL941	09:30 14:15	JL942	16:50 19:35	Daily	199
TWAY	KIX (Kansai)	TW311	10:45 15:10	TW312	16:10 19:00	Daily	189
JEJU AIR	KIX (Kansai)	7C3174 7C3184 (Tue)	10:10 14:50 10:10 14:50	7C3173 7C3183 (Fri)	15:50 18:55 15:50 18:55	Daily	189



UNITED



JAPAN AIRLINES

- UA196/197: 6 times operation (except Tue) in Jan 31;
- Suspended until Jan 31; UA828/827; UA873/874; UA137/136; UA171/172; UA151/150; and UA165/166



t'way

- NRT: JL941/942: suspended until Mar 20
- Special operation (Ad-hoc base): JL8941/8942: Dec 24; JL8941/8942: Jan 4, 24



JEJUair

- KIX: TW311/312: suspended until Jan 16
- 7C3174/3173: suspended until Dec 31

GVB1360

JAPAN MARKET INTELLIGENCE

JAPANESE OVERSEAS TRAVELER UPDATE: 9 MAJOR COMPETITORS

Jan to Sept 2020 (Preliminary)

TOP 3	SOUTH KOREA:	THAILAND:	HAWAII:
	427,610	320,098	294,831

	JAN-20	FEB-20	MAR-20	APR-20	MAY-20	JUN-20	JUL-20	AUG-20	SEP-20	OCT-20	TOTAL
2020											
South Korea	203,969	211,99	8,347	360	413	498	755	1,275	794	n/a	427,610
Thailand	157,597	136,045	26,456	n/a	n/a	n/a	n/a	n/a	n/a	320,098	
Hawaii	128,686	120,210	45,332	13	14	40	54	220	79	183	294,831
Taiwan	135,614	114,053	12,638	308	242	471	715	1,358	1,245	986	267,330
Vietnam	89,082	73,879	37,285	n/a	n/a	n/a	n/a	n/a	n/a	200,246	
Guam	61,088	60,918	21,212	338	57	40	55	39	26	91	143,864
Singapore	57,232	53,415	11,611	25	30	137	565	511	353	513	124,392
Hong Kong	42,592	6,350	1,109	13	30	50	55	19	24	40	50,282
Saipan	3,927	4,238	1,685	n/a	n/a	n/a	n/a	n/a	n/a	9,850	
TOTAL	879,787	780,307	165,675	1,057	786	1,236	2,199	3,422	2,521	1,813	1,838,805

(Data Source : JTB Tourism Research & Consulting)



PACKAGE SALES: GUAM & HAWAII

TOUR
SELLING
(DEPARTURE
DATE)

	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020
JTB											
Major Competitors : 9 countries only											
Major Competitors to October 2020											
RY											
NAME],											
[NAME],											
[PERCENT]											
[AGE]											
H/S											
Cancel until											
Jan 31											
Feb 1 -											
NTA											
Cancel until											
Jan 31											
Feb 1 -											
JALPAK											
Cancel until											
Jan 15											
Jan 16 -											
TOBU TOP TOURS											
Cancel until											
Jan 31											
Feb 1 -											
Rokuten Travel											
Cancel until											
Jan 15											
Jan 16 -											

Hawaii: HIS Tour (Cancelled until Jan 15)
GVB1361
(Data Source : Agency HP & MI)

JAPAN MARKET INTELLIGENCE



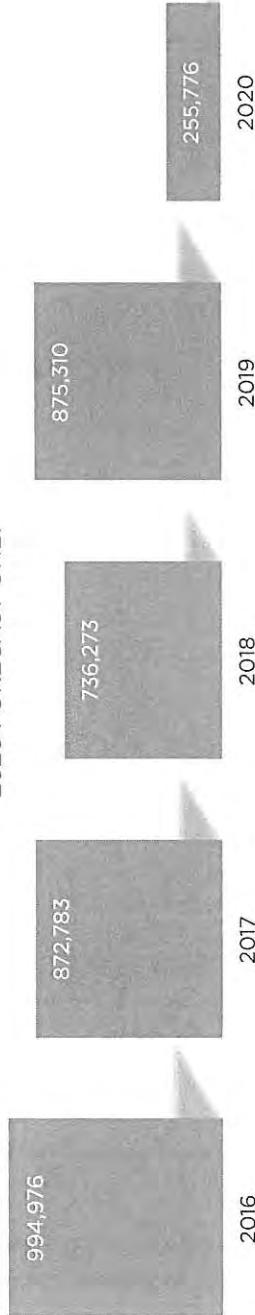
CAPACITY | 2016 - 2020

UNITED t'way JAPAN AIRLINES JEJUair

2020: 255,776 seats (-71%)
2019: 875,310 seats

CAPACITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	# OF FLT		VSIV
													TOTAL	VSIV	
2016	91,942	90,344	95,798	74,961	78,376	74,942	77,043	96,987	82,757	75,884	74,649	81,293	994,976	5,198	5%
2017	73,831	64,712	82,444	70,962	74,878	71,063	78,285	87,074	72,076	69,732	63,586	64,140	872,783	4,540	5%
2018	61,098	54,990	71,770	53,618	51,719	45,008	52,941	72,128	59,098	59,569	74,047	80,287	736,273	4,083	16%
2019	81,855	73,268	85,861	60,917	58,820	53,920	62,608	92,816	78,268	71,195	75,340	80,442	875,310	4,479	19%
2020	87,085	82,276	61,154	1,638	1,638	1,890	3,528	3,402	3,906	4,020	3,601	255,776	1,332	77%	

AIR SEAT CAPACITY | 2016 - 2020
2020 FORECAST ONLY



(Data Source: Airlines and other MI)

2020

2019

2018

2017

2016

GVB1362

JAPAN MARKET INTELLIGENCE



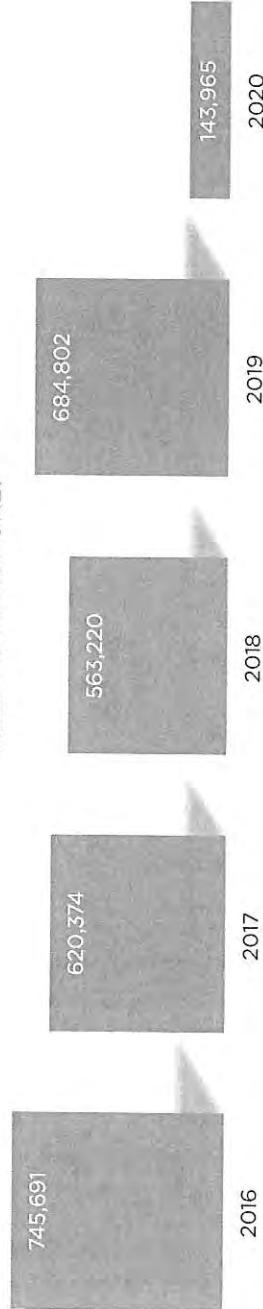
ARRIVAL | 2016 - 2020

UNITED t'way JAPAN AIRLINES JEJUair

2020: 144,016 pax (-79%)
2019: 684,082 pax

DATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	YTD %
2016	62,716	71,796	79,256	49,295	48,891	53,040	54,625	79,342	65,130	55,636	59,918	66,046	745,691	-3%
2017	57,037	54,356	71,384	49,834	47,140	48,971	51,811	68,351	43,870	34,489	44,346	48,785	620,374	-1%
2018	41,269	46,937	61,613	39,934	36,575	35,739	40,163	61,307	38,900	43,013	55,733	62,037	563,220	-3%
2019	58,021	58,774	72,974	47,725	41,989	41,027	48,103	75,630	59,758	49,218	63,789	67,794	684,802	+1%
2020	61,088	60,918	21,212	338	57	40	55	39	26	91	41	60	143,965	-75%

ARRIVAL | 2016 - 2020
2020 FORECAST ONLY



(Data Source: Airlines and other M)

GVB1363

JAPAN MARKET INTELLIGENCE



AIR SEAT CAPACITY & ARRIVAL FORECAST | 2016-2020

UNITED t'way JAPAN AIRLINES JEJUair

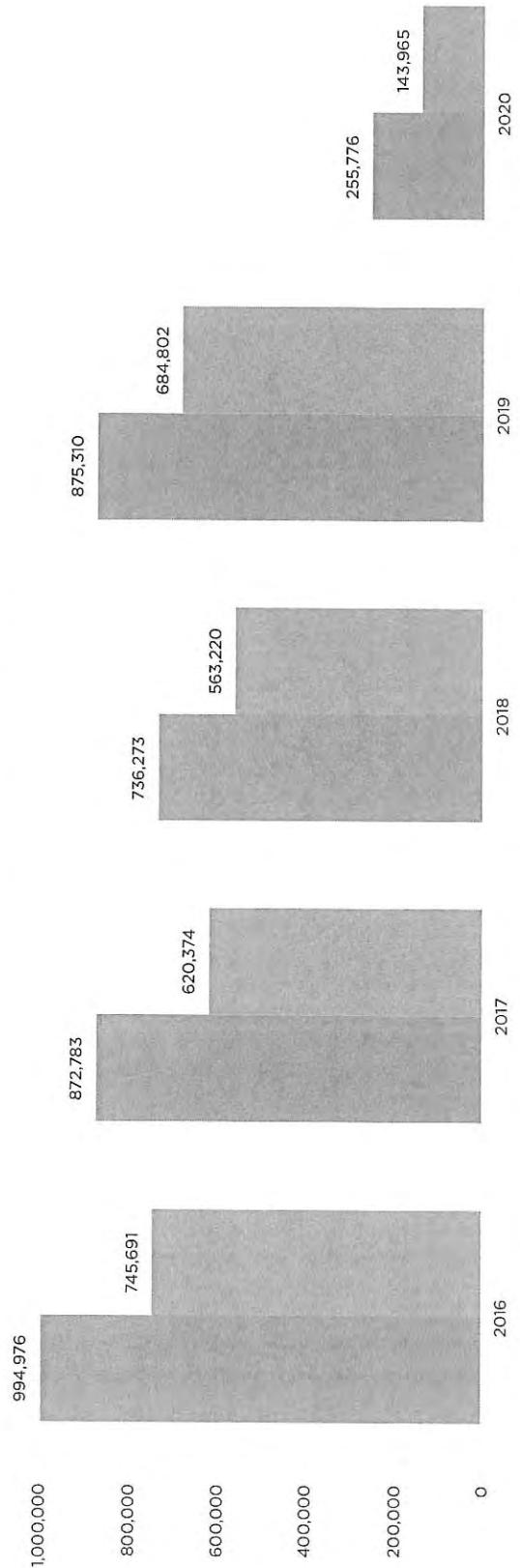
2020: 255,776 seats (-71%)
2019: 875,310 seats

CAPACITY & ARRIVAL: 2016 - 2020
2020: FORECAST ONLY

■ Capacity

■ Arrival

1,200,000



(Data Source: Airlines and other M)

GVB1364

SOUTH KOREA

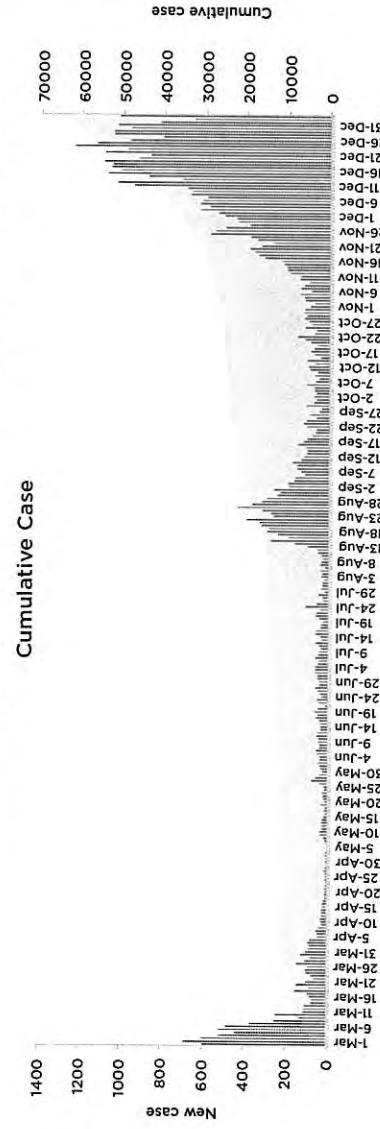


KOREA COVID-19 NEWS

HIGHLIGHT

- South Korea's daily new coronavirus cases bounced to over 1,000 on Jan 4 due to soaring infections in a Seoul prison and care homes across, as well as continued community infections.
- The average daily number of new cases stood at 941 over the past week.
- The third wave of the pandemic is raging across the nation.

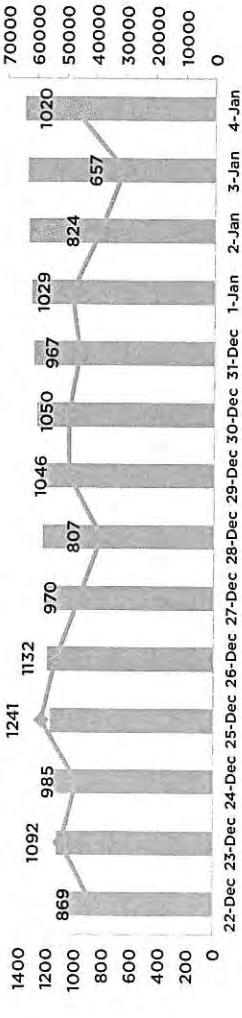
DAILY AND CUMULATIVE NUMBER OF CONFIRMED CASES SINCE FIRST CASE



27% active
(17,991)



DAILY AND CUMULATIVE NUMBER OF CONFIRMED CASES FOR TWO WEEKS



AS OF 4:47 AM
B 2026
worldometer



KOREA COVID-19 NEWS



SOUTH KOREA RAISED SOCIAL DISTANCING MEASURE (EXTENDED UNTIL JAN 17)

Level 1	Level 1.5	Level 2	Level 2.5	Level 3
Sporadic outbreaks	Community transmission begins	Full-blown community transmission	Nationwide epidemic begins	Full-blown nationwide epidemic

Level 1

- In-person class attendance capped at 2/3 of student with adjustments allowed
- Gatherings of over 500 people require prior consultations with local authorities.

Level 1.5

- Festivals and certain other types of gatherings with over 100 participants banned.
- Regular worship services allowed with indoor occupancy rate under 30%.

Level 2

- In-person class attendance capped at 1/3 of student.
- All gatherings of over 100 people banned.
- Some virus-prone facilities have to suspend business.
- Restaurants are allowed to serve food until 9 p.m.

Level 2.5

- In-person class attendance capped at 1/3 of student.
- All gatherings of over 50 people banned.
- Virus-prone facilities closed business.
- Restaurants are opened until 9pm, Cafes are only allowed to serve takeout.
- Public transportation service reduced by 30%.
- All religious services move online.

Level 3

- All classes move online
- All gatherings of over 10 people banned.
- Additional Measure (Jan 3 - Jan 17)
 - Gathering of five or more people are banned in the greater Seoul area.

- Korea Disease Control and Prevention Agency extended the current Level 2.5 distancing measures in the capital area and the Level 2 restrictions in the rest of the country until January 17.
- Also, gatherings of five or more people are banned in the greater Seoul area until January 17, in a new hardline measure to prevent the spread of the coronavirus.

GVB1367

KOREA COVID-19 NEWS



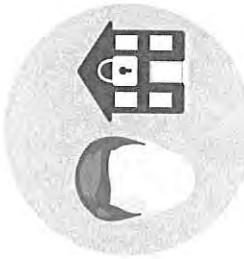
SOUTH KOREA TO REQUIRE ALL FOREIGN ARRIVALS TO TEST NEGATIVE FOR COVID-19 (JAN 8 -)

- South Korea will require all foreigners to test negative for COVID-19 before arrival, starting from January 8.
- Foreign arrivals must have PCR coronavirus test taken within 72 hours before their departure to South Korea.



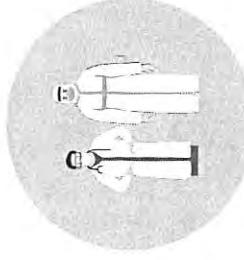
01. All Inbound Passenger

- Foreign arrivals must have PCR coronavirus test taken within 72 hours before their departure to South Korea



02. Government Facility

- Foreign arrivals will be tested automatically at their quarantine facility or airport.
- Must to be quarantined for 14-day at government facility
- Report twice a day through Self-quarantine Safety Protection App



03. While Staying Korea

- Foreign arrivals have to follow the social distancing measure and protocol guidelines while staying in Korea

GVB1368

KOREA MARKET INTELLIGENCE

COVID-19 VACCINATION BEGINS FIRST QUARTER 2021



- South Korea will be able to start the COVID-19 vaccination in the first quarter of next year on a limited basis.
- South Korea's Ministry of Food and Drug Safety is expected to permit the use of the AstraZeneca, Janssen, and Pfizer vaccine in CYQ1, CYQ2, and CYQ3 respectively.

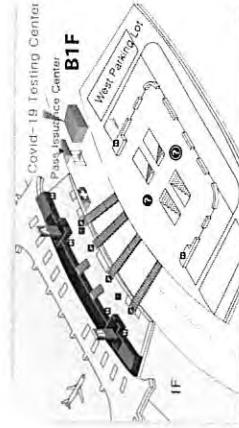
COVID-19 Vaccine Procurement Status (Total: 46 million)

AstraZeneca	Pfizer	moderna	Janssen	Gavi
<ul style="list-style-type: none">• Contracted (expected to be delivered in CYQ3)<ul style="list-style-type: none">• No. of vaccine: 10 million• Contract in progress (expected to be delivered in CYQ2)<ul style="list-style-type: none">• No. of vaccine: 6 million• No. of vaccine: 10 million	<ul style="list-style-type: none">• Contracted (expected to be delivered in CYQ3)<ul style="list-style-type: none">• No. of vaccine: 10 million• Contract in progress (expected to be delivered in CYQ2)<ul style="list-style-type: none">• No. of vaccine: 6 million• No. of vaccine: 10 million	<ul style="list-style-type: none">• Contracted (expected to be delivered in CYQ2)<ul style="list-style-type: none">• No. of vaccine: 6 million• No. of vaccine: 10 million	<ul style="list-style-type: none">• Contracted (expected to be delivered in CYQ2)<ul style="list-style-type: none">• No. of vaccine: 6 million• No. of vaccine: 10 million	<ul style="list-style-type: none">• Contract in progress (expected to be made in December)<ul style="list-style-type: none">• No. of vaccine: 10 million

INCHEON AIRPORT OFFERS COVID-19 TESTING FOR OUTBOUND TRAVELERS



- Incheon International Airport is providing COVID-19 testing for outbound passengers from December 31, 2020. The testing service will significantly improve airport users' convenience travelling to countries that require mandatory submission of the COVID-19 negative result.
- People can choose to get a PCR test or an antibody test costing about USD80 and USD50 respectively.
- The airport will provide a kiosk for issuing COVID-19 negative results at the departure hall of the passenger terminal.



CVB1369

KOREA MARKET INTELLIGENCE



SOUTH KOREA ON ALERT OVER NEW COVID VARIANT FROM UK

- South Korea's health authorities confirmed the country's first cases of a more transmissible variant from three arrivals from Britain on December 28.
- The government announced to temporarily ban all flights from the U.K. until January 7 to prevent the possible influx of a new strain of the COVID-19 causing coronavirus discovered in the United Kingdom.



All people from the U.K. will be placed under a 14-day quarantine (Korea have stopped issuing quarantine exemption documents).

People from the U.K. arriving Korea after the ban is lifted will have to undergo the quarantine period and then get a PCR test.



Criteria for body temperature checks has lowered to a maximum of 37.3°C (99.14°F) from the previous 37.5°C (99.5°F) for people departing from U.K. airports.



AIRLINE SCHEDULE JANUARY

Incheon - Guam

AIRLINES	FLIGHT NO.	DAY	DEP TIME	ARR TIME	SEAT CAPACITY
Korean Air	KE113	TBD	9:45	15:15	0
Korean Air	KE111	TBD	19:35	01:00+1	0
	7C3100	<i>Suspended until Dec</i>	6:25	12:00	0
Jeju Air	7C3102	<i>Suspended until Dec</i>	10:40	16:05	0
	7C3106	<i>Suspended until Dec</i>	20:20	02:00+1	0
Jin Air	LJ641	1/5, 12, 19, 26	18:50	00:15+1	756
T'way	TW301	TBD	18:00	23:40	0
Air Seoul	RS103	TBD	20:45	02:15+1	0
TOTAL					756

* LJ641 - scheduled to operate weekly special flight on January 5, 12, 19, and 26

Busan - Guam

AIRLINES	FLIGHT NO.	DAY	DEP TIME	ARR TIME	SEAT CAPACITY
Jeju Air	7C3154	TBD	22:05	03:05+1	0
Jin Air	LJ647	TBD	8:00	13:15	0
TOTAL					0

Total Outbound Seat Capacity (January): 756 seats
*Schedules and seat capacity are subject to change (as of Dec 29, 2020)

GVB1370

KOREA MARKET INTELLIGENCE

TRAVEL TRADE NEWS

TRAVEL AGENCIES RESUMED OVERSEAS TRAVEL SALES

한국여행사
한국여행사

HNT Hanatour

보물섬투어

MODETOUR

여행사
여행사



Travel Agency	Very Good Tour	Hana Tour	Mode Tour	Bomulsun Tour
Sales Open	November 23, 2020	December 17, 2020	December 28, 2020	January 4, 2021
Travel Departure	April 1~ 2021	May 1~ 2021	March 1~ 2021	April 1~ 2021
Reservation Fee	USD10	USD2	N/A	USD1-USD10
Guam Product	PICT, Dusit, Sheraton, Hyatt, Nikko	PICT, Dusit, Sheraton, Lotte	PICT, Dusit, Nikko	Nikko, Hilton, Dusit, Tsubaki
Guam Sales	271pax (as of Jan 4)	TBD	(* hotel only / as of Jan 4) Package promotion has postponed due to COVID-19 outbreak in Korea	TBD

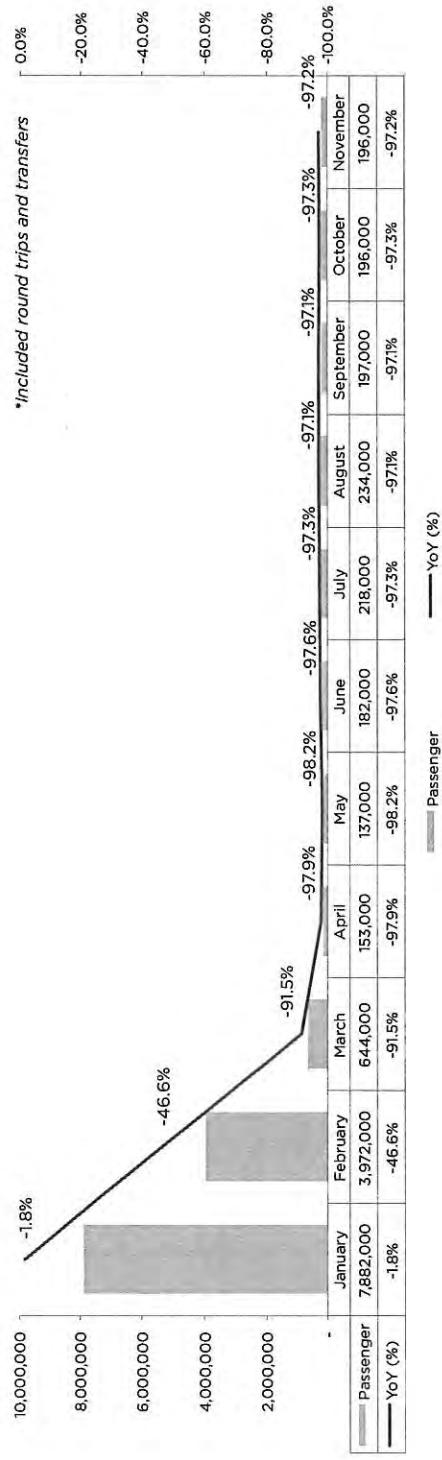
GVB1371

KOREA MARKET INTELLIGENCE



TRAVEL TRADE NEWS

OVERSEAS FLIGHT PASSENGERS DECREASE IN 2020



- The number of overseas flight passengers decreased by 91.5% in March, 2020 and continue to decrease by over 90% as of November, 2020 due to flight suspension caused by COVID-19 pandemic.
- The aviation industry is in a difficult situation if there's no relief package from the government.
- In view of this, the Ministry of Land, Infrastructure, and Transport is providing airport facilities fee exemption until June, 2021. Also, the government is striving for countermeasures such as travel bubble and overseas flight to nowhere package, etc.

GVB1372

TAIWAN



TAIWAN COVID-19 NEWS



FIRST COVID-19 VACCINES TO ARRIVE IN MARCH AT EARLIEST; CECC

Taiwan is in the process of buying 20 million doses of COVID-19 vaccines from foreign suppliers and expects the first delivery in March at the earliest, the Central Epidemic Command Center (CECC) said in a statement Wednesday.



The CECC has secured access to 4.76 million doses of vaccine through the international COVAX allocation program and 10 million doses of the Oxford-AstraZeneca vaccine, the statement said.

Talks with another international company to buy 5 million doses of its vaccine are nearing a conclusion.

TAIWAN PREPARES FOR FIRST FLIGHT FROM UK SINCE EMERGENCE OF MUTANT CORONAVIRUS STRAIN



Confirmed COVID-19 CASES:
819

A China Airlines (CAL) plane carrying 120 passengers will on Sunday (Dec. 27) be the first flight to arrive from the United Kingdom following the emergence of a new mutant strain of the coronavirus in the European country, leading Taiwan to take extra precautions.

While several countries have banned all flights from the UK, Taiwan has only cut the number of flights in half. The first one to arrive since the new COVID-19 strain reared its head is scheduled to leave London late Saturday night (Dec 26) and arrive at Taoyuan International Airport Sunday at 6:15 p.m., the Liberty Times reported.

LATEST LIST OF ELIGIBLE COUNTRIES/REGIONS IS AS FOLLOW:
LOW-RISK COUNTRIES/REGIONS: New Zealand, Macao, Palau, Fiji, Brunei, Laos, Nauru, East Timor, Mauritius, Vietnam, the Marshall Islands, Singapore, Cambodia
MEDIUM-RISK COUNTRIES/REGIONS: Australia



AS OF 12/23/21
Worldometer

TAIWAN COVID-19 NEWS



TAIWAN'S HEALTH INSURANCE SYSTEM A MODEL FOR PANDEMIC RESPONSE: IHF

Taiwan's integration of the country's electronic health records system with immigration data enabled its targeted response to COVID-19, the International Hospital Federation (IHF) said in a report that used Taiwan as a case study.

The report offered insights into how hospitals can embrace new ways of delivering health care while responding to the evolving coronavirus pandemic, and Taiwan's case was highlighted to show the importance of information sharing and access in achieving results.

The strategy adopted by Taiwan's National Health Insurance Administration (NHI) to share information through MediCloud, its cloud databank, to control the pandemic was a key factor in Taiwan's success in capping COVID-19 outbreaks and deaths, the IHF said.



TAIWAN'S COVID VACCINES ABOUT TO ENTER PHASE 2 CLINICAL TRIALS: FDA

A number of COVID-19 vaccines developed in Taiwan have completed the first phase of clinical trials and are likely to enter phase 2 trials by the end of the year, the nation's Food and Drug Administration (FDA) said Wednesday.

The developers of the vaccines are currently compiling the data from the first-phase trials and are preparing to start the second phase of their vaccine trials in late December, FDA official Wu Ming-mei said in a phone interview, without specifying the number of vaccines.

The individuals who participated in the clinical trials of the locally developed COVID-19 vaccines did not report any major side effects in the seven days after they were vaccinated, Wu said.



GVB1375

TAIWAN COVID-19 NEWS



TAIWAN SUSPENDS ENTRY TO ALL INTERNATIONAL STUDENTS

Taiwan started suspending entry to non-resident foreigners on Friday (Jan. 1), with schools halting entry permit applications for all international students.

The Ministry of Education (MOE) told CNA that it issued a directive Thursday (Dec. 31) to suspend entry to all international students for at least one month as part of the government's intensified efforts to contain the spread of COVID-19. All foreign students, including those from China, Hong Kong, and Macau, as well as recipients of Taiwan scholarships, are subject to the suspension.



TAIWAN TO BAR ENTRY TO NON-RESIDENT FOREIGNERS ON JAN 1

In response to the discovery of Taiwan's first imported case of the new mutant coronavirus strain that emerged in the UK, the Central Epidemic Command Center (CECC) announced that it will ban foreign arrivals, with a few exceptions, starting Jan. 1, 2021.

A new strain of the virus, identified as B.1.1.7, has reared its head in the U.K. and been found to be up to 70 percent more transmissible than the original virus that came out of Wuhan, China, last year. On Wednesday, Health Minister and Central Epidemic Command Center (CECC) head Chen Shih-chung said that a male passenger in his teens on the flight from London that arrived Sunday (Dec. 27), Case No. 792, has tested positive for the new strain of the virus.



GVB1376



#InstaGuam
@onemorerepjapan

INDUSTRY RECOVERY REPORT

JANUARY 7, 2022



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GVB1378

DESTINATION UPDATES



VACCINATION CLINICS



COVID-19 vaccination clinics continue at the locations and times below. Bring a photo ID. Those due for their second dose are reminded to bring their COVID-19 immunization card.

To view the complete schedule of COVID-19 vaccination clinics, visit dphss.guam.gov/vaccinategu.

Minors must be accompanied by a parent or legal guardian and provide government-issued identification to validate age. Minor's birth certificate is acceptable. Parent/legal guardian must have a government-issued ID. Guardians must also present legal guardianship or power-of-attorney document.

FREE COVID-19 COMMUNITY TESTING		
For more information, visit dphss.guam.gov/covid-19-testing .		
Jan. 7 - 8, 2022	8 a.m. - 11 a.m.	Rapid COVID-19 testing will be offered on a first-come, first-served basis while supplies last. Four per vehicle. No symptoms are needed. Bring a photo ID. Travel-related testing will not be offered.
FREE COVID-19 VACCINATION CLINICS (AGES 5 AND OVER)		
Pfizer-BioNTech, Moderna, Johnson & Johnson		
Jan. 7-8, 2022: 8 a.m. - 8 p.m.	DPHSS Northern Region Community Health Center, Dededo Call (671) 635-4418/7400 to schedule an appointment. Last appointment is 30 minutes before closing. Walk-ins welcome. Curbside vaccination available for people with disabilities. Register at tinyurl.com/covidstopswithme	
Jan. 7-8, 2022: 9 a.m. - 12 p.m.	DPHSS Southern Region Community Health Center, Inalaahan Call (671) 828-7604/5/7518 to schedule an appointment. Last appointment is 30 minutes before closing. Walk-ins welcome. Curbside vaccination available for people with disabilities.	
Jan. 7-15, 2022: Mon. - Wed., Fri: 11 a.m. - 5 p.m. Sat.: 11 a.m. - 7 p.m.	University of Guam Field House, Mangilao Register at tinyurl.com/yaxqgiam Walk-ins are welcome, but appointments will be expedited. Please bring appointment confirmation and proof of identity. Last appointment is 30 minutes before closing.	

#InstaGuam - ENTER TO WIN

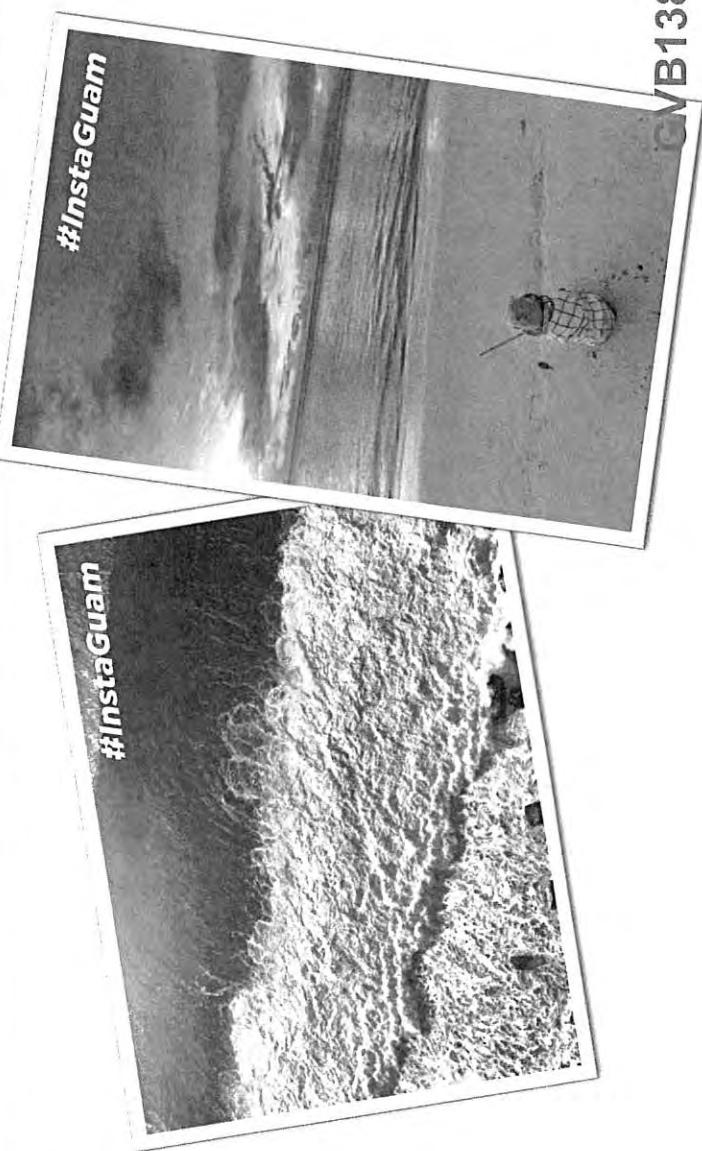
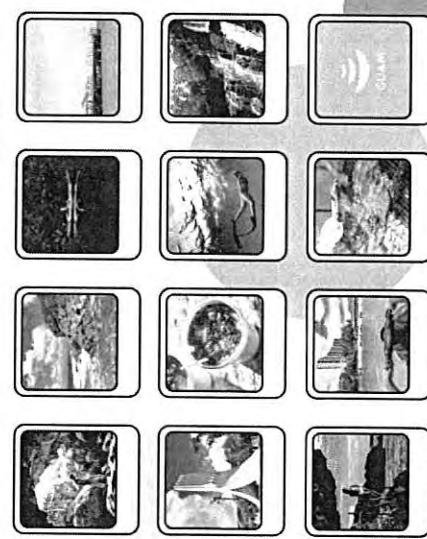


GVB encourages everyone to share and submit their best photos or videos for a chance to win weekly prizes.

Weekly Prize Contest

What do you love most about Guam?

Share & Submit Your best photos and videos on visitguam.com/instaguan



#InstaGuam

GB1381

GET YOUR BUSINESS CERTIFIED



**APPLY
TODAY**
[Click here](#)



- Safe Travels is globally recognized & instills a level of confidence and trust in both the tourism trade and international visitors
- FREE of charge to all eligible businesses

WHAT IS THE WTTC SAFE TRAVELS STAMP?

The World Travel & Tourism Council (WTTC) created the first ever global safety and hygiene stamp. This stamp enables travelers to recognize destinations around the world that have adopted standardized health and hygiene protocols.

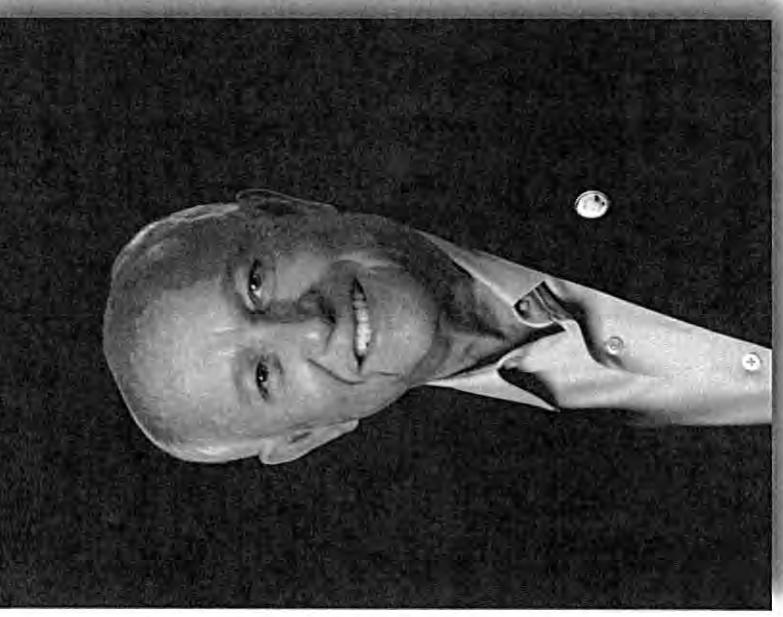
Guam Visitors
Bureau (GVB)
serves as the
official organization
to issue the WTTC
Safe Travels stamp
to local businesses.

GVB1382

TOURISM WORKS COLUMN

FROM OUR PRESIDENT & CEO, CARL T.C. GUTIERREZ

GUTIERREZ - MUÑOZ A CREDIT TO GVB



Håfa adai! After more than 50 years in public service, there's nothing I need more than folks who always lay it to me straight. That's why I'm so grateful to have Miranda Castro Muñoz on our team at the Guam Visitors Bureau.

As fun-loving as she is serious, Miranda recently celebrated 30 years with the bureau. We even named GVB's brand new mini-conference room after her in honor of her devotion to advancing Guam's visitor industry. After all, Miranda earns her keep. This long-honored system of sustainable cohabitation can, does, and should apply on higher scales of business and governance, too.

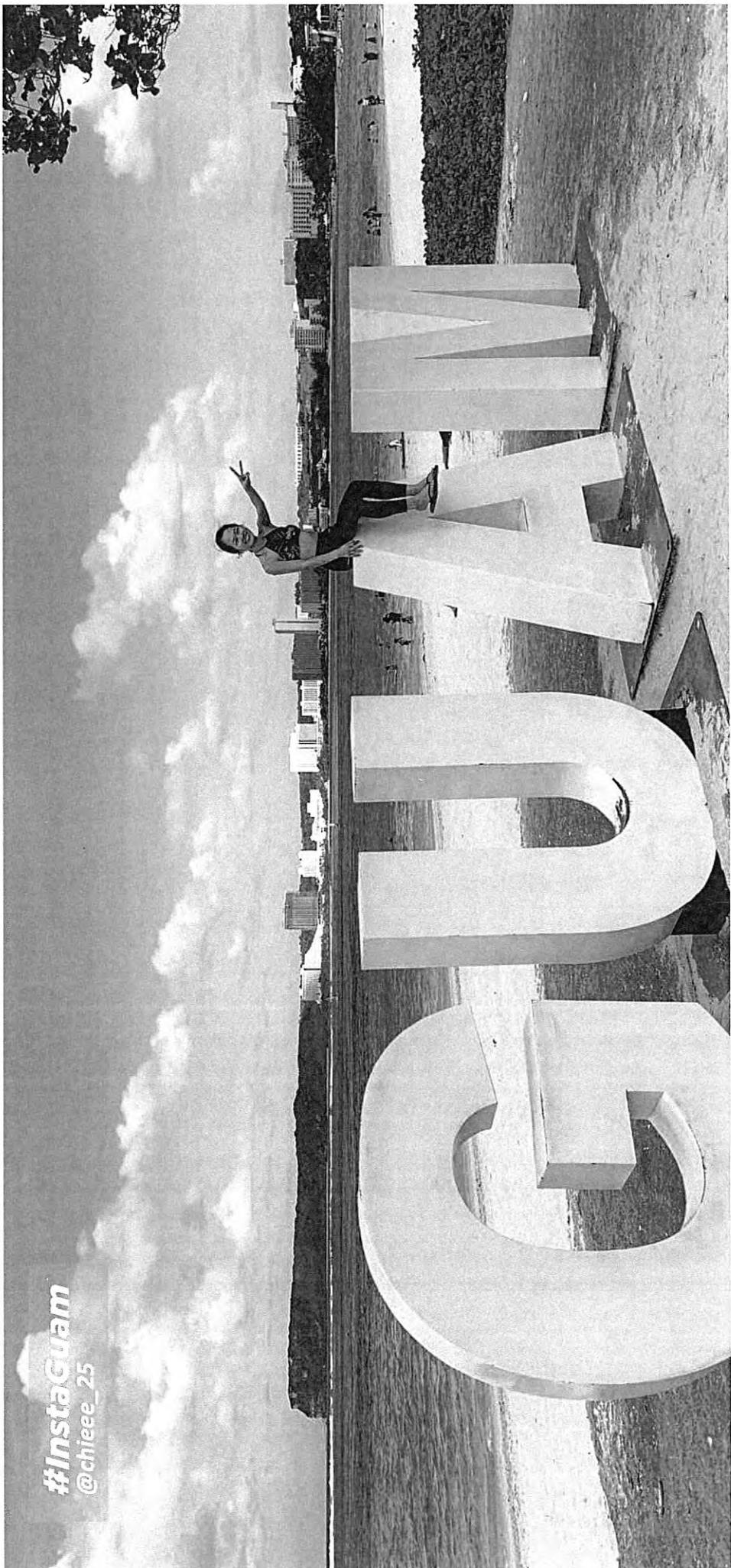
There's no one who knows the inner workings of GVB and its connections to the industry better than Miranda Muñoz. Her intricate institutional knowledge and penchant for never sugarcoating reality lends unique and treasured perspective to our board as well as our management, admin and marketing teams. And it leads to outcomes that support GVB's mission "to efficiently and effectively promote and develop Guam as a safe and satisfying destination for visitors and to derive maximum benefits for the people of Guam."

In addition to GVB President & CEO, former Governor Carl T.C. Gutierrez is the permit czar and chairman of the Governor's Economic Strategy Council.

Send comments or questions to GVB at communityrelations@visitguam.org.

**CLICK HERE
FOR FULL
ARTICLE**

GVB1383

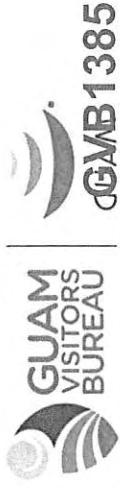


MARKET INTELLIGENCE REPORT

As of January 6 and may be subject to change.



ARRIVAL PROTOCOLS



TRAVEL RESTRICTIONS BY MARKET



JAPAN

- The Japanese government does not distinguish between vaccinated and unvaccinated travelers for entry requirements
- All arrivals, regardless of nationality are subject to 10-day quarantine (except business traveler)
- Secure negative certificate 72 hours prior to departure; airline to verify; test again upon arrival
- Download 3 apps on smartphone* (MySOS, Google Maps and COCOA) * Traveler will be required to rent a smartphone if they do not own one
- For Japanese nationals who have negative result in both tests, they are requested to 10-days self-quarantine at home
- Guam residents who has US passport holders are subject to 10-day quarantine, which is the same restriction as for Japanese nationals
- The three-day quarantine scheme for vaccinated business travelers upon arrival went into effect on November 8
- Japanese government accepted the vaccination certificate issued in 82 countries and regions

SOUTH KOREA

- All travelers to South Korea must provide proof of a negative PCR test result collected within 72 hours of their departure
- All arrivals into South Korea, with the exception of Singapore and the CNMI, must quarantine for 10 days
- Singapore and the CNMI signed a travel bubble with the Korean government

TAIWAN

- Requires a negative PCR test 72 hours prior to departure
- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://hdhq.mohw.gov.tw>
- Travelers are required to make an affidavit stating that the location of their intended 14-day quarantine in Taiwan meets relevant regulations
- All travelers will be quarantined for 14 days with the following exceptions: Taiwan tourists who participate in the Palau Travel Corridor program only need 5 days enforcement self-hearth monitoring + 9 days self-health monitoring (individual is not allow to take any public transportation in this period)
- 7+7: those who have received the second dose of a COVID vaccine at least 14 days prior to arrival will be able to reduce their hotel or quarantine center stay to 7 days, while the remaining 7 days can then be spent at their place of residence

GVB1386

TRAVEL RESTRICTIONS BY MARKET



PHILIPPINES

- All nationals/Filipinos, including spouse and children (Filipino/foreign), foreign crew members, foreign government and international organization officials accredited to the Philippines and foreign nationals allowed under relevant IATF resolutions are permitted entry to the Philippines
- Effective 6 December 2021, those who fail to present a negative RT-PCR test before travel will be not accepted on flights to the Philippines

Yellow List

All other countries not specified as "Green" or "Red"

Effective December 3, 2021, the following testing and quarantine protocols for arriving international travelers in all ports or entry coming from countries/territories/jurisdictions not classified as a Red List country/territory/jurisdiction under IATF Resolution 151-A (s 2021) shall be observed.

Source: IATF 152, December 2, 2021

Vaccinated

- Negative RT-PCR test result taken within 72 hours prior to departure
- Facility based quarantine until release of negative results
- 5th day swabbing
- Home quarantine until 14th day from arrival

Unvaccinated, Partially Vaccinated, Unverified

- Negative RT-PCR test result taken within 72 hours prior to departure
- Facility based quarantine until release of negative results
- 7th day swabbing
- Home quarantine until 14th day from arrival

NOTES:

- The testing and quarantine protocols of **Minors** shall follow the testing and quarantine protocol of the parent/guardian traveling with them, regardless of the minor's vaccination status, and country of origin.
- International passengers who have already arrived and are currently undergoing quarantine, shall continue with the testing and quarantine protocols in place at the time of their arrival.

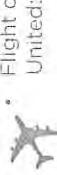
MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE

JAPAN

- New cases nationwide for the past week has increased by 69% to 3,136
- 1,144 Omicron cases has been confirmed in Japan as of January 4
- Okinawa has entered 6th wave of outbreak
- Government approved the COVID-19 pill developed by U.S. pharmaceutical company Merck & Co for use starting from December 27
- GoTo Travel campaign may be delayed to resume
- Japan's vaccination rate has reached 79.9% against total population
- 636,242 healthcare worker have been administered booster shot
- All travelers from US needs to stay at government facility for the first 3 days
- Japanese nationals and foreign resident need to follow 14 days quarantine, regardless of vaccination status
- Package, agent-organized tours cancelled until mid or end of February



Flight operation:

UA197/196 daily operation

UA827/828, UA136/137, UA150/151 are suspended until Mar 3;

UA874/873, UA172/172, UA178/177, UA166/165 suspended until Mar 26;

JAL: suspended until February 28

Tway: suspended until March 26

JEJU: suspended until January 31

• Shown in appendix: SNS performance summary and #HEREWEGUAM update

PHILIPPINES

- Metro Manila under Alert Level 3 until Jan 15, 2022
- Philippines starts 2022 with 3,617 new Covid-19 cases
- Philippine Airlines exits Chapter 11
- Over 201 million vaccinated doses released
- Pfizer jabs for 5-11 years old arrive in January
- Death toll by Typhoon Rai at 400; outpour of foreign donations continue
- IATF updated red, green, and yellow lists shown in appendix
- Philippine Airlines offers three flights per week; United Airlines continues daily flights in January



SOUTH KOREA

- Daily coronavirus cases have turned into a decreasing pace with the extended enforcement of tighter social distancing measures to stem a surge in infections and spread of Omicron
- Korea approves Pfizer oral drug
- South Korea to extend social restrictions for another two weeks
- Covid self-test kit from SD Biosensor receives US FDA EUA
- Korea announced strengthened measures of Omicron variant management
- Yanolia completes \$260 million purchase of Interpark assets
- Vietnam to change quarantine rules and reopen to international visitors
- January and February airline schedules shown in appendix
- SNS weekly activity and marketing content calendar shown in appendix



TAIWAN

- Taiwan opens borders to Thai workers, eyes Philippines, Vietnam next
- Taiwan reports 19 new Covid cases; karate team confirmed with Omicron
- Taiwan to donate domestic Covid-19 vaccines to Somalia and
- Taiwan digital Covid-19 certificate to be available Tuesday
- Covid-19 testing rules for travelers changes
- Airline updates of current routes shown in appendix
- Centers for Disease Control updates detailed in appendix
- China Airlines has strengthened its promotion of Palau and is cooperating with travel agencies to promote Palau tourism
- GTO participated in Taiwan's bicycle tourism promotion event on Dec 24
- January social media content calendar shown in appendix

DETAILS ARE FOUND IN THE APPENDIX

GVB1389

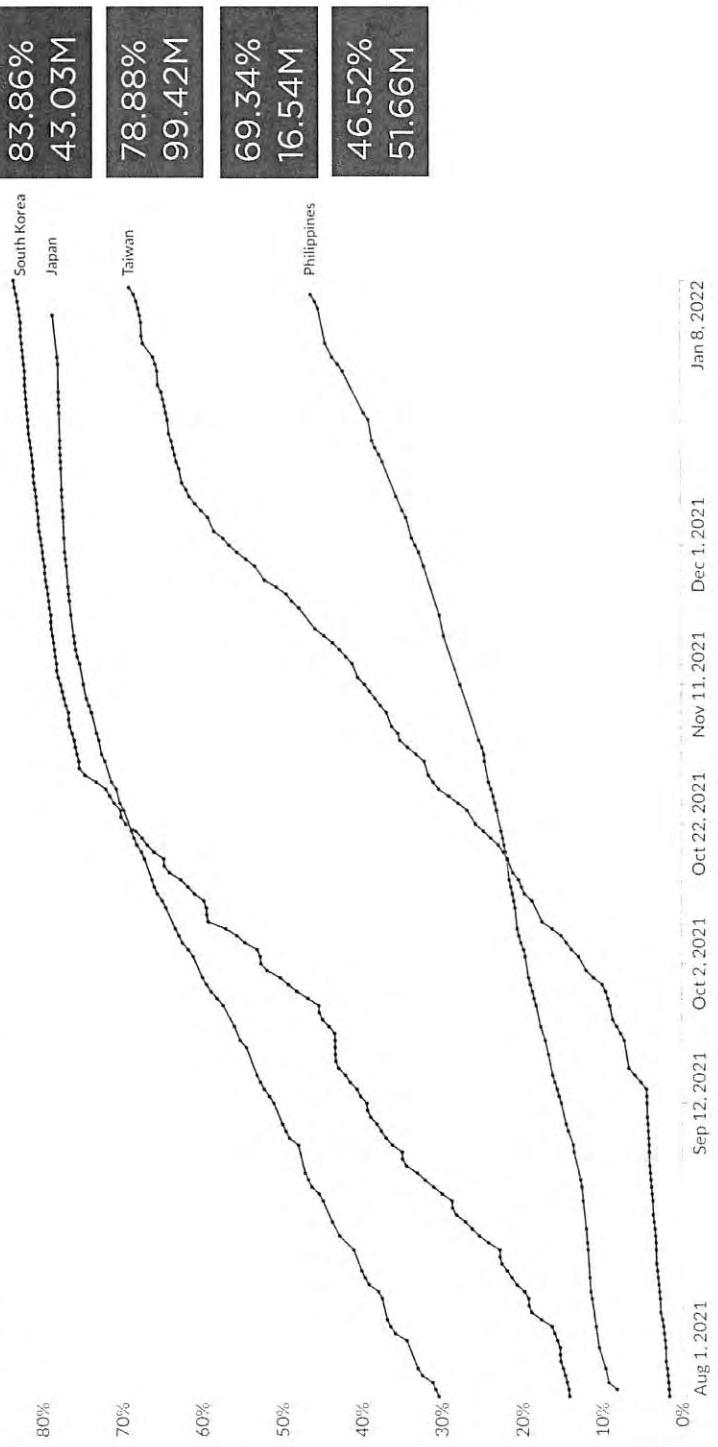
MARKETS AT-A-GLANCE



Share of the population fully vaccinated against COVID-19
Total number of people who received all doses prescribed by the initial vaccination protocol, divided by the total population of the country.

LINEAR

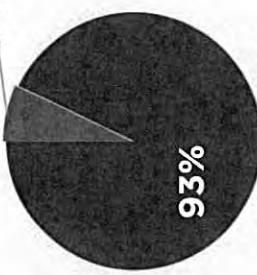
LOG



GUAM
130,380 Fully Vaccinated

COVID-19 CASES

7%



■ Active ■ In-Active

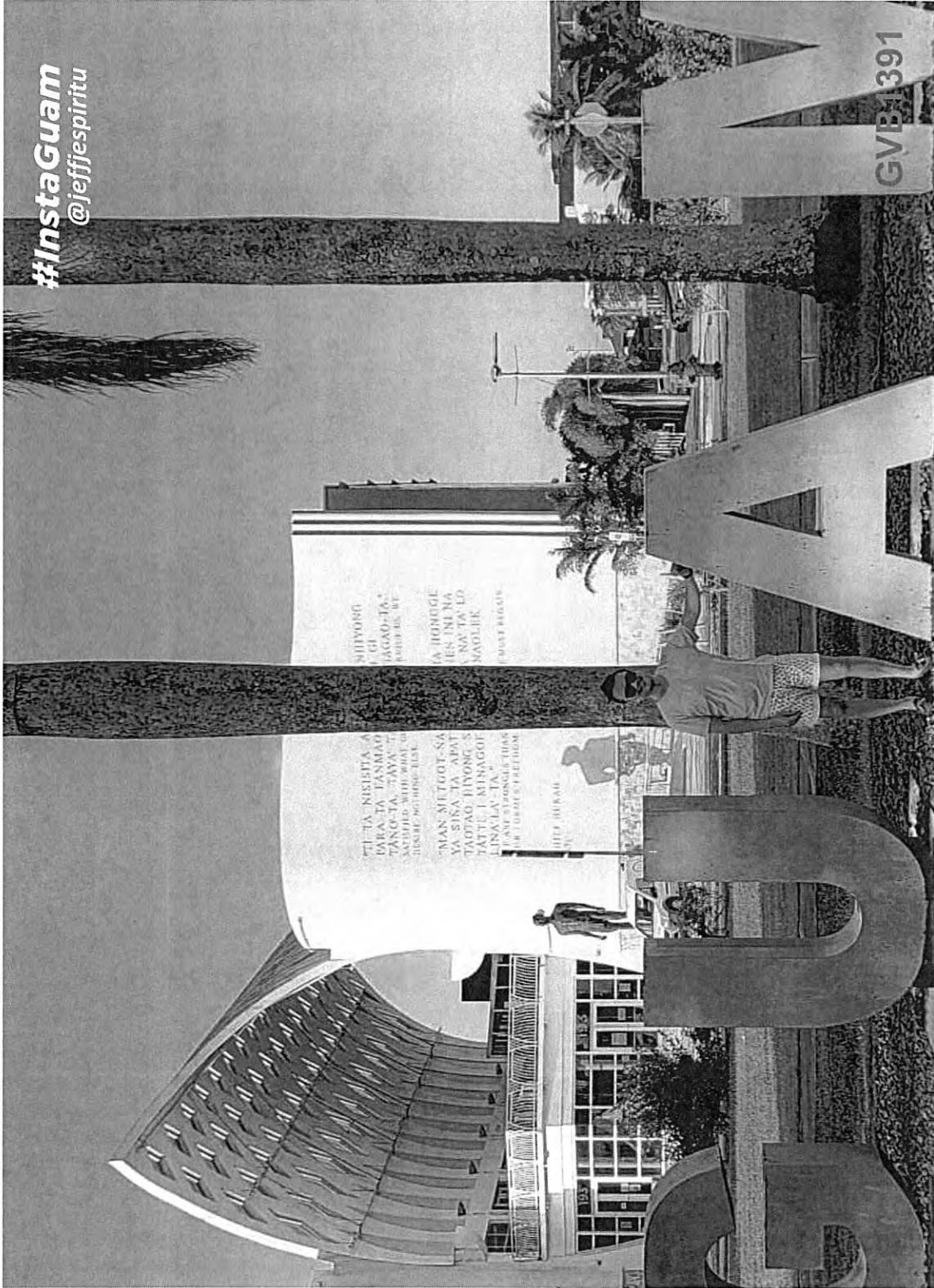
BOOSTER



■ Have yet to receive
■ Received booster

CAR SCORING/Bd390

#InstaGuam
@jeffespiritu



APPENDIX

As of Jan 6, 2022 and
may be subject to change.

JAPAN



JAPAN COVID-19 NEWS

OMICRON VARIANT IN JAPAN

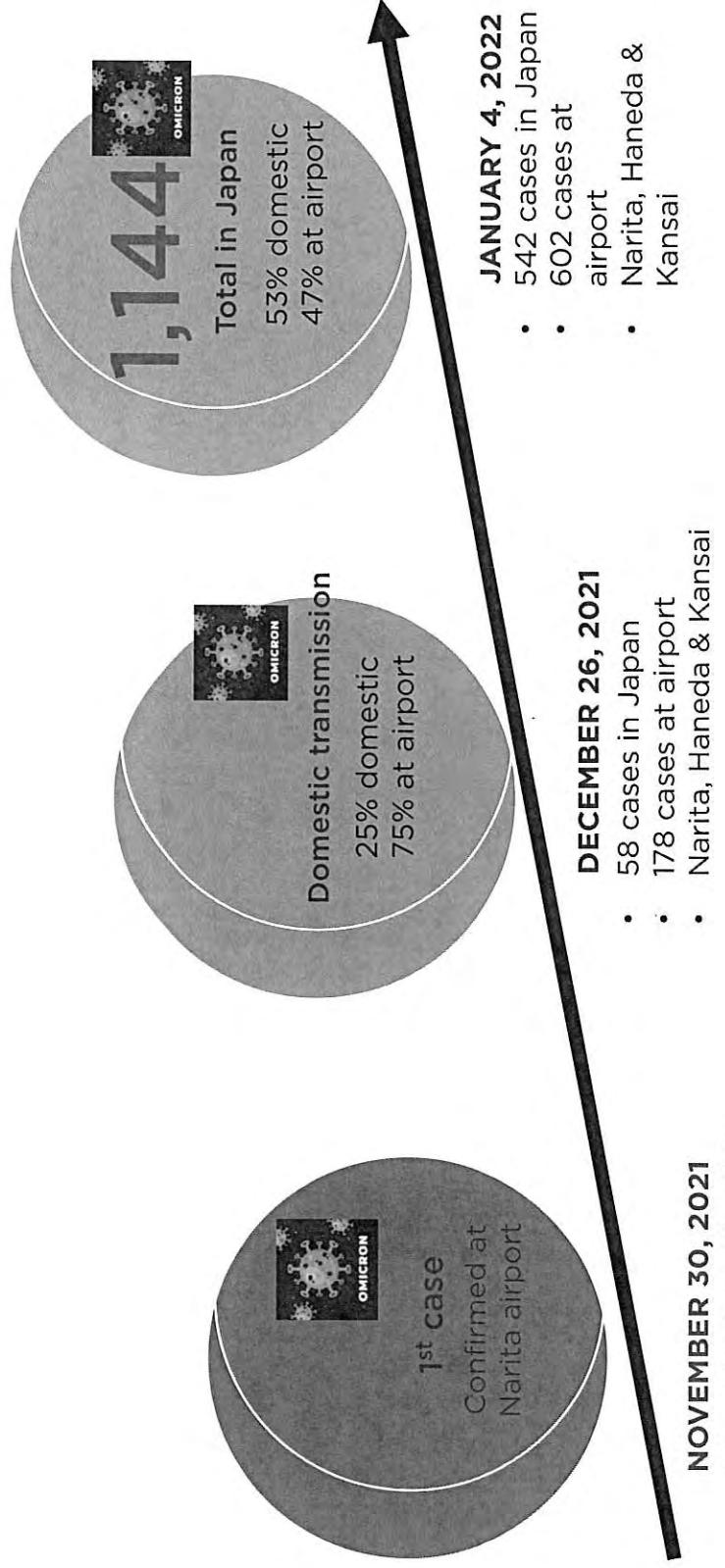


Confirmed COVID-19

Cases:
1,757,460

1.4%
active
(24,630)

AS OF JAN 9 2022
OMICRON



JAPAN COVID-19 NEWS

OUTLOOK

Government

- The government approved the COVID-19 pill developed by U.S. pharmaceutical company Merck & Co for use starting from December 27.

COVID-19

- 1,144 cases infected with Omicron are confirmed in Japan.
- Okinawa has entered 6th wave of outbreak.



Domestic Travel

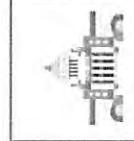
- GoTo Travel campaign may be delayed to resume.
- Domestic flights may be suspended in the first half of January.

Dining Establishments



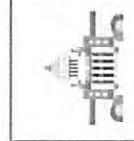
Vaccination Rollout

- 100.1 million (79.9%) fully vaccinated.
- 636,242 healthcare worker have been administered booster shot.



International travel

- All traveler from US needs to stay at government facility for the first 3 days.
- Japanese nationals and foreigner resident need to follow 14 days quarantine, regardless of vaccination status.

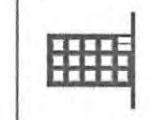


Schools

- Face-to-face classes.
- Web classes are allowed.

Business

- Promotion of telework at companies in response to the spread of the Omicron.



GVB1394

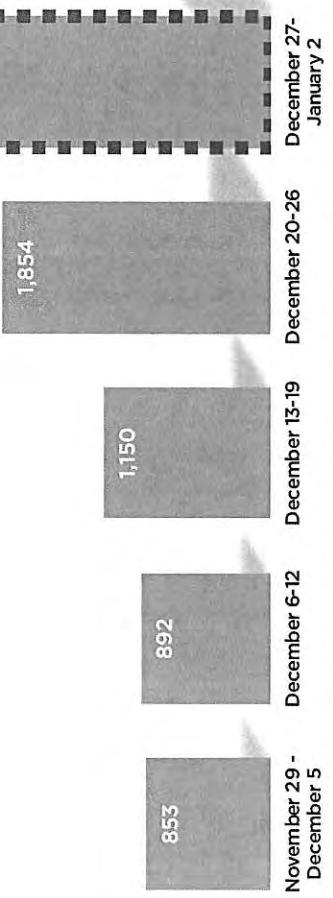
JAPAN COVID-19 NEWS



HIGHLIGHTS

- New cases nationwide for the past week has increased by 69% to 3,136.
- The number of cases in Japan continues to rise since end of December.
- The number of new cases in Tokyo has topped 450 for the past seven days.
- 114 Omicron cases has been confirmed in Japan as of January 4.

NATIONWIDE: NEW CASES DECEMBER 20-26, 2021



November 29 - December 5 December 6-12 December 13-19 December 20-26 December 27- January 2

The governor of Okinawa said that Okinawa is considered to be the sixth wave of the outbreak.

NATIONWIDE

AREA/NEW CASES	December 20 - 26	December 27 - January 2	Changes (#) vs LW	Changes (%) vs LW
Tokyo	246	462	216	88%
Osaka	165	380	215	130%
Aichi	36	101	65	181%
Fukuoka	77	48	-29	-38%
Okinawa	127	258	131	103%
Hokkaido	140	149	9	6%
Kanagawa	168	149	-19	-11%
Saitama	45	87	42	93%
Chiba	43	83	40	93%
Nationwide	1,854	3,136	1,282	69%

GVB1395

JAPAN COVID-19 NEWS

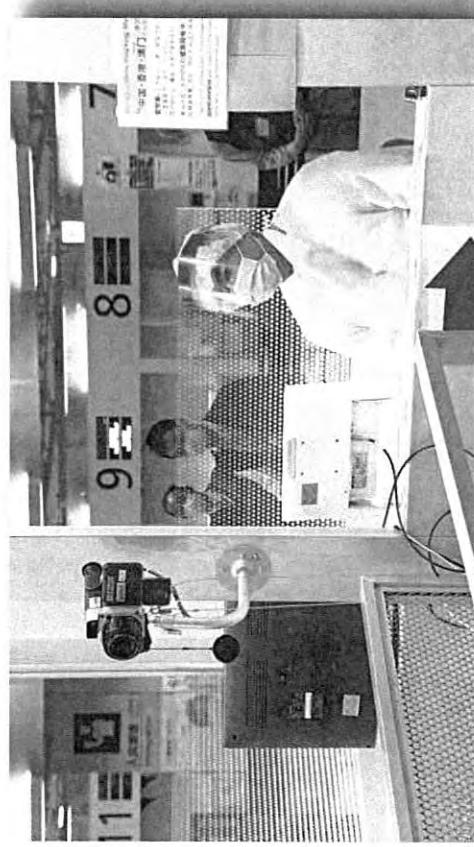
OMICRON VARIANT IN JAPAN

Japan domestic :

- 542 cases in 40 prefectures

Airport quarantine stations:

- 602 cases at Narita, Haneda, Kansai



Narita Airport Immigration

Prefecture	Total
Tokyo	55
Osaka	145
Kanagawa	8
Fukuoka	9
Kyoto	52
Yamaguchi	47
Aichi	32
Nara	6
Chiba	9
Giifu	4
Gunma	3
Hirosshima	23
Saitama	7
Okinawa	88
Iwate	5
Ibaraki	1
Kochi	1
Kagawa	2
Hokkaido	1
Nagasaki	2
Shimane	17
Okayama	2
Hyogo	6
Shiga	1
Mie	2
Shizuoka	8
Toyama	1
Yamagata	1
Fukushima	1
Tochigi	3
Total	542
CVB1396	

JAPAN COVID-19 NEWS



FULLY VACCINATED:



Tokyo
78.17% (10.80 million)



Osaka
75.25% (6.63 million)



Aichi
76.29% (5.74 million)



Fukuoka
77.23% (3.94 million)

HIGHLIGHTS

- Japan's vaccination rate has reached 79.9% against total population.
- 99 million people received 2nd shot to date. (78.5%)
- 33 million of senior citizens were fully vaccinated. (93.1%)
- Booster shots has been administered 636,242 healthcare workers.

VACCINATION UPDATE

Total number of vaccination:
200,623,220

Vaccine doses administered per 100 people:
159.67

1st & 2nd doses administered:
**1st: 101,199,695
(79.9%)**
**2nd: 99,423,525
(78.5%)**

Senior Citizens (+65):
**1st: 33,489,900
(93.6%)**
**2nd: 33,296,752
(93.1%)**

GVB1397

JAPAN COVID-19 NEWS

STRICT BORDER CONTROL MEASURES

HIGHLIGHTS

Ban new arrivals from all over the world from midnight on November 30, 14 days quarantine including Japanese from December 1, regardless of vaccination status.

Foreign resident coming from 11 designated countries are denied re-entry from December 2.

Arrivals from designated countries stay in government facilities for the first 3/6/10 days.

From December 10, arrivals from 6 days, 3 days stay countries will be quarantined at home or self-arranged hotels.

All arrivals and those returning from all the U.S (50 states) including Guam will be required to wait for 3-days at government facility.

Arrivals from Illinois, California, Texas, New York, Hawaii, Florida, Massachusetts need to wait for 6-days at government facility.

RULES & REGULATIONS

- Effective from November 27.
- Submit negative test certificate.
- Test at airport (antigen test)
- Submit written pledge.
- Stay at government facility.
- Test on third, sixth and tenth day.
- Leave the facility when negative.
- Continue the remaining of 14 days quarantine period at home etc.

10 days countries
(11)

6 days countries
(15)

3 days countries
(50)

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

AIRLINES	DEPARTURE	FLT NBR	JPN TO GUM	FLT NBR	GUM TO JPN	FREQUENCY	CAPACITY	REMARKS
UNITED	NRT (Narita)	UA827	11:15 16:05	UA828	06:55 09:55	Daily	166	Suspended until March 3, 2022
UNITED	NRT (Narita)	UA197	17:30 22:20	UA196	13:05 16:05	Daily	166	Daily operation
UNITED	NRT (Narita)	UA874	21:05 01:45+1	UA873	17:05 19:50	Daily	166	Suspended until March 26, 2022
UNITED	NGO (Nagoya)	UA136	11:20 15:55	UA137	07:30 10:20	Daily	166	Suspended until March 3, 2022
UNITED	NGO (Nagoya)	UA172	20:50 01:25+1	UA171	17:00 19:55	Daily	166	Suspended until March 26, 2022
UNITED	KIX (Kansai)	UA150	11:05 15:45	UA151	07:10 10:10	Daily	166	Suspended until March 3, 2022
UNITED	KIX (Kansai)	UA178	20:50 01:20+1	UA177	16:50 19:50	Tue, Thu, Sat	166	Suspended until March 26, 2022
UNITED	FUK (Fukuoka)	UA166	11:50 16:50	UA165	07:40 10:50	Daily	166	Suspended until March 26, 2022
Japan Airlines	NRT (Narita)	JL941	09:30 14:15	JL942	16:50 19:35	Daily	199	Suspended until February 28, 2022
Tway	KIX (Kansai)	TW311	10:45 15:10	TW312	16:10 19:00	Daily	189	Suspended until March 26, 2021
JEJU Air	KIX (Kansai)	7C3174 7C3184 (Tue)	10:10 14:50 10:10 14:50	7C3173 7C3183 (Fri)	15:50 18:20 15:50 18:20	Daily	189	Suspended until January 31, 2021

PACKAGED SALES

TOUR SELLING (DEPARTURE DATE)	
JB <small>Perfect moment, always</small>	MAR 01
HIS	FEB 16
HTJ	MAR 01
NTA	FEB 16
JALPAK	MAR 01
TOBU TOP TOURS	FEB 16
Rakuten Travel	FEB 16

GVB1399

JAPAN MARKETING ACTIVITIES



SNS	follower 24 Dec 2021	Week Reach 31 Dec 2021	Week Reach 24 Dec 2021	Week Reach 31 Dec 2021	Week Engagement 24 Dec 2021	Week Engagement 31 Dec 2021	Week Engagement 24 Dec 2021	Week Engagement 31 Dec 2021
	21,965	22,216	485,683	309,000	3,117	2,545	1,14%	-18.35%
	23,746	23,744	469,098	290,680	4,691	2,645	-0.01%	-43.62%
	13,449	13,440	11,737	13,843	909	602	-0.07%	-35.77%
	11,181	11,192	83,300	18,500	7,447	752	0.10%	-89.90%
	1,656	1,656	2,184	0	113	0		
Visitguam.jp	8,904	9,910	16,943	17,828	0:00:59	0:00:53	11.30%	-10.17%

SNS PERFORMANCE SUMMARY

- UU and PV of Visitguam.jp are up.
- High number of visitors on 26th, which may be due to GUAM being featured in TV program "Sekai-summer-resort".
- Engagement on social networking sites was sluggish, likely due to the large number of posts containing New Year's greetings.



Date	Day	Facebook	Instagram	Instagram (Story)	Twitter	LINE	TikTok
December 24, 2021	Fri	Merry Christmas Message	Merry Christmas Message	Report	Merry Christmas Message		
December 25, 2021	Sat			Report			
December 26, 2021	Sun			Report			
December 27, 2021	Mon	50 Things to Do in Guam	50 Things to Do in Guam	Report	50 Things to Do in Guam		
December 28, 2021	Tue	New Year's Eve Fireworks Announcement	New Year's Eve Fireworks Announcement	Report	New Year's Eve Fireworks Announcement	Wesley GUAM	
December 29, 2021	Wed	Weekly GUAM	Weekly GUAM	Report	Wesley GUAM		
December 30, 2021	Thu						
December 31, 2021	Fri						

GVVB1400

#HEREWEGUAM - AMBASSADOR AUDITION

AMBASSADOR AUDITION STATUS REPORT

- ◆ The 20 finalists have been selected.

- Number of followers
 - Number of posts
 - Number of engagements
 - Activities on SNS other than Instagram
 - Influence on Generation Z

	Name: <input type="text" value="Sarah Johnson"/> Age: <input type="text" value="25 years"/> Gender: <input checked="" type="radio"/> Female Occupation: <input type="text" value="Software Developer"/> Address: <input type="text" value="123 Main Street, Anytown, USA"/>
	Name: <input type="text" value="Emily Davis"/> Age: <input type="text" value="28 years"/> Gender: <input type="radio"/> Female Occupation: <input type="text" value="Graphic Designer"/> Address: <input type="text" value="456 Elm Street, Anytown, USA"/>
	Name: <input type="text" value="Sarah Johnson"/> Age: <input type="text" value="25 years"/> Gender: <input checked="" type="radio"/> Female Occupation: <input type="text" value="Software Developer"/> Address: <input type="text" value="123 Main Street, Anytown, USA"/>
	Name: <input type="text" value="Sarah Johnson"/> Age: <input type="text" value="25 years"/> Gender: <input checked="" type="radio"/> Female Occupation: <input type="text" value="Software Developer"/> Address: <input type="text" value="123 Main Street, Anytown, USA"/>
	Name: <input type="text" value="Sarah Johnson"/> Age: <input type="text" value="25 years"/> Gender: <input checked="" type="radio"/> Female Occupation: <input type="text" value="Software Developer"/> Address: <input type="text" value="123 Main Street, Anytown, USA"/>

Guam Ambassador Audition applicants

18							
17							
16							
15							
14							
13							
12							
11							
10							
9							
8							
7							
6							
5							
4							
3							
2							
1							
0							

- ◆ Future plans

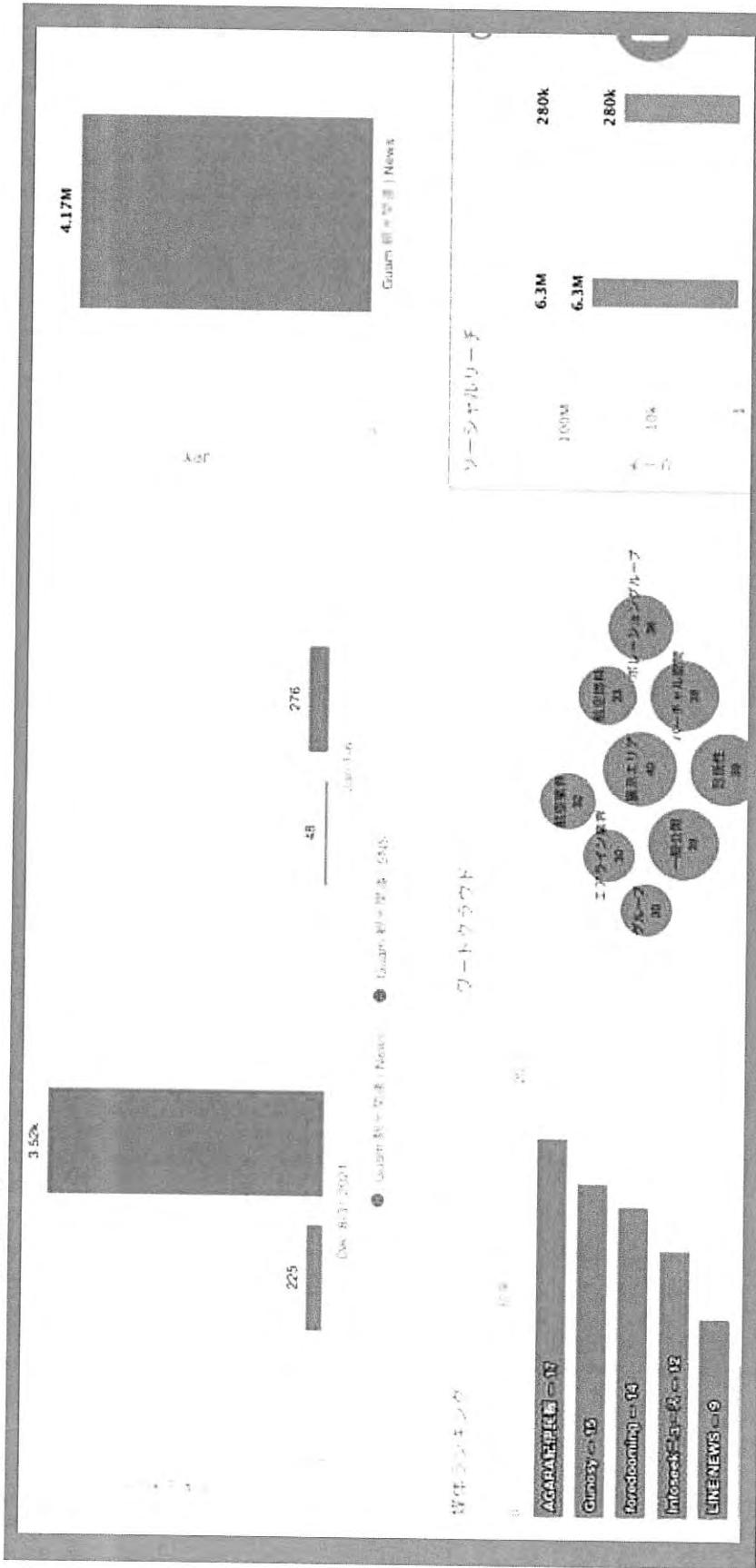
A total of 6 ambassadors will be selected as follows:

- GUAM ambassador
 - Beach Resort Award
 - Culture Award
 - Sports Award
 - Gourmet/Shopping Award
 - Freestyle Award

GVB1401

JAPAN MARKETING ACTIVITIES

PR/SNS LISTENING



GVB1402

SOUTH KOREA



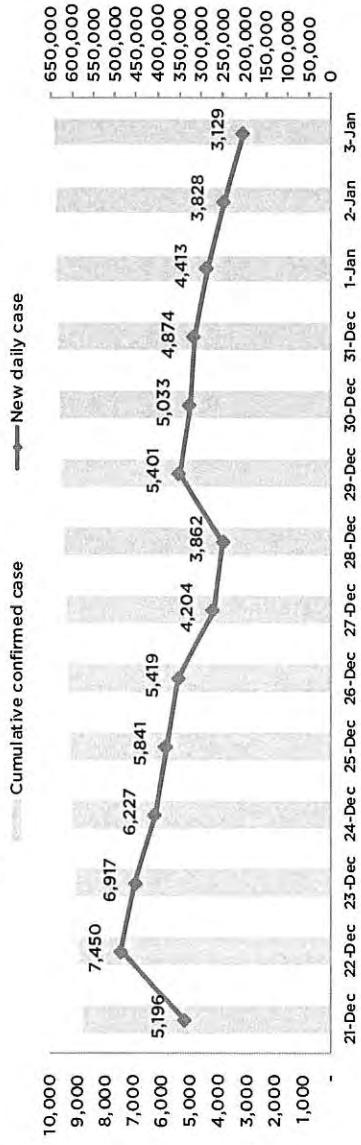
KOREA COVID-19 NEWS



HIGHLIGHTS

- South Korea's daily coronavirus cases have turned into a decreasing pace with the extended the enforcement of its tighter social distancing measures to stem a surge in infections and the spread of the omicron variant.

DEC 21, 2021 – JAN 03, 2022



**Confirmed
COVID-19
CASES:
664,391**

COVID-19 VACCINATION STATUS: FEB 26 – DEC 20, 2021

Vaccine Maker	1st Dose Administered	Fully Immunized	Booster Shot
AstraZeneca	11,156,672 (25.2%)	11,093,579** (26%)	N/A
Pfizer	24,835,785 (56.1%)	23,377,460 (54.9%)	11,525,817 (62.3%)
Janssen	1,510,123 (3.4%)	1,510,123 (3.5%)	23,084 (0.1%)
moderna	6,782,122 (15.3%)	6,622,747*** (15.6%)	6,944,766 (37.6%)
Total:	44,284,702	42,603,909	18,493,667

**Included Pfizer vaccines (1,789,941) for 2nd dose (mixed)
***Included Pfizer vaccines (98,960) for 2nd dose (mixed)

AS OF JAN 9, 2022
WorldVaccine

KOREA COVID-19 NEWS

KOREA APPROVES PFIZER ORAL DRUG



식품의약품안전처

- An oral drug for COVID-19 is likely to become available via prescription from late January, following the Food and Drug Ministry's decision to issue emergency authorization for Pfizer's oral pill for COVID-19.
- The announcement came five days after the KCDC requested emergency authorization, while the oral pill of Merck, for which authorization was also requested, has not yet been approved.

SOUTH KOREA TO EXTEND SOCIAL RESTRICTIONS FOR ANOTHER TWO WEEKS

- South Korea extended the current social distancing measures until January 16 and decided to apply the youth vaccine pass from March 1, which will be subject to a month-long test run amid the harsh controversy.
- The government also strengthened quarantine management, such as mandatory quarantine passes for department stores and large discount stores.

COVID SELF-TEST KIT FROM SD BIOSENSOR RECEIVES U.S. FDA EUA



- SD Biosensor's COVID-19 self-test kit received an emergency use authorization from the U.S. Food and Drug Administration.
- The at-home test kit can be used by anyone 14 or older without a prescription, which produces results within 20 minutes with the 95.3 percent sensitivity and 100 percent specificity.



GVB1405

KOREA COVID-19 NEWS



KOREA ANNOUNCED STRENGTHENED MEASURES OF OMICRON VARIANT MANAGEMENT

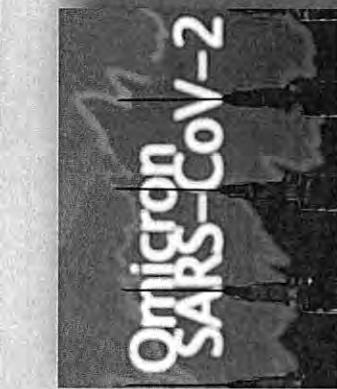
The government has decided to reinforce the management of overseas arrivals to block the inflow of Omicron into Korea. As it has secured PCR reagents and oral treatments for rapid confirmation of Omicron mutations to actively monitor and respond to it,

QUARANTINE MEASURES

- Korea will extend the 10-day mandatory quarantine measure for overseas arrivals for four weeks from January 7 to February 3.
- The decision was made by comprehensively considering the worldwide risk analysis of omicron mutations and the possibility of a rapid increase during the Lunar New Year holiday.

COVID-19 TESTING

- The criteria for the pre-PCR test confirmation will be strengthened from the issuance date to the testing date from Jan. 13 (*grace period from Jan 7 -12*).
- It is expected to have the effect of blocking entry by checking more up-to-date entrants, considering that it usually takes 24 hours from the time of taking PCR test to the issuance.

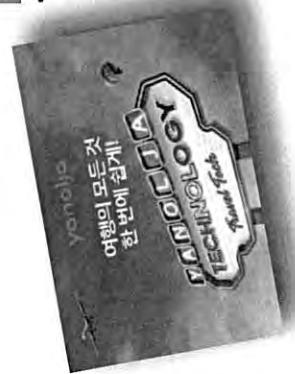


YANOLJA COMPLETES \$260 MILLION PURCHASE OF INTERPARK ASSETS

- Yanolja has acquired 70 percent of Interpark's commerce business for \$260 million, the deal finalized on Dec. 28.
- The spinoff will manage e-commerce businesses including those related to plane ticket and art exhibitions ticket sales and also get involved in live commerce.



OMICRON MONITORING



PERSPECTIVE

- As the main goal of this latest acquisition is to grow Interpark and Yanolja into a global travel tech firm, both companies are planning to provide innovative services, from booking hotels to organizing activities by integrating technologies and services.

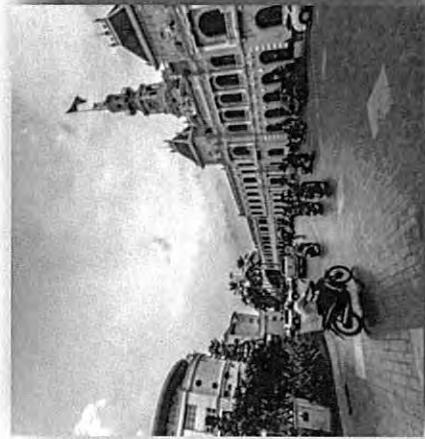
GVB1406

KOREA COVID-19 NEWS



VIETNAM TO CHANGE QUARANTINE RULES AND REOPEN TO INTERNATIONAL VISITORS

- Vietnam has reduced quarantine requirements for fully vaccinated international arrivals from January 1, 2022.
- Although it won't open the floodgates to tourists, the planned three-day quarantine will ease travel for Vietnamese nationals, expatriates, and anyone with ties to the country.



Take PCR test within 72 hours prior to departure

3 days of quarantine at home/ place of accommodation

Take PCR test on Day 1 and Day 3

10-Day Quarantine (PCR test on Day 1, before release)

- Proof of negative COVID-19 test results
- Declaration of health status
- Installation of Vietnam's PC-COVID app
- If negative, monitor health status for the next 11 days. (Observe 14-day self-monitoring period)

GVB1407

KOREA MARKET INTELLIGENCE



AIRLINE SCHEDULE - JANUARY (AS OF JAN 03)

• INCHEON - GUAM

AIRLINES	FLIGHT NO.	DAY(S)	DEP TIME	ARR TIME	SEAT CAPACITY
Korean Air	KE113	WED/THU/SAT/SUN	9:00	14:20	4,968
Jeju Air	7C3102	THU/SUN	9:00	14:30	1,323
Jin Air	LJ641	WED/THU/SAT/SUN(Jan 27 th -)	9:35	14:50	1,701
T'way	TW301	TUE/FR	18:00	23:30	189
TOTAL					8,181

Jeju Air : Jan 9, 13, 20, 23, 27, 29, 30 (7 Flights)

Jin Air : Jan 4, 7, 11, 14, 18, 21, 25, 28, 30 (9 Flights)

T'way : Jan 29 (1 Flight)

Air Seoul : Delayed to March 27

Asiana Airlines : Delayed (Date of flight TBD)

• BUSAN - GUAM

AIRLINES	FLIGHT NO.	DAY(S)	DEP TIME	ARR TIME	SEAT CAPACITY
Air Busan	BX614	SAT	08:05	13:05	1,100
TOTAL					1,100

TOTAL OUTBOUND SEAT CAPACITY (JANUARY): 9,281 SEATS

GVB1408

KOREA MARKET INTELLIGENCE



AIRLINE SCHEDULE - FEBRUARY (AS OF JAN 03)

• INCHEON - GUAM

AIRLINES	FLIGHT NO.	DAY(S)	DEP TIME	ARR TIME	SEAT CAPACITY
Korean Air	KE113	WED/THU/SAT/SUN	9:00	14:20	4,416
Jeju Air	7C3102	WED/THU/SAT/SUN	9:00	14:30	3,024
Jin Air	LJ641	TUE/WED/FRI/SUN	9:35	14:50	3,024
T'way	TW301	WED/SAT	18:00	23:30	1,512
TOTAL					11,976

Air Seoul : Delayed to March 27
 Asiana Airlines : Delayed (Date of flight TBD)

*Airline schedule is flexible, subject to change.

• BUSAN - GUAM

AIRLINES	FLIGHT NO.	DAY(S)	DEP TIME	ARR TIME	SEAT CAPACITY
Air Busan	BX614	SAT	08:05	13:05	880
TOTAL					880

TOTAL OUTBOUND SEAT CAPACITY (FEBRUARY): 12,856 SEATS

GVB1409

KOREA MARKETING ACTIVITIES

SNS WEEKLY ACTIVITY: DEC 27 - DEC 31
#FromGuam: Year End in Guam



blog ☰ 광정부관광청 ... Q ≡
2022 여행 트렌드는? 꿈
그자체!

광정부관광청

2022 여행 트렌드는? 꿈
그자체!



< visitguam_kr Ⓛ ...
1,301 19.8K 2,008
Posts Followers Following
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Hafa Adai 광정부관광청 한국무소 공식인스타그
램입니다. 오신 것을 환영합니다.
→ 더 다양한 소식은 아래 링크를 통해 만나보세요! →
[linktree/visitguam.kr](https://www.visitguam.kr)
See Translation
Followed by double_dragonraw_ and 12 others

Following Message Call
Following
Message
Call
HOP
GuamAgan 광 정부 관광청
2022 여행 트렌드 꿈과 함께 알아봐요!

< visitguam_kr Ⓛ ...
22,761 57.5K 17.6K
Posts Followers Following
2022 여행 트렌드 꿈과 함께 알아봐요!
2022 여행 트렌드 꿈과 함께 알아봐요!

GuamAgan 광 정부 관광청

2022 여행 트렌드 꿈과 함께 알아봐요!

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2022 여행 트렌드 꿈과 함께 알아봐요!

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2022 여행 트렌드 꿈과 함께 알아봐요!

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2022 여행 트렌드 꿈과 함께 알아봐요!

GuamAgan 광 정부 관광청



< 2022 여행 트렌드는? 꿈 그자체!
Hafa Adai~
행복 12월의 마지막 주에 찾아왔습니다!
다들 이번 한 해 미우리 할고 계신가요?
오늘은 새해를 맞이하여, 포스트 코리나로 일정
▶ 2022 여행 트렌드 ✈ 57가지에 대해 알아보요!

<https://www.visitguam.kr/2022-travel-trends/>
2022 여행 트렌드 ✈ 57가지에 대해 알아보요!

< 2022 여행 트렌드 ✈ 57가지에 대해 알아보요!
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GuamAgan 광 정부 관광청

2022 여행 트렌드 ✈ 57가지에 대해 알아보요!

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GuamAgan 광 정부 관광청

2022 여행 트렌드 ✈ 57가지에 대해 알아보요!

GuamAgan 광 정부 관광청



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1,301 19.8K 2,008
Posts Followers Following
2022 여행 트렌드는? 꿈 그자체!

< Visit Guam 광 정부 관광청 Ⓛ ...
1,301 19.8K 2,008
Posts Followers Following
2022 여행 트렌드는? 꿈 그자체!

GuamAgan 광 정부 관광청

2022 여행 트렌드는? 꿈 그자체!

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2022 여행 트렌드는? 꿈 그자체!

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2022 여행 트렌드는? 꿈 그자체!

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GuamAgan 광 정부 관광청

2022 여행 트렌드는? 꿈 그자체!

GuamAgan 광 정부 관광청



2022 여행 트렌드
광 정부 관광청
CVB 410

KOREA MARKETING ACTIVITIES



GVB KOREA - January Content Calendar
***Key Message: #GuamAgain Campaigns**

GVB KOREA - January Content Calendar						
*Key Message: #GuamAgain Campaigns						
Week 1						
SUNDAY	January 3	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)			
	#GuamAgain	#GuamAgain				
	New Years Guam Bucket List	Bucketlist - Sunset				
SUNDAY	January 10	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	#GuamAgain	#GuamAgain				
	Entry to Guam Updated Protocol	Chamorro Culture				
SUNDAY	January 17	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	#GuamAgain	#GuamAgain				
	Must-Try Tours	FAMTour UGC				
SUNDAY	January 24	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	#GuamAgain	#GuamAgain				
	Nightlife	Top 5 Bars				
SUNDAY	January 31	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	#GuamAgain	#GuamAgain				
	Nightlife	Nightlife				
SUNDAY	January 30	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	#GuamAgain	The Chamorro History of Guam				

TAIWAN



TAIWAN COVID-19 NEWS



TAIWAN OPENS BORDERS TO THAI WORKERS, EYES PHILIPPINES, VIETNAM NEXT

The Ministry of Labor (MOL) on Thursday (Dec. 30) announced that Taiwan is opening its borders to migrant workers from Thailand and that negotiations are underway with the Philippines and Vietnam to allow workers from those countries to enter Taiwan.

Entry for all migrant workers was suspended on May 19 after a surge in local COVID cases. On Nov. 11, Taiwan lifted the ban on Indonesian workers under a new points-based scheme that will be applied to other nationalities once approval has been given for their entry.

After over a month of only allowing Indonesian workers entry into the country, the labor ministry's Workforce Development Agency (WDA) issued a press release on Thursday confirming that Thailand's relevant epidemic prevention measures are in place. It added the borders would be opened to workers from Thailand that day.



TAIWAN REPORTS 19 NEW COVID CASES; KARATE TEAM CONFIRMED WITH OMICRON

The Ministry of Labor (MOL) on Thursday (Dec. 30) announced that Taiwan is opening its borders to migrant workers from Thailand and that negotiations are underway with the Philippines and Vietnam to allow workers from those countries to enter Taiwan.

Entry for all migrant workers was suspended on May 19 after a surge in local COVID cases. On Nov. 11, Taiwan lifted the ban on Indonesian workers under a new points-based scheme that will be applied to other nationalities once approval has been given for their entry.

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Confirmed COVID-19

CASES:
17,362

3.1%
active (546)



AS OF JAN 9, 2022
GVB1413

TAIWAN COVID-19 NEWS

TAIWAN TO DONATE DOMESTIC COVID-19 VACCINES TO SOMALILAND

Taiwan announced Tuesday that it will donate 150,000 doses of the domestically developed Medigen COVID-19 vaccine to Somaliland, as part of its continued assistance to the self-governing East African state in combating the pandemic.

The pledge was made after both sides signed an agreement on the vaccine donation on Monday in Somaliland, according to a Ministry of Foreign Affairs (MOFA) press release.

MOFA said the donation is to be made as Africa faces a huge wave of Omicron variant COVID-19 cases.

According to MOFA, the health authorities in Somaliland have recently granted emergency use authorization (EUA) to the Medigen vaccine.



TAIWAN DIGITAL COVID-19 CERTIFICATE TO BE AVAILABLE TUESDAY

Taiwan nationals and legal residents will be able to obtain a digital COVID-19 certificate issued by the government from 8 a.m. Tuesday, the Central Epidemic Command Center (CECC) announced Monday.

Two types of certificates -- one for vaccination status and the other for polymerase chain reaction (PCR) test results -- will be available to download from the government website <https://dvc.mohw.gov.tw>, CECC official Pang Yi-ming said at a press briefing.

Taiwan nationals can access the system by inputting their National ID number, National Health Insurance (NHI) card number and passport number, while foreign nationals legally residing in Taiwan can log in with their Alien Resident Certificate number and one of the following: NHI card number, entry/exit permit number, or passport number.

The digital certificates can be directly saved onto a phone or computer, printed out or individuals can have them sent to their email address, Pang said.



GVB1414

TAIWAN COVID-19 NEWS



COVID-19 TESTING RULES FOR TRAVELERS CHANGES, MIGRANT WORKERS

All arrivals to Taiwan will soon be required to submit results of a COVID-19 test taken in the two days prior to their flight, while migrant workers who are fully vaccinated will no longer be required to be tested before changing jobs or workplaces, health authorities said Monday.

The testing requirements for travelers is being tightened in light of the recent rise in imported COVID-19 cases in Taiwan, many of whom have tested positive upon entry, Minister of Health and Welfare Chen Shih-chung said Monday at a press briefing.

According to data from the Central Epidemic Command Center (CECC), Taiwan recorded 109 imported cases of COVID-19 from Dec. 20-26, a 76 percent increase compared to the week prior.

Currently, all incoming travelers have to submit proof of a negative result from a polymerase chain reaction (PCR) COVID-19 test taken before their flight, and the certificate has to be issued within three days prior to the date of the flight.



AIRLINE UPDATES CURRENT ROUTE IN OPERATION

CHINA AIRLINES

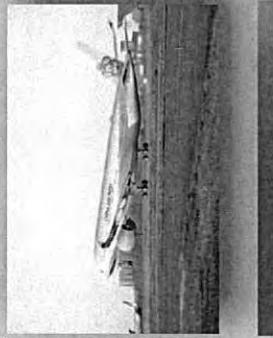
Routes scheduled for Jan-Mar

EVA AIR

- TPE to Shanghai, Hong Kong, Seoul, Singapore(four flights per week)
- TPE to Manila, LA (three flights per week)
- TPE to BKK, Jakarta, Tokyo, Macau, Osaka, San Francisco, Seattle, New York (two flights per week)
- TPE to London, Hanoi, Paris, Vancouver(one flight per week)

STARLUX AIRLINES

- Macau - daily
- Penang - Tuesday, Thursday and Saturday
- Bangkok - Wednesday and Saturday
- Osaka - Tuesday and Thursday
- Tokyo - Wednesday and Thursday
- Kuala Lumpur - Tuesday and Friday
- Manila - Monday, Wednesday, Thursday and Saturday
- Singapore - Tuesday and Saturday



GVB1415

TAIWAN COVID-19 NEWS



Taiwan Centers for Disease Control
衛生福利部疾病管制署

- On December 1, Due to the new coronavirus variant Omicron is spreading globally, CECC announced that travelers who have visited the four countries 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).

- Such travelers will not be required to pay group quarantine facility accommodation and testing fees, and the 7+7+7 and 10+4+7 quarantine programs for the Lunar New Year dont apply.

- The list of "key high-risk countries" currently includes the following ten countries: South Africa, Botswana, Namibia, Lesotho, Eswatini, Zimbabwe, Malawi, Mozambique, Egypt, and Nigeria (the last four countries are newly added).

- The latest list of the risk categories for countries/regions is as follows:
 - Level 1 (Watch): None.
 - Level 2 (Alert): Palau.
 - Level 3 (Warning): The rest of the countries/regions in the world except for Palau.

- On December 27, CECC announced that starting 00:00 on January 4, 2022 (departure date), the 3-day period of a COVID-19 RT-PCR test report required for inbound passengers prior to boarding will be changed to "two days," which will be calculated based on the "specimen collection date" instead of the test report date; the newly revised two-day period will be based on the incoming flight's scheduled departure time at the place of departure, that is, counting two calendar days backwards from the incoming flight's scheduled departure time (excluding the flight date). Passengers are urged to ensure their COVID-19 RT-PCR test report meets the above-mentioned requirements before boarding.

- On November 11, CECC announced the "7+7" policy for travelers who have been fully vaccinated against COVID-19 for at least two weeks before their arrival in Taiwan. Under the policy, which will be in place from Dec. 14, 2021 to Feb. 14, 2022, travelers will spend the first seven days of quarantine in a government facility or designated hotel, and then spend the remaining seven days of quarantine at home.



CHINA AIRLINES

China Airlines previously reduced Palau's flights in November, which caused the President of Palau to criticize it "poisoning Palau's tourism market. Therefore, China Airlines arranged six round-trip flights in December to fully cooperate with the policies of Taiwan and Palau. At present, there are only 25th and 29th remaining flights in December. China Airlines has also strengthened its promotion on Facebook, and cooperated with travel agencies to promote Palau tourism. (Dec. 23) **BB1416**

TAIWAN MARKETING ACTIVITIES

TAIWAN BICYCLE TOURISM PROMOTION EVENT

- Date: 12/24
- GTO was invited to participate in Taiwan bicycle tourism promotion event organized by the Tourism Bureau of the Ministry of Transport and TATA, and met with ANTOR members.
- Felix interviewed and introduced that Guam has a long coastline, like Taiwan's Blue Coast Highway, there are beautiful sea views along the way.



關島觀光局駐台處長關樹芬：台灣自行車旅遊魅力無限



Visit Guam 關島觀光局 (TW)

December 24 at 10:12 AM

【#文宣#有機農業#聖誕活動】

拍拍美 #聖誕活動#聖誕活動

一年一齡的聖誕季平安喜樂~”

◎大眾聖誕季平安喜樂！... See more

AIR V&V PROMOTION - NR MONITOR

- For the past week (Dec. 25 - 30), a total of 3 exposures are monitored.
- As of December 30, a total of 57 exposures are monitored this month including:

TV Exposure: 2
Online Exposure: 54
Social Media: 1

GVB1417

TAIWAN MARKETING ACTIVITIES



Social Media January Content Calendar						
Week 1	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						Guam Scenery 1
2-Jan-22	3-Jan-22	4-Jan-22	5-Jan-22	6-Jan-22	7-Jan-22	8-Jan-22
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Attraction - Dulce Nombre de Maria Cathedral-Basilica	Guam Scenery 2			Safe-Certified Shopping - ABC Store	Haifa Adasi 1
9-Jan-22	10-Jan-22	11-Jan-22	12-Jan-22	13-Jan-22	14-Jan-22	15-Jan-22
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Guam Scenery 3		Safe-Certified Restaurants - JEFF'S PIRATES COVE		Safe-Certified Accommodations - Stans Guam Golf Resort Inc.	
16-Jan-22	17-Jan-22	18-Jan-22	19-Jan-22	20-Jan-22	21-Jan-22	22-Jan-22
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Safe-Certified Service - ISLAND SKIN SPA	Safe Shopping - The Plaza Shopping Center	Safe-Certified Accommodations - Bayview Hotel Guam		Safe-Certified Restaurants - Hard Rock Cafe Guam	
23-Jan-22	24-Jan-22	25-Jan-22	26-Jan-22	27-Jan-22	28-Jan-22	29-Jan-22
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Safe-Certified Restaurants - Jamaican Grill	Guam Scenery 4	Safe-Certified Accommodations - The Westin Resort Guam		Haifa Adasi 2	
2022/1/30	2022/1/31					
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Guam Scenery 5					

GVB1418

PHILIPPINES



PHILIPPINES COVID-19 NEWS



METRO MANILA UNDER
ALERT LEVEL 3

The Philippine government placed the National Capital Region under stricter Alert Level 3 as the country saw a spike in Covid-19 infections.

During a press briefing, Acting Presidential Spokesperson Secretary Karlo Nograles announced that the country's capital will be under the stricter alert level from January 3 to 15, 2022. The new level coincided with the announcement that the Department of Health (DOH) has detected local cases of the Omicron variant.

Under Alert Level 3, intrazonal and interzonals travels are allowed. Gatherings for necrological services, wakes, inurnment, and funerals are also allowed under the new level. Nogras added the COVID-19 task force also tasked government agencies with creating stricter rules for unvaccinated necro

Philippines

#coronavirus #impact-summary

Philippines sees steep increase in cases, more areas placed under Alert Level 3.

Secretary Karlo Nograles announced that the country's capital will be under the stricter alert level from January 3 to 15, 2022. The new level coincided with the announcement that the Department of Health (DOH) has cleared local cases of the Omicron variant.

Under Alert Level 3, intrazonal and interzonals travels are allowed. Gatherings for necrological services, wakes, inurnment, and funerals are also allowed under the new level. Nogras added the COVID-19 task force also tasked government agencies with creating stricter rules for unvaccinated necrolyst.

PHILIPPINES STARTS 2022 WITH 3,617 NEW CASES

Source: Cases - John Hopkins University (2022-01-08). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2022-01-06).

Of the total cases, 17,374 are active or currently sick. Active cases now comprise 0.6% of total cases in the country. The average number of new cases in the past seven days is now at 1,466 – the highest since November 19 when it was at 1,470.

The Philippines started 2022 with 3,617 new COVID-19 cases, the highest single-day tally since October 30, 2021, when 4,008 cases were reported.



PHILIPPINES COVID-19 NEWS

PHILIPPINE AIRLINES
FLIES FORWARD

 Philippine Airlines

FLIES FORWARD

With high capital and a streamlined fleet, a rejuvenated Philippine Airlines looks forward to serving you better in the years ahead.



Exiting Chapter 11 is good news for our customers

A stronger full-service airline with a global network

- The Philippines' largest airline
- The largest network from PH to mainland US, Canada, Hawaii and key Australian cities
- A high-frequency, domestic and regional network with routes to key cities and paradise islands
- Butler positioned to help you back air travel markets and renew the PH tourism industry
- A growing air-cargo business
- Reopen market opportunities

- PAL looks forward to**
- Restore more routes and increase flights as travel restrictions ease
 - Enhance your Mabuhay Miles frequent flyer program
 - Offer the same great value, year-round fare along with special promotions
 - Renew routes to mainland China and launch flights to Taiwan
 - Accelerate product innovations and digital initiatives for a more seamless and intuitive customer experience

PHILIPPINE AIRLINES FLIES FORWARD

PHILIPPINE AIRLINES FLIES FORWARD

FLIES FORWARD

We have officially emerged from the Chapter 11 bankruptcy in record time. With high capital and a streamlined fleet, a rejuvenated Philippine Airlines looks forward to serving you better in the years ahead.



Exiting Chapter 11 is good news for our customers

A stronger full-service airline with a global network

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- The largest network from PH to mainland US, Canada, Hawaii and key Australian cities
- A high-frequency, domestic and regional network with routes to key cities and paradise islands
- Butler positioned to help you back air travel markets and renew the PH tourism industry
- A growing air-cargo business
- Reopen market opportunities

Pfizer Jabs for 5-11 yrs Olds Arrive January

Doses of the Pfizer-BioNTech (Pfizer) vaccine for those aged five to 11 years old are expected to arrive this month. National Task Force Against Covid-19 Special Adviser Dr. Teodoro Herbosa said while the emergency use authorization (EUA) for the use of the Pfizer vaccine on 5 to 11-year old children has been approved, the actual doses for the age group is still being procured.

"We still have to wait for the actual dose and concentration that has to be procured. So, that will probably come by January," Herbosa said.

OVER 201M VAX DOSES RELEASED



The Bureau of Customs (BOC) has so far released over 201 million doses of vaccines against coronavirus disease 2019 (Covid-19). Citing the latest data, the BOC said it has facilitated the release of 201,121,670 doses of different brands of vaccines.

Of the number, 196,190,120 were released from Port of NAIA, 3,410,550 from Port of Cebu-Mactan International Airport, and 1,521,000 from Port of Davao-Davao International Airport. It added that Davao port has expedited the release of 526,500 doses of Pfizer-BioNTech Covid-19 vaccines which arrived at Davao International Airport via TRI-MG Airlines last Dec. 26, 2021.



OV B1421

PHILIPPINES COVID-19 NEWS

DEATH TOLL BY TYPHOON RAI AT 400

The Philippine death toll from Typhoon Rai has crossed the 400 mark, as officials in some hard-hit provinces appealed for more supplies of food, water and shelter materials about two weeks after the storm struck. Rai was the 15th and deadliest typhoon to hit the Philippines in 2021.

Reported deaths reached 405, mostly due to drowning, fallen trees and landslides, Ricardo Jalad, chief of the national disaster agency. He said 82 were missing and 1,147 injured. More than 530,000 houses were damaged, a third of which were totally wrecked, while damage to infrastructure and agriculture was estimated at 23.4 billion pesos (\$459 million), Jalad said.

The typhoon affected nearly 4.5 million people, including about 500,000 sheltering in evacuation centers. It made landfall as a category 5 typhoon on Dec. 16, and left destruction in the provinces of Bohol, Cebu, and Surigao del Norte, including Siargao and Dinagat Islands.

OUTPOUR OF FOREIGN DONATIONS CONTINUE



An outpour of relief aid from different foreign donors continues for the victims of Typhoon Odette, with more countries sending more goods and pledging cash aid, including the United States, South Korea, China, United Arab Emirates, and Qatar.

Foreign Affairs Secretary Teodoro Locsin Jr. personally thanked the US government for its additional PHP950 million humanitarian assistance to the country, which would provide the worst-hit communities in the Visayas and Mindanao with food, water, and temporary shelter needs. "We welcome the urgent action taken by the U.S. government in mobilizing funds and its people to support us in our time of great need. I would like to take this opportunity to express our sincerest gratitude to the U.S. Embassy and the USAID. You are indeed our allies, partners, and friends," he said in a joint presser at the DFA office in Pasay.

Locsin stressed that the US is now the "single largest country contributor" to the government's efforts to help communities severely impacted by the typhoon begin the process of rebuilding their homes and lives. US Embassy Chargé d'Affaires ad interim Heather Variava said the US will continue to partner with the Philippines to strengthen its natural disaster support Filipinos in their recovery efforts.

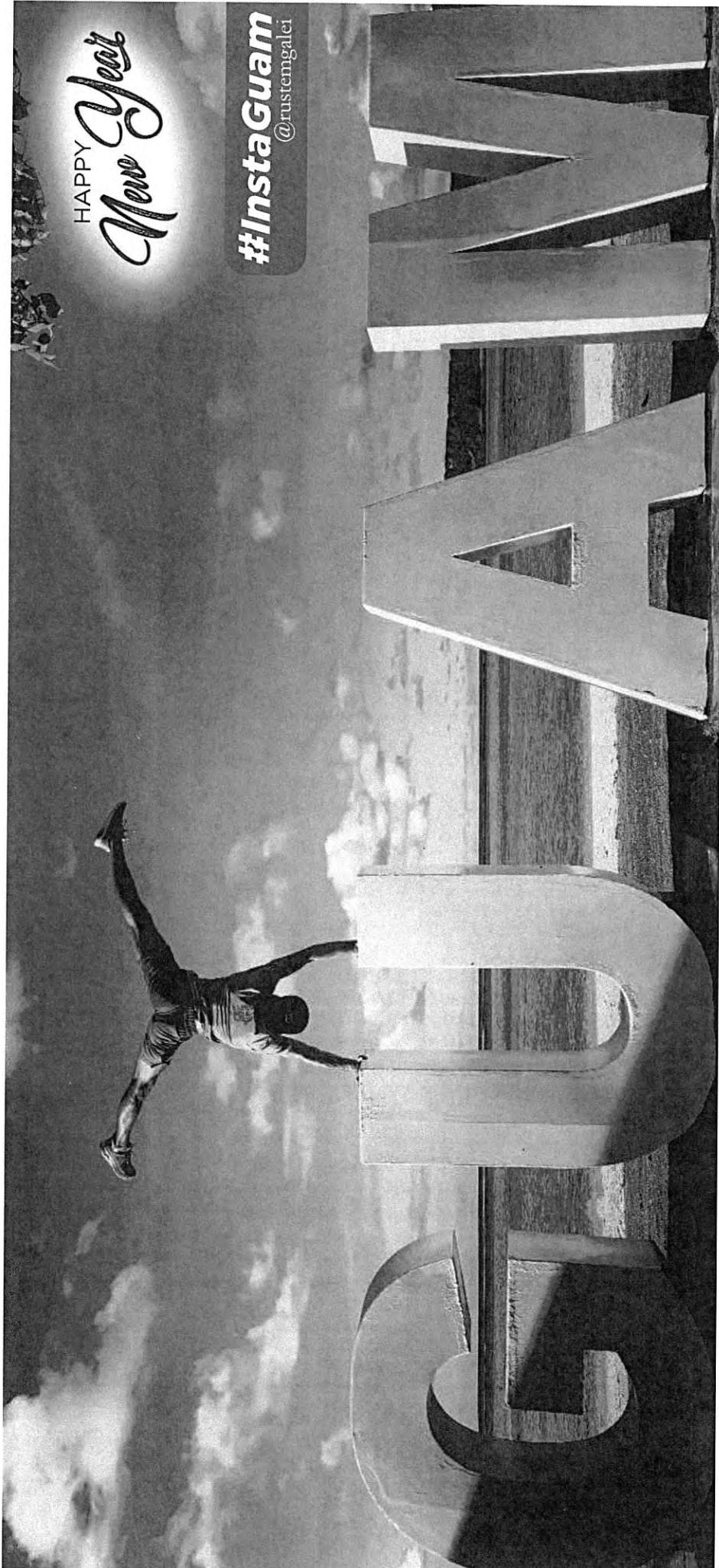
IATF: UPDATED RED, GREEN & YELLOW LISTS (EFFECTIVE JAN 1-15)

RED: Eswatini, Lesotho, Malawi, Mozambique, Namibia, and Spain

GREEN: Quarantine and testing protocols are temporarily suspended

All others





INDUSTRY REPORT

JANUARY 6, 2023

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DESTINATION UPDATES



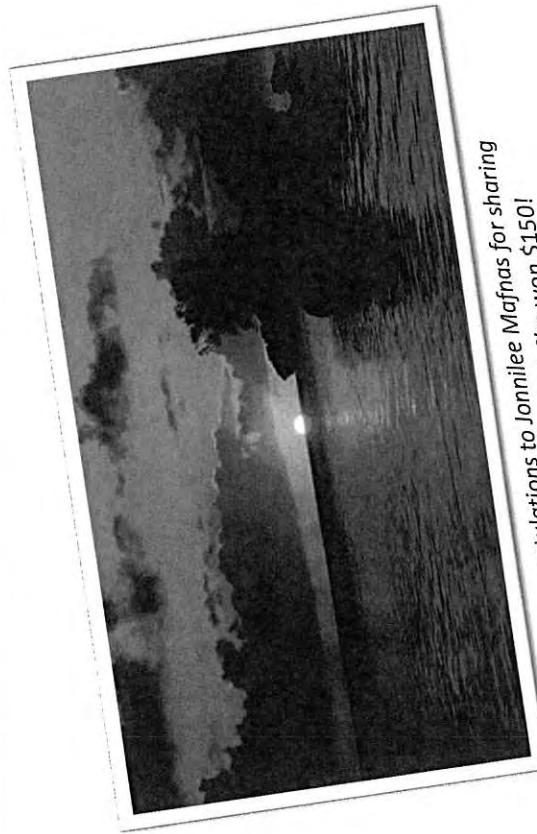
GUAM 1425

#INSTAGUAM - HOLIDAY PROMO



- LAST WEEK TO ENTER

Sunrise (January 8-12, 2023)
Cheers to new beginnings! We all love Guam's iconic sunsets, but let's show some love to Guam's stunning sunrises. Share your sunrise captures with us!



Congratulations to Jonnilee Mafnas for sharing her love for Guam! She won \$150!

#InstaGuam
Holiday Edition

Win \$150 Cash

Weekly Contest

Featuring a different theme each week

Submit your best photos and videos at visitguam.com/instag Guam



as of 6 Jan 2023

GVB1426



“When you think of
Guam, you think
ocean, you think Guam”

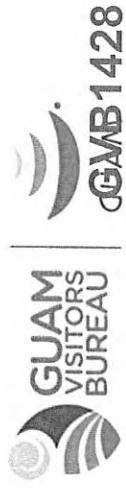
#InstaGuam
@000cup_cake00

MARKET INTELLIGENCE REPORT

As of January 6, 2023 and may be subject to change.



TRAVEL PROTOCOLS



TRAVEL PROTOCOLS BY MARKET



JAPAN

NO QUARANTINE

- Traveler entering Japan from Guam will be exempted from submitting negative certificate if they have received three times or more vaccinations.

REQUIREMENTS

- If you have been vaccinated three (3) times of Covid-19 vaccine, you will be exempted from submitting a negative certificate when returning to Japan.
- If NOT, negative result of COVID-19 test conducted within 72 hours prior to departure (RT-PCR, LAMP, TMA, TRC, Smart Amp, NEAR, Next Generation Sequence, CLEIA/ECLIA).
- Submit a written pledge that you will follow the Japanese authorities requirements and fill out questionnaires.
- Install mobile application (MySOS, Google Maps, COCOA; travel insurance for COVID-19 related issues recommended.

Information Source:
https://www.mofa.go.jp/ca/fma/page4e_001053.html
https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/0000121431_002029.html

ENTRY PROTOCOL EFFECTIVE FROM OCTOBER 11, 2022

- Japan to allow entry of visa-free independent tourists and abolish the daily arrival cap.

Information source: https://www.iapartimes.co.jp/news/2022/09/23/national/kishida-japan-border-opening/?utm_medium=Social&utm_source=LinkedIn#Echobox=1663859333-1

as of 6 Jan 2023

SOUTH KOREA

NO QUARANTINE

- All travelers entering South Korea are no longer subject to quarantine, regardless of vaccination status (as of June 8, 2022)

REQUIREMENTS

- All travelers entering South Korea must register their travel information on [KDCA's](http://covid19.kdca.go.kr/cppassport/) website: covid19.kdca.go.kr/cppassport/
- Foreigners must apply for [Korea Electronic Travel Authorization \(K-ETA\)](http://www.korea-eta.go.kr) if they do not already have it. K-ETA is valid for 2 years from the date of approval, or when the passport used to apply expires, whichever comes first.
- COVID-19 testing is no longer required before departure (as of September 3, 2022) and no longer required upon arrival (as of October 1, 2022).

Information source: https://www.iapartimes.co.jp/news/2022/09/23/national/kishida-japan-border-opening/?utm_medium=Social&utm_source=LinkedIn#Echobox=1663859333-1
GVB1429

TRAVEL PROTOCOLS BY MARKET

TAIWAN

Effective July 14, Taiwan is no longer requiring PCR negative test 2 days before their arrival flight for Taiwan nationals, ARC residents, and international transiting passengers.

Effective on October 13 (incoming flight's scheduled arrival time), arriving travelers will no longer be required to quarantine and will instead undergo a seven-day period of self-initiated prevention after arrival. Related border restrictions will also be lifted starting October 13.

Effective November 7, Taiwan has eased more of its Covid-19 policies, including some vaccine and rapid test requirements. What has changed:

1. Quarantine protocols for Covid-19 patients

2. Close contacts of Covid-19 patients

3. Cancellation of three-shot vaccine mandate for certain venues, activities

4. No mandatory temperature checks at (most) public venues

5. Eased border restrictions for Chinese students, Hong Kong, Macau residents

Please refer <https://focustaiwantw/society/20221070004> for details.



PHILIPPINES

NO QUARANTINE

- Fully vaccinated nationals / foreign nationals
- Children below 12 years who cannot be vaccinated shall follow quarantine protocols of the parent or accompanying adult/guardian

FACILITY-BASED QUARANTINE

- Unvaccinated, partially vaccinated, and passengers whose vaccination status cannot be verified shall be required to complete a facility-based quarantine at the first port of entry into the Philippines, regardless the onward domestic destination.

REQUIREMENTS

- Pursuant to the Philippine Government's efforts to streamline its entry procedures and data collection processes, the eTravel platform, an online registration system for travelers to the Philippines and returning residents, was launched 2 Dec. All arriving passengers need to register at <https://etravel.gov.ph/>.
- Filipino and foreign nationals aged 18 and above who have received primary series of COVID-19 vaccine, and at least one (1) COVID-19 booster shot administered at any time prior to departure do NOT need a pre-departure COVID-19 test.
- Filipinos and foreign nationals 15 years old or older shall present a remotely supervised, or a laboratory-based rapid antigen negative test result administered and certified by a healthcare professional in a healthcare facility, laboratory, clinic, pharmacy, and other similar establishment taken within twenty-four (24) hours, prior to the date and time of departure from country of origin/first port of embarkation in a continuous travel to the Philippines.

as of 6 Jan 2023

GVB1430

MARKETS AT-A-GLANCE



GVB1431

MARKETS AT-A-GLANCE



JAPAN

- Number of infections is increasing (although slightly) on a weekly basis; number of infected persons per week has exceeded 1 million
- Mood in Japan is less critical despite the increased numbers
- The progress rate for tertiary immunizations is 67.5%, with no significant progress being made.

Flight operation is as follow:

United: UA197 daily operation
UA827 (applicable until Feb 9); UA150 (Wed, Sun - applicable until Feb 9);
UA874 (limited avail from GUM); UA136 (Mon, Fri) and UA166
(Thurs, Sun - applicable until Feb 9) are available; UA172 and UA178
suspended until Feb 9
suspended from Oct 1
JAL: suspended until Jan 31
Tway: TW311 suspended until Jan 31
7C1182 until Mar 31
JEJU: suspended until Jan 31

*See [appendix for New Year's limited flight info](#)

- Shown in [appendix](#) are: SNS performance summary & highlights; YouTube activities; Weekly Guam; news pickup; GLAM digital PR; media performance; and content calendar

SOUTH KOREA

- New COVID-19 cases recorded under 23,000 as of Monday showing steady downward trend compared to the previous week
- There are concerns over a wintertime surge
- South Korea toughens Covid-19 testing for China arrivals
- China approves Korean Air-Asiana combination
- Flight airline through March airline outbound seat capacity details shown in [appendix](#); Jan increased to 46,607; Feb increased to 43,190; and March is 41,129
- Shown in [appendix](#) are: SNS weekly activity and content calendar



TAIWAN

- Bivalent boosters urged for travelers to China
- CECC eases hospital visitation rule under '0+7' policy
- China's dominant Covid variant B.F.7 not a threat to Taiwan; CECC
- Market intelligence on competitors Japan, Korea, and Singapore noted in [appendix](#)
- Also shown in [appendix](#) are: restrictions for entering Taiwan, CECC updates, NR monitoring, and social media calendar
- Current airline routes for other destinations and airline updates in [appendix](#)
- GTO attended meeting with University of Guam Professor Kuan; attended the 2022 American Food Ingredients showcase



PHILIPPINES

- Grab increases fleet at NAIA for holidays
- Philippines floods and landslides kill 44 after Christmas Day rains
- Philippine Airlines and United Airlines continue to fly daily in January 2023
- Shown in [appendix](#): marketing activities

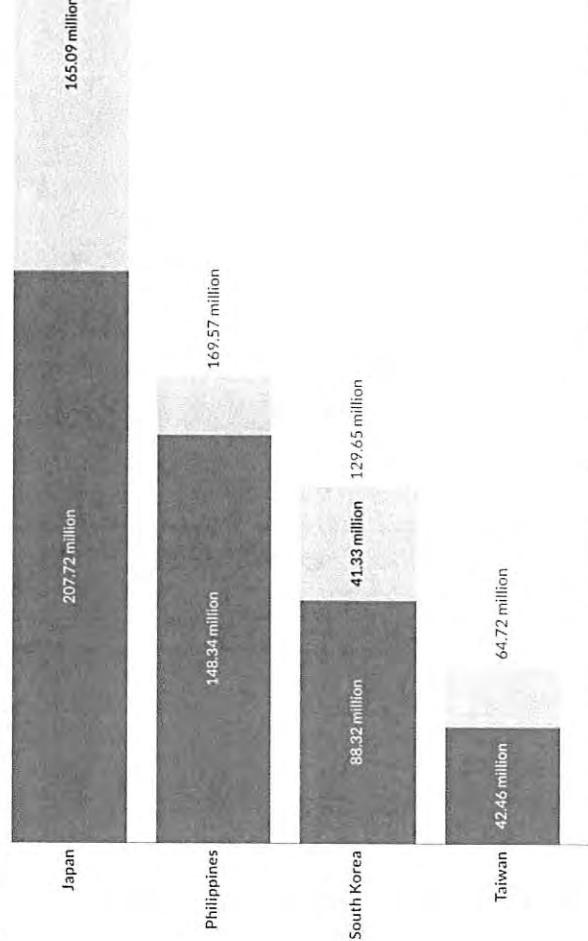
DETAILS ARE FOUND IN THE APPENDIX

GVB1432

MARKETS AT-A-GLANCE

COVID-19 vaccine initial doses and boosters administered, Jan 9, 2023
Total number of doses administered, broken down by whether they are part of the initial protocol or booster doses.

Initial protocol doses



Source: Official data collated by Our World in Data



Our World
in Data

GUAM
140,870
Fully Vaccinated

The updated Pfizer BioNTech bivalent vaccine and Moderna bivalent boosters are available at the DPHSS vaccination clinics at The Plaza Shopping Center, NRCHC, SRCHC, and our extended outreach vaccination events.

DPHSS Northern Region Community Health Center (NRCHC), Dededo	
Monday - Thursday	8 a.m. - 4 p.m. <small>BY APPOINTMENT ONLY</small>
Saturday	2 p.m. - 5 p.m. <small>BY APPOINTMENT ONLY</small>
	<small>Reserve an appointment by calling 702-438-2200 or visit www.dphss.guam.gov</small>
Starting Jan. 10	<small>McCarthy 2, Inc. and City of Dededo COVID-19 Vaccination Clinics are now available in Room 101, Marine Plaza, Dededo. Tuesday and Saturday</small>

DPHSS Southern Region Community Health Center (SRCHC), Agat	
Monday - Friday	8 a.m. - 4 p.m. <small>BY APPOINTMENT ONLY</small>
	<small>Reserve an appointment by calling 702-438-2200 or visit www.dphss.guam.gov</small>
Starting Jan. 10	<small>McCarthy 2, Inc. and City of Agat COVID-19 Vaccination Clinics are now available in Room 101, Marine Plaza, Agat. Tuesday and Saturday</small>

Chamorro Village - Hall No. 4, Hagatna	
Last vaccine will be administered 20 minutes before closing. <small>Walk-in welcome. Bring a photo ID. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small></small>	
Wednesday, Jan. 10	12 p.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Wednesday, Jan. 17	10 a.m. - 12 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Wednesday, Jan. 24	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Wednesday, Jan. 31	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>

Tumon Bay Health Center	
Monday, Jan. 16	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Jan. 23	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Jan. 30	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Feb. 6	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>

Mangilao Community Center	
Monday, Jan. 16	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Jan. 23	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Jan. 30	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Feb. 6	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>

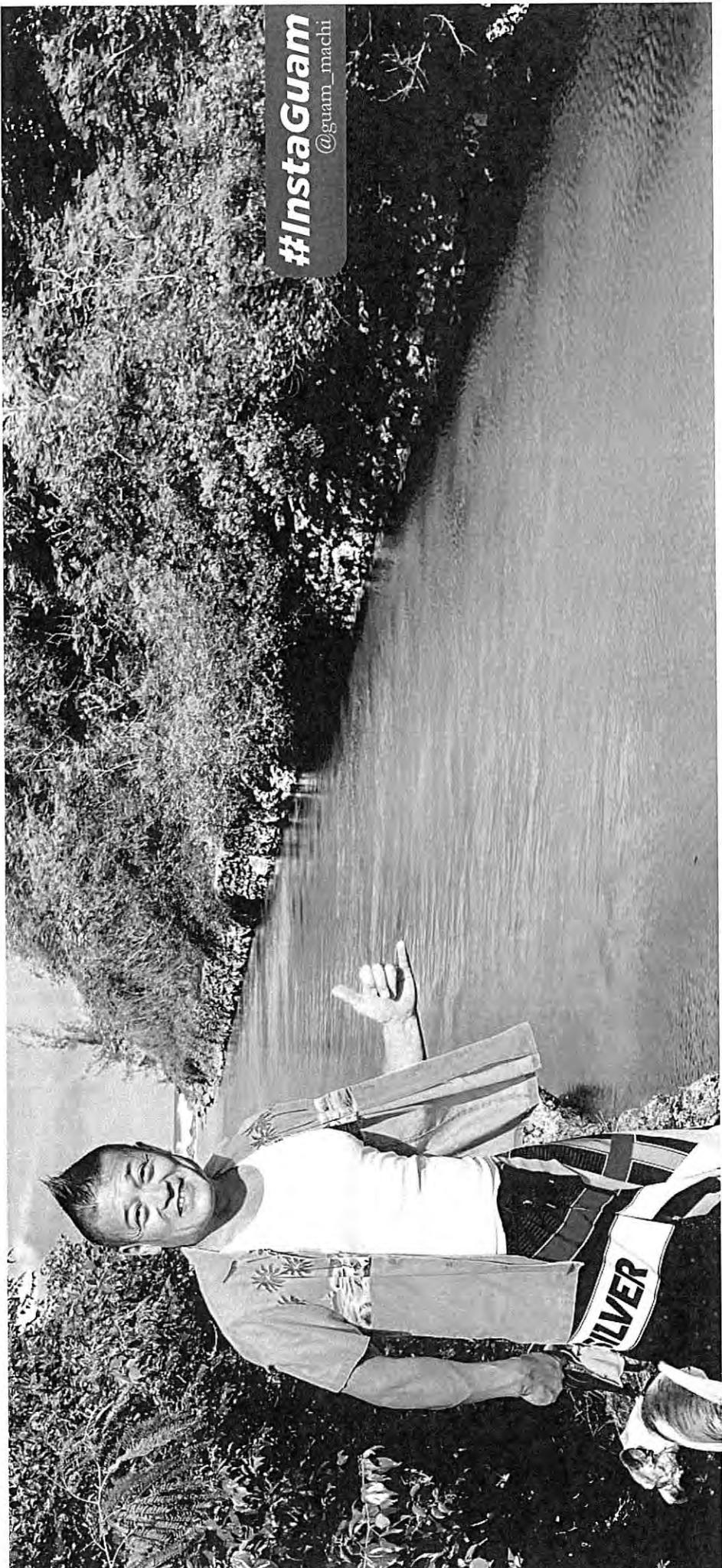
Asan/Maite Community Center	
Monday, Jan. 16	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Jan. 23	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Jan. 30	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Feb. 6	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>

Barrigada Community Center	
Monday, Jan. 16	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Jan. 23	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Jan. 30	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>
Monday, Feb. 6	10 a.m. - 2 p.m. <small>① Available for children 12 years of age and older. <small>② Available for children 5 years of age and older.</small></small>

82,927 eligible residents have received their first booster shots. 14,361 eligible residents have received their second booster shots.

GVB1433

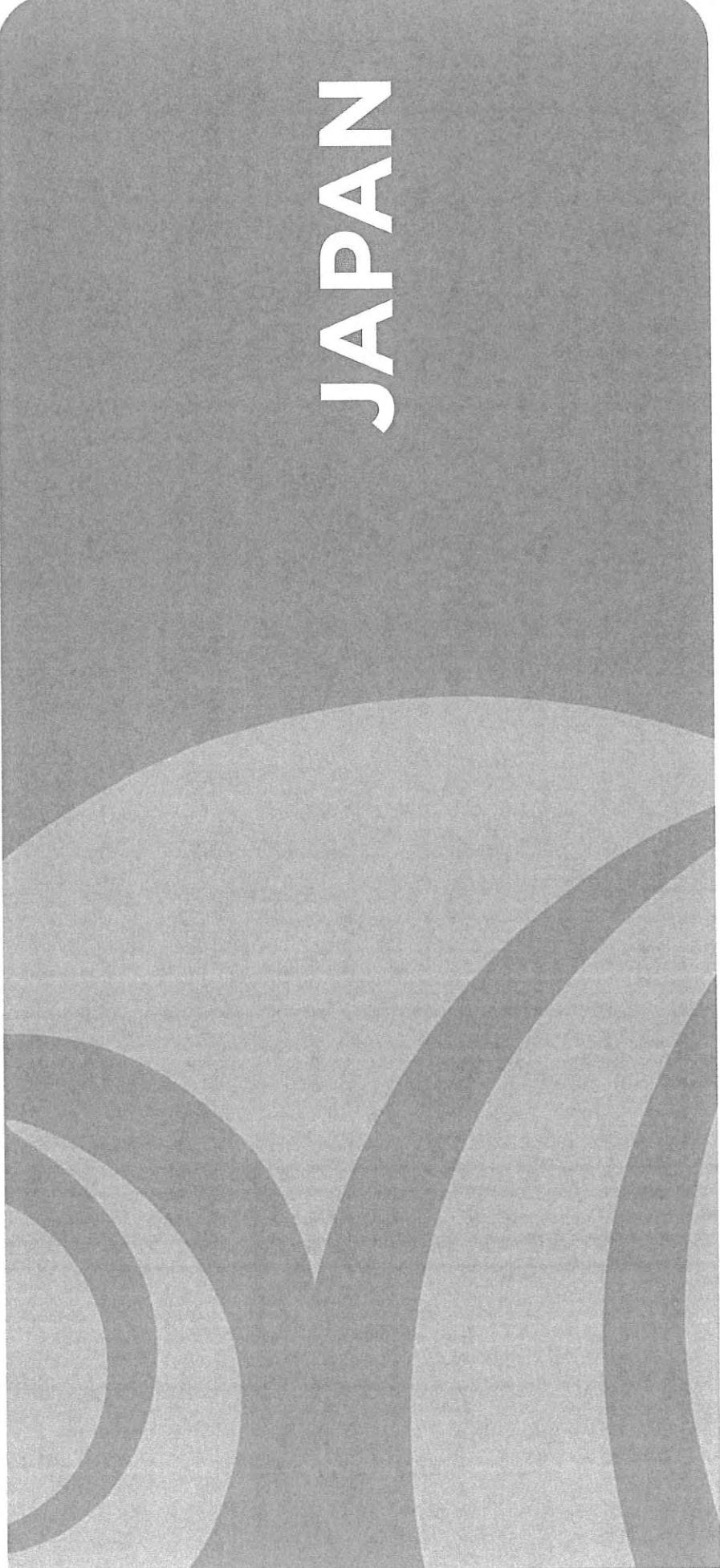
CC BY



APPENDIX

As of January 6, 2023 and may be subject to change.





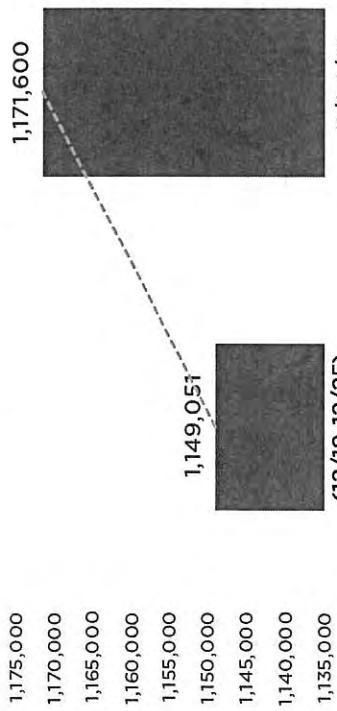
JAPAN



JAPAN COVID-19 NEWS



Nationwide



HIGHLIGHTS

- As usual, the number of infections is increasing, although slightly.
- The number of infected persons per week has exceeded 1 million. The number of infections per 100,000 population is 909 for Japan as a whole and 853 in Tokyo.

**Confirmed
COVID-19
CASES:
29.799M**

The number of infected people per 100,000 population:

NATIONWIDE
846
TOKYO
708

Total for last 7 days

**ACTIVE:
28.69%**



Commuters in front of JR Shinbashi Station in Tokyo's Minato Ward on Jan. 4 (in Nishioka)

AS OF JAN 6, 2023



Created based upon data from NHK (Japan Broadcasting Corporation)

JAPAN COVID-19 NEWS



ENTRY PROTOCOLS

HIGHLIGHTS

- The progress rate for tertiary immunizations is 67.7%, with no significant progress being made.
- There is no prospect for a rapid increase in the number of vaccinations in the future, and the situation has reached a plateau.
- The Government has begun to consider treating COVID-19 as the same as influenza in the future and making vaccination fee-based and optional.

VACCINATION UPDATE (v6)

Total number of vaccination:

371,971,415

1st & 2nd doses administered:

104,548,672
(81.4%)

103,144,685
(80.4%)

Nationwide 3rd shot:
85,278,522
(67.7%)

Nationwide 4th shot :
55,216,910

HIGHLIGHTS

- As of June 12, the submission of a negative PCR test certificate upon departure from Japan will no longer be required.
- Effective September 7, the 72-hour corona test required upon entry and return to Japan will be waived only if the patient has already been vaccinated three times.
- For those who have received two or fewer vaccinations, a PCR test (negative proof) within 72 hours prior to local departure is still required.
- Effective October 11, the daily entry limit has been eliminated.

QUARANTINE AFTER RETURNING TO JAPAN

(Effective from June 1 for those returning to Japan)

Not required with 3 doses of vaccine.

PCR testing within 72 h of departure



No inspection at airport

Day 0 The procedure was the same as before the pandemic.



No waiting at home

(Regardless of vaccination status / For both Japanese and foreigners)

as of 6 Jan 2023

Created based upon data from Prime Minister's Office of Japan

GVB1437

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION

AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
UNITED AIRLINES	Suspended until February 9, 2023 (Applicable until Feb.9) Limited available from GLM	UA827	NRT	11:15 / 16:05	UA828	6:55 / 9:55	Daily(827) Tue, Thu, Sat, Sun(828)	166
JAL	Available	UA197	NRT	17:30 / 22:20	UA196	13:05 / 16:05	Daily	166
7tway	Suspended until February 9, 2023 (Mon,Fri)	UA874	NRT	21:05 / 14:5 +1	UA873	17:05 / 19:50	Suspended(874) Tue, Thu, Sat(873)	166
JEJUair	Available from Aug 1,2022 (Wed,Sun) (Applicable until Feb.9)	UA136	NGO	11:20 / 15:55	UA137	7:30 / 10:20	Mon, Fri	166
JAL	Suspended until February 9, 2023 Available from Jul 1, 2022 (Wed,Sun) (Applicable until Feb.9)	UA172	NGO	20:50 / 1:25 +1	UA171	17:00 / 19:55	Daily	166
7tway	Suspended until February 9, 2023 Available from Aug 1,2022 (Thu, Sun) (Applicable until Feb.9)	UA150	KIX	11:05 / 15:45	UA151	7:10 / 10:10	Wed,Sun	166
JAL	Suspended until February 9, 2023 Available from Aug 1,2022 (Thu, Sun) (Applicable until Feb.9)	UA178	KIX	20:50 / 1:20 +1	UA177	16:50 / 19:50	Tue, Thu, Sat	166
7tway	Suspended until January 31, 2023 Available from Dec 22, 2022 to Mar 31, 2023	UA166	FUK	11:50 / 16:50	UA165	07:40 / 10:30	Thu, Sun	166
JEJUair	Suspended until January 31, 2023	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Thu, Sun	199
7tway	Suspended until January 31, 2023	TW311	KIX	10:45 / 15:10	TW312	16:10 / 19:00	Daily	189
JEJUair	Suspended until January 31, 2023	7C3182	NRT	10:05 / 15:00	7C1189	16:10 / 19:00	Daily	189
7tway	Suspended until January 31, 2023	7C3174	KIX	10:10 / 14:50	7C3173	15:50 / 18:20	Daily	189
JEJUair	Suspended until January 31, 2023	7C3184 (Tue)	KIX	10:10 / 14:50	7C3183 (Fri)	15:50 / 18:20	Daily	189

GVB1438

JAPAN MARKET INTELLIGENCE



NEW YEAR'S LIMITED FLIGHT INFO

Flight	Route	Time Zone	Flight Information
UA873	GUM-NRT	Night	Operations on December 23, 28 and 30, 2022 and <u>January 2, 4, 6 and 7, 2023</u>
UA36/UA137	NGO-GUM	Morning	Operations on <u>January 3, 4, and 8, 2023</u>
UA150/UA151	KIX-GUM	Morning	Operations on December 23, 30, and 31, 2022 and January 2 and 3, 2023
UA172/UA171	NGO-GUM	Night	Operations on December 29, 2022 and January 5, 2023
UA178/UA177	KIX-GUM	Night	Operations on January 3 and 5, 2023
UA874	NRT-GUM	Night	Operate on December 23, 28, and 30, 2022 and <u>January 2, 4, 6, and 7, 2023</u>

as of 6 Jan 2023

GVB1439

JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- Instagram reach increased, probably due to the impact of the holiday season; Twitter and TikTok followers are also increasing slightly

SNS	follower		Week Reach		Week Engagement	
	Dec24,2022	7 Jan,2023	Dec24,2022	7 Jan,2023	Dec24,2022	7 Jan,2023
Instagram	24,329	24,296	11,470	17,187	2,071	1,775
	-0.14%		49.84%			-14.29%
Facebook	23,655	23,654	5,718	5,250	1,016	998
	0.00%		-8.18%			-1.77%
Twitter	15,153	15,152	37,967	5,845	752	303
	0.13%		-84.61%			-59.71%
TikTok	44,590	45,189	879,000	69,000	41619	5335
	1.34%		-92.15%			-87.18%
LINE	-	-	-	-	-	-
Visitguam.jp	Unique User		Page View		Ave Time on Page	
GUAM	7,288	8,870	16,552	18,530	0:02:04	0:01:46
	21.71%		11.95%			-14.52%

as of 6 Jan 2023

GVB1440

JAPAN MARKETING ACTIVITIES



SNS POST-HIGHLIGHTS

GVB1441



JAPAN MARKETING ACTIVITIES

YOUTUBE ADS (SNS ALWAYS ON)

HEREWEGUAM 6-22 DEC 2022



GUAM
VISITORS
BUREAU

Gourmet & Shopping
HEREWEGUAM



• Weekly Summary

CTR was 0.08% and CPC was ¥639, both CTR and CPC improved from last week.

CPC was ¥481, up slightly.

Frequencies were 1.08 as of today, and we are operating without any problems overall.

• About Creative

Gourmet & Shopping and Beach & Resort Creative continue to perform well

Creative	Imp	Link Click	CTR	CPC	CPM	Video View	Reach	Frequency	CPV	CP/CV
#HereWeGuam / ハリュー・グアム / ハリュー・グアム (Gourmet & Shopping)	1,379,216	4,103	0.3%	¥589	¥453	20,715	131	1.08	¥224	
#HereWeGuam / ハリュー・グアム / ハリュー・グアム (Home/Mom)	2,164,3	11	0.5%	¥1186	¥604	31,115	957	1.08	¥1938	
#HereWeGuam / ハリュー・グアム / ハリュー・グアム (Vacation)	3,427	10	0.3%	¥68.3	¥63	5,095	951	1.08	¥154	
#HereWeGuam / ハリュー・グアム / ハリュー・グアム (Culture)	5,092	7	0.1%	¥154.5	¥25	7,655	20	1.08	¥705	
#HereWeGuam / ハリュー・グアム / ハリュー・グアム (Sports & Activity)	5,433	4	0.1%	¥165.5	¥45.5	7,655	20	1.08	¥630	
#HereWeGuam / ハリュー・グアム / ハリュー・グアム (Food/Freedom)	4,706	4	0.1%	¥203.9	¥75	5,755	56	1.08	¥1037	
#HereWeGuam / ハリュー・グアム / ハリュー・グアム (Beach & Resort)	5,610,109	242	0.06%	¥837	¥133	19,595	131	1.08	¥272	



GVB1442

JAPAN MARKETING ACTIVITIES

WEELY GUAM

ホリデーライトフェス
ティバル開催中！



HOLIDAY LIGHTS FESTIVAL IS ON!

The Guam Government's Holiday Light Festival is now underway at Skinner Plaza in Hagatna. The lights begin to turn on around 6:00 p.m. when the sun begins to set and darken, and the area is decorated with beautiful illuminations. On Thursday, many food trucks will gather around the festival. You can have an even more enjoyable time.

Skinner Plaza is located behind the Guam Museum. It is across Marine Corps Live from Chamorro Village. The Guam Museum is on the other side of the shining white tree high in the sky in the photo above.

Nearby is a display that recreates the birth of Jesus Christ. Japanese people tend to forget that Christmas is the birthday of Christ, but seeing such a display in the midst of fun events and festivals reminds us that the custom of celebrating His birth is deeply rooted in our culture.

The main illumination is on the Chamorro Village side, past the plaza from the Guam Museum. Trees in a variety of colors and designs line the street.

This year, the illumination looks as if stars are falling from the sky. When you look up, you will see stars in the sky, and when the lights sway in the wind, you will see a fantastic space like a shooting star.

Every Thursday, food trucks gather at Skinner Plaza. Barbecue, burgers, tacos, poke bowls, octopus balls, and many more trucks surrounded the plaza that day. Tables were also set up for dinner in the beautiful light.

Of course, many of the locals brought their own folding chairs and rugs. At this time of year, there is a cool dry breeze in the evening, and a light jacket is a good idea. The lawn area is a great place to relax in your favorite attire.

The Holiday Light Festival will run through the first weekend of January 2023. Please spend a wonderful time at Hagatna during your stay in Guam.

as of 6 Jan 2023

GVB1443

JAPAN MARKETING ACTIVITIES

WEELY GUAM

グアムメイド&グアムブランド商品がDFSに大集合!



GUAM MADE & GUAM BRANDED PRODUCTS GALORE AT DFS!

Holiday Marketplace is now open in T Galleria Guam by DFS. The products lined up here are brand-name sundries and made-in-Guam items, all of which are recommended as souvenirs of your trip to Guam. The event will be held until February next year in cooperation with GUMA (Guam Unique Merchandise Art), a non-profit organization that supports artists working in Guam and people involved in the development and sale of products and services related to Guam and Chamorro.

This corner appeared in the corner of the sunglasses and food corner. The "MADE IN GUA" mark, which certifies that the products are manufactured in Guam, can be seen everywhere. There are a wide variety of items on display, from food items to beauty items, kids' sundries, and more.

Denanche, a chili pepper seasoning, is a must-have at home in Guam. There are many original brands in Guam, each with different tastes and spiciness, so finding a favorite is a fun task.

Three brands are exhibited in this corner. There are a variety of flavors such as honey, calamansi, and coconut.

Beauty items are also on display. This is Kingfisher's NONI, which we introduced earlier. Noni may look a bit grotesque, but it is full of beneficial ingredients for our bodies, and the lineup includes skin and hair care products such as soaps, shampoos, conditioners, cleansers, etc. that use noni.

The Natural Being brand is also available. Mosquito repellent spray and hand sanitizers that are safe for use on babies are also available.

There are also many sundries for small children. Many of the items are based on sea creatures and mermaid motifs, such as backpacks, pouches, hairpins, stuffed animals, and more.

Other products include handmade accessories by local artists, Chamorro posta cards, coffee beans, and a variety of other items that make souvenir shopping a fun experience for tourists.

Please enjoy shopping at this corner when you come to Guam.

as of 6 Jan 2023

GWB1444

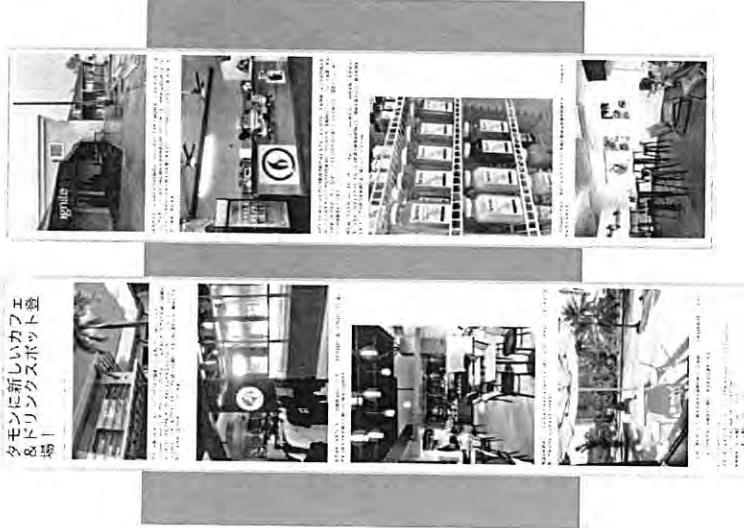


JAPAN MARKETING ACTIVITIES

WEKLY GUAM

NEW CAFÉ AND DRINK SPOT IN TUMON!

タモンに新しいカフェ&ドリンクスポット登場!



New cafes and drink spots are popping up in Tumon. One is Honolulu Coffee. One is Honolulu Coffee, which has opened a third location inside the JP Superstore, following The Plaza Shopping Center and Tumon Sands Plaza. Another is Ignite Juice Bar. Ignite Juice Bar is the third location following Dededo and Tamuning, and is located across from Acanta Mall, a short distance from the center of Tumon.

Honolulu Coffee's third location is inside the JP Superstore. Facing Hotel Road, the store is brightly lit with sunlight streaming in through the large windows.

The natural taste interior is reminiscent of tropical nature. Monstera trees are decorated as an accent, which is very stylish. The view from the window seat overlooking the palm trees, blue sky, and hotels. Terrace seats are also available. Please stop by during your shopping or stroll in Tumon.

The third Ignite Juice Bar is located in the Blue Lagoon Plaza, an area that includes restaurants. It is about a 20-minute walk from the center of Tumon, and perhaps 10 minutes from Tumon Sands Plaza. It is located visible from the hotel road, so you can easily find it when you are wandering around.

Ignite is popular for its fresh fruit and vegetable juices squeezed by the gold press method. While the Dededo and Tamuning stores are frequented by locals who regularly purchase their healthy juices, the Tumon store offers a few limited menu items for tourists to enjoy.

For example, salad bowls. And green smoothies. It is easy to overindulge in meat when you come to Guam, but by all means, take in plenty of fruits and vegetables at Ignite to keep your stomach in good shape and to counteract the heat, and enjoy your trip to Guam in perfect physical condition.

This is a healthy drink popular among locals. It is an easy way to consume abundant nutrients, and of course we recommend this one as well.

The interior of the restaurant is simple and cute. Please take your time and relax.
A new restaurant in Tumon, check it out!

as of 6 Jan 2023

GvB1445

JAPAN MARKETING ACTIVITIES

WEEKLY GUAM

POWER OF THE STONES FOR A BRIGHT AND VIBRANT 2023!

Another new store is opening at the Micronesia Mall! It is Crystal Energy Infinite, a store of beautiful natural stones created by nature. It is a so-called power stone store where you can get the energy of stones to heal your feelings and make you happy. The Corona disaster is still not over in Japan, and although tourism is recovering well in Guam, we would like more and more tourists to come from Japan. Let's make next year, 2023, even better than this year with the power of stones.



Crystal Energy Infinite opened at Micronesia Mall. It used to be located at Tumon Sands Plaza, but it has moved to a new location. The power of the stones is interesting, but the accessories are also very nice and popular among the locals.

The power of each stone is well introduced, so you can choose one to heal your weak self or to make your wishes and desires come true. Small ones can be put in a bag and kept in a bag, and large ones can be displayed in a room. Locket pendants for smaller stones are also available.

There are also accessories such as bracelets, pendant heads, and rings. You can choose from your favorite color or birthstone. The transparent ones are summery and may suit your fashion in Guam.

There is also an interior design. This is a dolphin-shaped interior that makes a clear and very beautiful sound like a doorbell or wind chime. It is stone, so it is a little heavy, but very nice.

There are many other accessories and interiors using various stones, so please find your favorite one. And with the power of those stones, let's have a wonderful 2023!

as of 6 Jan 2023

JAPAN MARKETING ACTIVITIES

NEW SPICKUP

UP TO 30,500 MILES AND 50,000 YEN CASH BACK FOR ISSUING MILEAGEPLUS SAISON CARD DON'T MISS THE SPECIAL CAMPAIGN TO EARN MILES EQUIVALENT TO A ROUND-TRIP AWARD TICKET TO GUAM!

The MileagePlus Saison Card, issued by Credit Saison in partnership with United Airlines, launched a special campaign on December 16.

During the campaign period, which ends on March 31, 2023, cardholders who enroll in the "MileagePlus Saison Platinum American Express Card" or "MileagePlus Saison Gold American Express Card" and issue a family card with the card will earn up to 30,500 miles depending on the amount spent. You can earn up to 30,500 miles and get up to 50,000 yen cash back depending on the amount spent.

With either card, you can earn 15 miles per ¥1,000 spent per month on daily purchases. Annual spending of 2 million yen earns 30,000 miles, and spending of 5 million yen earns 75,000 miles. In addition, overseas travel insurance and shopping insurance are also included for your peace of mind when traveling overseas.

If you meet the conditions, you can exchange miles for a round-trip ticket to Guam!

With the MileagePlus Saison Gold Card, you can earn 18,500 miles for 3 domestic flights in Japan*, and with the MileagePlus Saison Platinum Card, you can earn 30,500 miles for a round-trip ticket to Guam.* (*Number of miles required varies depending on distance, time of year, and congestion. Please check the United Airlines website for details. The number of miles applicable is as of November 2022.) MileagePlus Saison.



■ 全国旅行会社 総合 ベンチマーク調査 総理 パクス パチナル 国際会議 コラム レポート サービス

■ TRAICY

■ ニュース ブログ ブックマーク フォロー

■ MileagePlusセゾンカードの発行で最大30,500マイル&5万円キャッシュバック グアム往復特典航空券相当のマイルを獲得できるお得なキャンペーンを見逃すな！ (PR)

2022-12-14 16:45



1年半連続でグアム往復航空券への交換が可能！



<https://www.traicy.com/posts/20221216256770/>

as of 6 Jan 2023

GVB1448

JAPAN MARKETING ACTIVITIES

GLAM DIGITAL PR

7 GOLF COURSES IN GUAM! FEATURES AND LOCAL RULES EXPLAINED.

In addition to resorts and shopping, many people visit Guam for golf. In fact, there are seven golf courses on the small island of Guam, where Japanese golfers and locals enjoy playing.

Each of Guam's golf courses has its own unique characteristics, naturally differing in landscape and suitability. In this article, we will introduce the characteristics of Guam's seven golf courses, as well as some important points to know when playing golf. If you are interested in playing golf in Guam, please refer to this article.

◆ Reasons why Guam is recommended if you want to play golf overseas

- 1) It takes only 3.5 hours from Japan.
- 2) Good climate throughout the year.
- 3) Seven golf courses in Guam

Onward Mangilao Golf Club

Starts Guam Golf Resort (Onward Mangilao Golf Club)

Onward Talofoffo Golf Club (Onward Mangilao Golf Club)

LeoPalace Resort Guam

Guam International Country Club

Country Club of the Pacific

Wonderful Windward Hills *Closed as of December 2022

◆ Three points to keep in mind when playing golf in Guam

Only licensed golf cart drivers are allowed to drive golf carts.

Dressing too casually is not allowed.

Take frequent breaks.

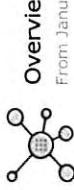
◆ Summary: Choose the golf course that suits you best!

JAPAN MARKETING ACTIVITIES



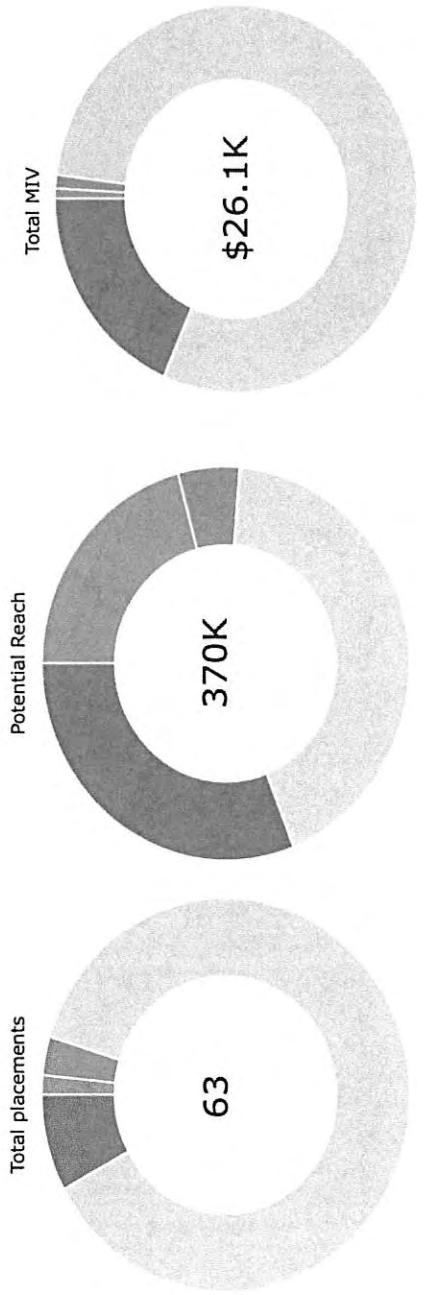
MEDIA PERFORMANCE

During the holiday season, exposure on social networking sites was more prominent than online exposure.



Overview

From January 1, 2023 to January 7, 2023



GV&B 1450

JAPAN MARKETING ACTIVITIES



Jan-23							
Week	2	Mon	3	Tue	4	Wed	Thu
topic							
Event							
Other							
Week 2	9	Mon	10	Tue	11	Wed	12
topic							
Event							
Other							
Week 3	16	Mon	17	Tue	18	Wed	19
topic							
Event							
Other							
Week 4	23	Mon	24	Tue	25	Wed	26
topic							
Event							
Other							
Week 5	30	Mon	31	Tue		Wed	
topic							
Event							
Other							

SNS CONTENT CALENDAR

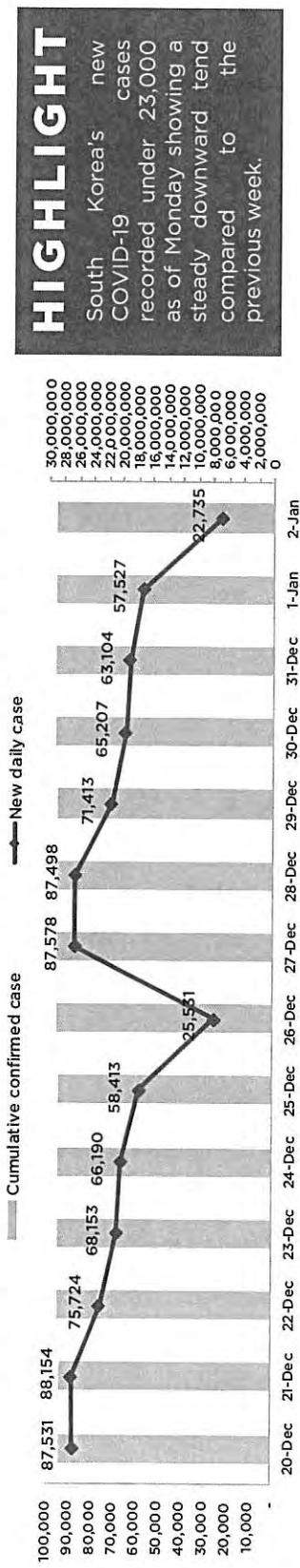
GVB1451

SOUTH KOREA



KOREA COVID-19 NEWS

COVID-19 STATUS: DEC 20, 2022 – JAN 2, 2023



COVID-19 VACCINATION STATUS:
FEB 26, 2021 – JAN 2, 2023

ACTIVE:
4.00%



RECEIVED WINTER
SEASON BOOSTER

5,277,034
11.2% of total population
71.9% of 18 and older
28.6% of 60 and older

RECEIVED 1ST
DOSE

45,141,704
90.0% of total
population
97.4% of 18 and older
96.5% of 60 and older

44,712,621
89.2% of total
population
96.6% of 18 and older
96.0% of 60 and older

AS OF JAN 6, 2023

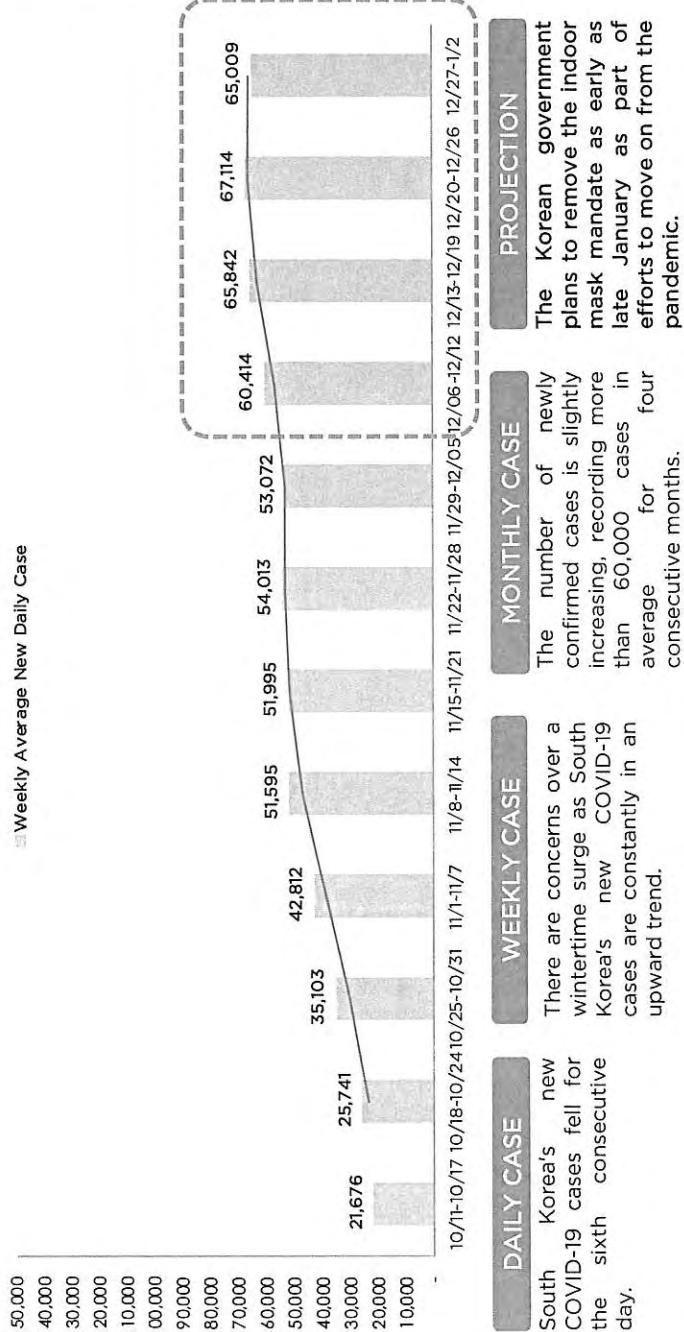


as of 6 Jan 2023

KOREA COVID-19 NEWS

COVID-19 STATUS: COMPARISON WEEK BY WEEK

Source: Central Disaster and Safety Countermeasures Headquarters



DAILY CASE

South Korea's new COVID-19 cases fell for the sixth consecutive day.

WEEKLY CASE

There are concerns over a wintertime surge as South Korea's new COVID-19 cases are constantly in an upward trend.

MONTHLY CASE

The number of newly confirmed cases is slightly increasing, recording more than 60,000 cases in average for four consecutive months.

PROJECTION

The Korean government plans to remove the indoor mask mandate as early as late January as part of efforts to move on from the pandemic.

GVB1454

TRAVEL TRADE

SOUTH KOREA TOUGHENS COVID-19 TESTING FOR CHINA ARRIVALS

South Korea is tightening COVID-19 travel rules for arrivals from China upon its recent announcement to scrap quarantine for travelers from 8 January.

All travelers from China will face extra rules including a mandatory COVID-19 test both before and after arrival. Only those who are negative in a COVID-19 test taken within 48 hours can board the plane to South Korea and must take PCR test within 24 hours of arrival.



CHINA APPROVES KOREAN AIR-ASIANA COMBINATION

China's antitrust regulator has approved Korean Air's integration with Asiana Airlines on December 27, 2022. However, the go-ahead from four countries - Japan, Britain, the European Union and the United States - are remaining.

China has demanded the merged Korean Air-Asiana entity reduce its market share due to competition concerns last year and Korean Air submitted solutions to a possible monopoly on nine routes between the two countries in response.



KOREA MARKET INTELLIGENCE



JANUARY AIRLINE SCHEDULE

• INCHON - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,432
	KE423	WED/THU/SAT/SUN	19:35	00:50+1	4,080
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	6,879
T'way Air	TW301	DAILY	10:15	15:40	5,859
TOTAL				36,968	

➤ Jin Air Seat Capacity Change: 189 seats → 393 seats (Jan 27 - Feb 28)

• BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W	21:35	02:35+1	3,780
	LJ647	DAILY	08:30	13:30	5,859
TOTAL				9,639	



TOTAL OUTBOUND SEAT CAPACITY: 46,607 SEATS

GVB1456

KOREA MARKET INTELLIGENCE

FEBRUARY AIRLINE SCHEDULE

• INCHON - GUAM

*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	7,616
Jeju Air	7C3102	DAILY	10:05	15:25	5,292
Jin Air	7C3106	DAILY	20:10	01:35+1	5,292
Jin Air	LJ643	DAILY	09:35	14:50	11,004
T'way Air	TW301	DAILY	10:15	15:40	5,292
		34,496			34,496

▷ Jin Air Seat Capacity Change: 189 seats → 393 seats (Jan 27 - Feb 28)

• BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:35+1	3,402
Jin Air	LJ647	DAILY	08:30	13:30	5,292
		TOTAL			8,694



TOTAL OUTBOUND SEAT CAPACITY: 43,190 SEATS

GVB1457

KOREA MARKET INTELLIGENCE



MARCH AIRLINE SCHEDULE

• I N C H E O N - G U A M

*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,432
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	5,859
T'way Air	TW301	DAILY	10:15	15:40	5,859
			34,496		31,868

➤ Jin Air Seat Capacity Change: 189 seats → 393 seats (Jan 27 - Feb 28)

• B U S A N - G U A M

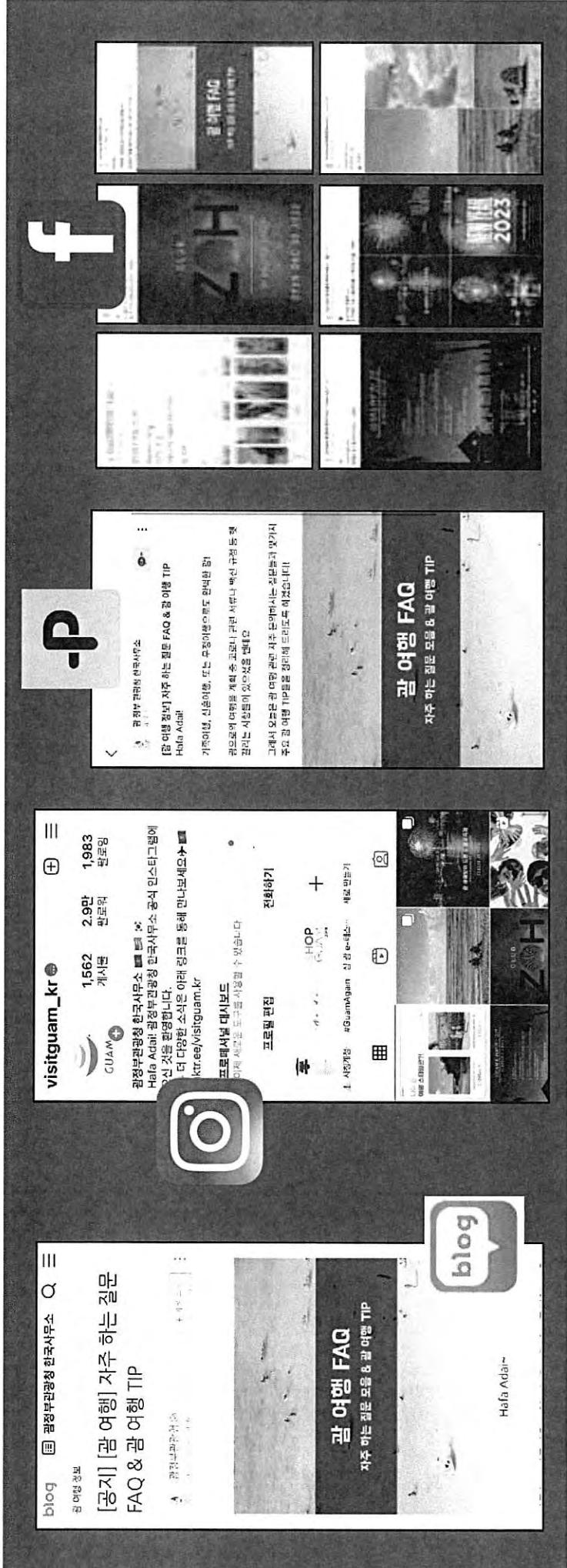
Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (March 1 - March 25)	21:35	02:35+1	3,402
Jin Air	LJ647	DAILY	08:30	13:30	5,859
		TOTAL			9,261



TOTAL OUTBOUND SEAT CAPACITY: 41,129 SEATS

GVB1458

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: DECEMBER 26 - DECEMBER 30
#GUAMAGAIN: #COLOR OF GUAM: FAQ & TRAVEL TIPS IN GUAM

KOREA MARKETING ACTIVITIES



GVB KOREA - JANUARY Content Calendar

	Information/Notice/Card News	Guam's Scenery	IG Reels	Instagram Feed / Facebook	Event	EVENT
	Instagram Reels / Story	Naver Blog/Kakao				
Week 1	January 1 SUNDAY	January 2 MONDAY	January 3 TUESDAY	January 4 WEDNESDAY	January 5 THURSDAY	January 6 FRIDAY
	Family Trip to Guam	Card News #ColorofGuam F&B Contents	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	SATURDAY
	Guam's Scenery #ColorofGuam					
Week 2	January 8 SUNDAY	January 9 MONDAY	January 10 TUESDAY	January 11 WEDNESDAY	January 12 THURSDAY	January 13 FRIDAY
	Bars In Guam (Club ZOH)	Card News #ColorofGuam Family trip route	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	SATURDAY
	Guam's Scenery #ColorofGuam					
	January 15 SUNDAY	January 16 MONDAY	January 17 TUESDAY	January 18 WEDNESDAY	January 19 THURSDAY	January 20 FRIDAY
Week 3	IG EVENT NOTICE	Card News #ColorofGuam Lunar New Year Content	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	SATURDAY
	EVENT					
	January 22 SUNDAY	January 23 MONDAY	January 24 TUESDAY	January 25 WEDNESDAY	January 26 THURSDAY	January 27 FRIDAY
Week 4	Guam's Scenery #ColorofGuam	Card News #ColorofGuam Shopping	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	SATURDAY
Week 5	January 29 SUNDAY	January 30 MONDAY	January 31 TUESDAY			
	Outdoor Activities	Card News #ColorofGuam Mind-peace spots				
	Guam's Scenery #ColorofGuam					

*Contents and schedules are subject to change depends on the situation.

GVB1460

TAIWAN



BIVALENT BOOSTERS URGED FOR TRAVELERS TO CHINA

Following the ending of COVID-19 border restrictions, the number of daily People planning to travel overseas during the Lunar New Year holiday should before departure be inoculated with a bivalent COVID-19 vaccine that covers the BA-4 and BA.5 Omicron subvariants of SARS-CoV-2, a physician and government health official said yesterday.

The health risks of traveling abroad during one of the important holidays in Taiwan and China have been under scrutiny after Beijing said its COVID-19 travel restrictions are to be lifted on Jan. 8.

"Taiwan, Japan, the US, the EU and other countries have high vaccination rates, and a significant percentage of the population who have contracted COVID-19 have acquired immunity from the disease, even though the virus continues to mutate," Lee said.

CECC EASES HOSPITAL VISITATION RULE UNDER 'O+7' POLICY

Restrictions on hospital visits by individuals observing the "O+7" COVID-19 protocol will be eased from Jan. 1, 2023, the Central Epidemic Command Center (CECC) announced Thursday.



Under current regulations, international arrivals and people who live with or have had close contact with someone who has contracted COVID-19 are not required to undergo quarantine and only need to observe seven days of self-initiated epidemic prevention, a protocol known as "O+7." During that period, they are not allowed to enter hospitals or other medical facilities.

Starting from Jan. 1, however, such individuals may enter medical facilities during the seven days of self-initiated epidemic prevention as long as they are able to provide a rapid test taken on the day of visitation showing a negative result.

Also on Thursday, the CECC reiterated the government's plans to stop paying COVID-19 medical fees for foreign nationals who are not covered by Taiwan's National Health Insurance (NHI) program.

Confirmed COVID-19

CASES:
8.98M

ACTIVE:
4.81%

AS OF JAN 6, 2023
GUWB1462
worldometer

TAIWAN COVID-19 NEWS



CHINA'S DOMINANT COVID VARIANT BF.7 NOT A THREAT TO TAIWAN: CECC

BF.7, the Omicron subvariant driving the current COVID-19 surge in China, is unlikely to cause a large-scale rise in cases in Taiwan, the Central Epidemic Command Center (CECC) said Thursday.

At a press conference, CECC official Lo Yi-chun pointed out that BF.7 -- short for BA.5.1.2.7 -- is a sub-lineage of the BA.5 variant, to which many Taiwanese already have some immunity.

In China, he said, the variant has been able to spread rapidly due to the low level of herd immunity, but will likely level off once people acquire more protection from vaccines or past infections.

Taiwan, in contrast, has already experienced three major waves of COVID-19 infections, the last one of which was driven by the BA.5 variant, according to Lo.

as of 6 Jan 2023



MARKET INTELLIGENCE



JAPAN: Half of foreign visitors in Japan's Okinawa come from Taiwan: CNA presented Okinawa welcomed 615,000 tourists last month, an increase of 67.1% from Nov. 2021, but only 12,100 came from overseas, CNA reported. It was the first time since the COVID pandemic that the number of foreign visitors exceeded 10,000. Taiwan accounted for 5,900 or 49% of the tourists from overseas, with 5,400 or 45% coming from Hong Kong. (Dec 24)

KOREA: Traveler numbers recovering after border reopening: Taipei Times presented since the reopening of national borders on Oct. 16, travel to Taiwan has been slowly resuming. Incoming traveler numbers this month are expected to reach 26 to 31 percent of pre-pandemic levels. Traveling by car has also become easier, after Taiwan and South Korea signed a driver's license reciprocity agreement, Klook associate director of business development Ryan Tsai said. (Dec 23)

SINGAPORE: Singapore, Japan Sign Commercial Aviation Collaboration Agreement: Japan Civil Aviation Bureau (JCAB) and Civil Aviation Authority of Singapore (CAAS) signed on 23-Dec-2022. Today, Japan is still a popular tourist destination for Singaporeans. Five Japanese cities have resumed flights to and from Singapore, and the monthly number of passengers has also recovered to nearly half of what it was before the epidemic. (Dec 28)

GVB1463

TAIWAN COVID-19 NEWS



Regulations on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals

(starting Nov.14 2022 Taipei Time)

Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement
R.O.C. (Taiwan) Nationals	Departure from any international port	Yes	1. Travelers who test positive abroad are required to wait over 5 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures ^{note1}
Traveler Type	Credentials	Eligible to Enter Taiwan?	Requirement
Foreign Nationals	<ul style="list-style-type: none">• ARC means R.O.C. (Taiwan) Resident Certificate1. Open to all purposes of entry2. Migrant workers must also hold re-entry permits <ul style="list-style-type: none">1. Nationals of the visa-exempt entry scheme announced by Ministry of Foreign Affairs ^{note2}2. Travelers who hold R.O.C. (Taiwan) Visa ^{note2}	Yes	<ul style="list-style-type: none">1. Travelers who test positive abroad are required to wait over 5 days from their specimen collection date before taking a flight to Taiwan.2. entry quarantine measures ^{note1}

Note: 1. All travelers are required to undergo a 7-day self-initiated epidemic prevention. Travelers who have experienced any suspected COVID-19 symptoms in the 14 days before arrival should voluntarily report their symptoms to a Taiwan Centers for Disease Control quarantine officer at the airport/port. Such travelers should cooperate in undergoing a saliva test. All travelers are required to follow other regulations and instructions announced by Taiwan Centers for Disease Control.

2. For Visa-exempt entry scheme, Landing Visa, e-Visa, or general Visa application, please visit [Bureau of Consular Affairs website](#) for details. For Travel Authorization Certificate for nationals from Southeast Asian countries (Conditional Visa-Free Entry) Application, please visit [National Immigration Agency website](#).

3. Migrant workers should follow instructions by [Ministry of Labor](#). Students should follow instructions by [Ministry of Education](#).

Nov. 24 2022
National Immigration Agency
Ministry of the Interior



RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

GVB1464

TAIWAN COVID-19 NEWS



Effective December 10, Taiwan to remove weekly cap of arrivals

On November 28, the Central Epidemic Command Center (CECC) announced that, given that there has been a steady decrease in the number of new cases across Taiwan and the domestic coronavirus situation has stabilized and been brought under control, effective 00:00 on December 10 (incoming flight's scheduled arrival time), it will remove its weekly cap of arriving passengers.

On September 29, CECC announced that, in response to the gradual relaxation of border restrictions, it will adjust the quarantine policy for arriving travelers.

Effective on October 13 (incoming flight's scheduled arrival time), arriving travelers will no longer be required to quarantine and will instead undergo a seven-day period of self-initiated prevention after arrival. Related border restrictions will also be lifted starting October 13.

Adjustment details are listed below.

On September 29, CECC announced that, in response to the gradual relaxation of border restrictions, it will adjust the quarantine policy for arriving travelers.

Effective on October 13 (incoming flight's scheduled arrival time), arriving travelers will no longer be required to quarantine and will instead undergo a seven-day period of self-initiated prevention after arrival. Related border restrictions will also be lifted starting October 13.

1. The home isolation requirement for contacts of confirmed cases will be discontinued, and "O+7 days of self-initiated prevention" will be implemented instead.
2. The requirement that people receive a COVID-19 vaccine booster (third dose) or take a rapid test to participate in activities will be lifted.
3. The mandatory requirement that commercial business venues and public venues take the temperature of customers will be discontinued.

Taiwan Centers for Disease Control
衛生福利部疾病管制署



GVB1465

TAIWAN MARKET INTELLIGENCE

AIRLINE UPDATE *Current Routes*

CHINA AIRLINES

• Routes scheduled for January 2023 - February 2023

EVA AIR

- TPE to Hanoi, Manila, Ho Chi Minh City, LA, San Francisco (Daily)
- TPE to BKK, New York, Singapore (six flights per week)
- TPE to Seoul, Seattle, Vancouver (five flights per week)
- TPE to Tokyo, Kuala Lumpur, London (four flights per week)
- TPE to Jakarta, Hong Kong, Paris (three flights per week)
- TPE to Chicago (two flights per week)

STARLUX AIRLINES

- Macau - Daily
- Penang - Wednesday, Friday, Saturday, Thursday, Friday, Saturday, Sunday
- Bangkok - Monday, Wednesday, Thursday, Friday, Saturday, Sunday
- Osaka - Tuesday, Thursday, Friday, Saturday, Sunday
- Tokyo - Wednesday, Friday, Saturday, Sunday
- Kuala Lumpur - Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday
- Ho Chi Minh City - Daily
- Manila - Monday, Wednesday, Thursday, Friday, Saturday, Sunday
- Singapore - Daily

as of 6 Jan 2023



TAIWAN MARKET STATUS

TIGERAIR'S CHEAP AIR TICKETS ARE ON SALE FOR A MONTH - NT\$2,299 CHEAP FLIGHTS FROM TAIWAN TO KOREA!

Tigerair Taiwan will start selling super-value air tickets from Taipei to South Korea at 10:00 am today (22nd). The minimum price starts at 2,299 yuan. The destinations include Seoul, Busan, Daegu and Jeju Island. The discount will be open until the end of January next year. At the end of October next year. (Dec 22)



GVB1466

TAIWAN MARKET INTELLIGENCE



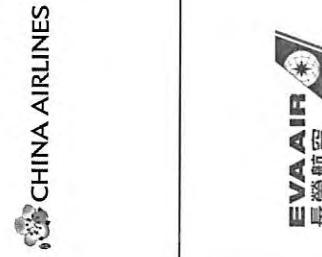
AIRLINES

GTO CONTACT

UPDATES



12/30
Solomon Lee,
General
Manager



12/30
Amy Cho,
Junior Vice
President

- Regarding of group outbound travel, The most desirable date for passengers to travel are during the Lunar New Year, the winter vacation and after March next year.



12/30
Joyce,
Manager

- Eva Air Amy said that the sales of travel fair have not recovered to the normal level, and the growth of group travel is still very slow. People are more interested in Independent Travel. There are more inquiries about group travel in Europe and Japan.

- There will be 2 charter flights during the winter vacation and Chinese New Year (1/20,1/24). The main participating travel agencies are Phoenix Tour and Spunk Tour.
- 2 new year charter flights will be added (1/21,1/25), which will be chartering by Lion Travel.
- Lion Travel expects to plan a total of 23 STARLUX Airlines charter flights to Guam from April to June 2023.

GVB1467

TAIWAN MARKETING ACTIVITIES



MEETING WITH UOG (UNIVERSITY OF GUAM) PROFESSOR KUAN

Date: Dec 26

- There will be seven UOG officials (including the vice president) will come to Taiwan from 1/10 to 1/14, preparing to communicate with the three universities in Taiwan.
- UOG looking forward to more academic interactions with Taiwan and planning some science mathematics summer camps for junior high youth. GTO will fully support and help to promote the event.



2022 AMERICAN FOOD INGREDIENTS SHOWCASE

Date: Dec 29

- Felix is invited to give a speech for the event as the President of ASOA.
- Mr. Erik Syngle, Deputy Chief of Agricultural Section in AIT, Mr. Peter Huang, Secretary General of IEAT, and Mr. Chiou Hai Chang, Chairman in the New Taipei Importers & Exporters Chamber of Commerce (Taiwan) all came to the event to support for a closer US-Taiwan trade relationship.



as of 6 Jan 2023

GvB1468

TAIWAN MARKETING ACTIVITIES



NR MONITOR

For the past week (Dec 24 ~ Dec 30), a total of 29 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 70
- Social Media: 0

美國各州政府辦事處協會(ASOA)展出五州農食產品 二度舉辦美國食品添加物展示會提供一對一商機諮詢

台灣原創設計有限公司 2022-12-29 00:00

A-A-A



(2022年12月29日)由美國各州政府辦事處協會 (American State Offices Association



記者黃俊育 / 臺北報導

as of 6 Jan 2023

GvB1469

TAIWAN MARKETING ACTIVITIES



Social Media January Content Calendar

Stockholder:						
Safe-Certified Accommodations		Safe-Certified Service		Safe-Certified Shopping		
Attractions and Activities		Safe-Certified Restaurants		Guam Scenery		
Week 1	1-Jan-23 SUNDAY	2-Jan-23 MONDAY	3-Jan-23 TUESDAY	4-Jan-23 WEDNESDAY	5-Jan-23 THURSDAY	6-Jan-23 FRIDAY
Guam Adventures Sports Bingo	Guam Adventures Sports Bingo				x	The Best of Guam - Guam Letters
Week 2	8-Jan-23 SUNDAY	9-Jan-23 MONDAY	10-Jan-23 TUESDAY	11-Jan-23 WEDNESDAY	12-Jan-23 THURSDAY	13-Jan-23 FRIDAY
The Best of Guam - Two Lovers' Point		The Best of Guam - Fish Eye Marine Park			x	The Best of Guam - Tumon Bay
Week 3	15-Jan-23 SUNDAY	16-Jan-23 MONDAY	17-Jan-23 TUESDAY	18-Jan-23 WEDNESDAY	19-Jan-23 THURSDAY	20-Jan-23 FRIDAY
The Best of Guam - The Valley of Latte		Guam Scenery 1			x	The Best of Guam - Bikini Island Club
Week 4	22-Jan-23 SUNDAY	23-Jan-23 MONDAY	24-Jan-23 TUESDAY	25-Jan-23 WEDNESDAY	26-Jan-23 THURSDAY	27-Jan-23 FRIDAY
The Best of Guam - Guam Museum					x	The Best of Guam - Ypao Beach Park
Week 5	29-Jan-23 SUNDAY	30-Jan-23 MONDAY	31-Jan-23 TUESDAY	1-Feb-23 WEDNESDAY	2-Feb-23 THURSDAY	3-Feb-23 FRIDAY
Chinese New Year Event	Chinese New Year Event	Chinese New Year Event	Chinese New Year Event		x	Chinese New Year Event

GvB1470

PHILIPPINES



PHILIPPINES COVID-19 NEWS



GRAB INCREASES FLEET AT NAIA FOR HOLIDAYS Grab

Ride-hailing giant Grab Philippines has scaled up its fleet roving the Ninoy Aquino International Airport (NAIA) as part of its commitment to serve more passengers during the holidays. The Department of Transportation (DOTr) announced yesterday it signed a partnership with Grab to improve transport service within the NAIA. The program, called Airport to Anywhere, will deploy a fleet of 200 Grab units at the airport to serve the transport needs of passengers. Commuters can book a transport service through the Grab app, with fixed pricing based on their drop-off location.

PHILIPPINES FLOODS, LANDSLIDES KILL 44 AFTER CHRISTMAS DAY RAINS

The death toll from the Christmas Day rains and flooding in southern Philippines has gone up to 44, authorities said on Friday. Twenty-eight are still missing, the national disaster agency said and noted that the damage to infrastructure and crops is around \$24.4m. On Christmas Day, celebrations were disrupted for thousands of residents who were forced to evacuate because of flash floods. A day later, authorities explained the floods in the country's southern provinces were the consequence of heavy rains.

Images and videos on social media showed people trapped in floodwater. And rescue workers have been lining up to help residents out of flood waters. Reuters reported that heavy rains submerged villages, towns and highways in the Visayas and Mindanao regions on Christmas Day, which led more than 50,000 people to seek shelter in rescue centres.



LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	DEATHS	FULLY VACCINATED
OPEN	OPEN	OPEN	65,445 565.3 per million	- 0.00% of pop.
CONFIRMED 4,065,569 35,182 per million	+19,673 +3.184% vs prev week			

Source: Cases - John Hopkins University (2023-01-04). Retrieved from OurWorldInData.org

VB1472

PHILIPPINES MARKET INTELLIGENCE



Philippines

U.S. Embassy Manila has resumed all routine visa services. Wait times for interviews are longer than before the pandemic, except for immediate relatives. For nonimmigrant visas, the embassy is prioritizing applicants with urgent travel needs. Click [here](#) for more info. Also see our [Guide to Immigrating from The Philippines](#).



Source: <https://www.boundless.com/blog/covid-19-u-s-embassy-and-consulate-reopening/>



PAL FLIGHTS FOR OCTOBER AND BEYOND
Advisory No. 266
as of 04 January 2023 12:00 PM

Manila-Guam-Manila
• Daily

BOOKING EXTENDED UNTIL JANUARY 8, 2023!

Philippine Airlines

Start the Year with SEAT SALE

Base from January 2-8, 2023
Travel from March 1-21, 2023

Travel Registration
Philippine One-Stop Electronic Travel
Declaration System

All arriving international passengers are required to register within 72 hours prior departure to register within 72 hours prior departure

- Go to [etravel.ph](#) or scan the QR code
- Fill out your personal details
- Enter your travel details
- Download your QR code

Philippine Airlines

181 1446 • [@myPAL](#)



ADVISORY

Manila-Guam-Manila
• Daily

as of 6 Jan 2023

GVB1473

PHILIPPINES MARKETING ACTIVITIES



MARKETING ACTIVITY: SOCIAL MEDIA

GVB1474



#InstaGuam

@jjinnious

INDUSTRY REPORT

JANUARY 12, 2024

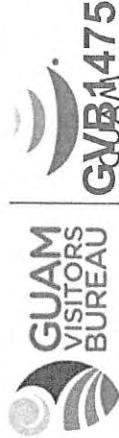


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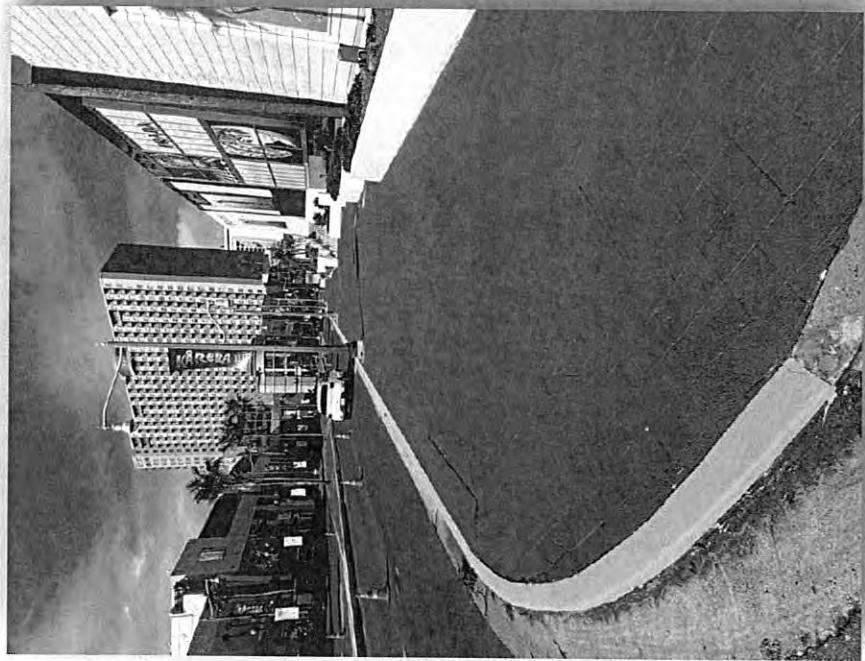
DESTINATION UPDATES



WATER BLASTING - TRAFFIC ADVISORY



GVB's maintenance crew will be in Tumon water blasting and painting northbound starting at the sidewalks in front of Nippon Rent-A-Car



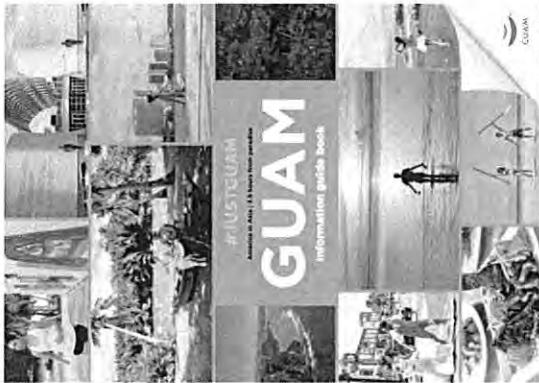
GVB1478



GUAM GUIDEBOOK FOR TAIWAN MARKET



- GVB is pleased to announce its efforts to revamp the Guam Guidebook, which will be tailored specifically for the Taiwan market.
- The goal is to promote destination Guam as an ideal island getaway that is only 3.5 hours away, and provide updated information on local businesses, attractions, and product offerings that elevate Guam as a premier travel destination.



GVB would like to invite members to be published in the Guam Guidebook, that will be free of cost and provide significant value and promotional exposure to your business.



If you would like to include your business in the updated Guam Guidebook, please review and complete the Google form below:
[Information Update Form](#)

The deadline to submit the form is by Friday, January 17, 2024.

as of 12 January 2024



GVB1479

EXPLORE GUAM - MAP



INDUSTRY PARTNERS:
PLEASE UPDATE YOUR
INFORMATION

Give visitors better access to your business, with GVB's digital map.



Email your updated info to:
taylor.pangilinan@visitguam.com



as of 12 January 2024

GVB1480

as of 12 January 2024

BECOME A TOUR GUIDE



CALL-OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

- GVB monitors Guam tour guides and tour sites.
- Tour Guide Certification Program (TGC) requires the training and certification of all tour guides.
- GUAM COMMUNITY COLLEGE conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities.



<https://www.guamvisitorsbureau.com/destination/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>



If interested, please
click link for more info

CALL OUT FOR BROCHURES



MEMBERSHIP BENEFIT

GVB will distribute your company brochure to visitors at the GVB front office and GVB's concierge service desks located at the Guam International Airport and Guam Premium Outlets.

- Provide at least 500 brochures (each language).

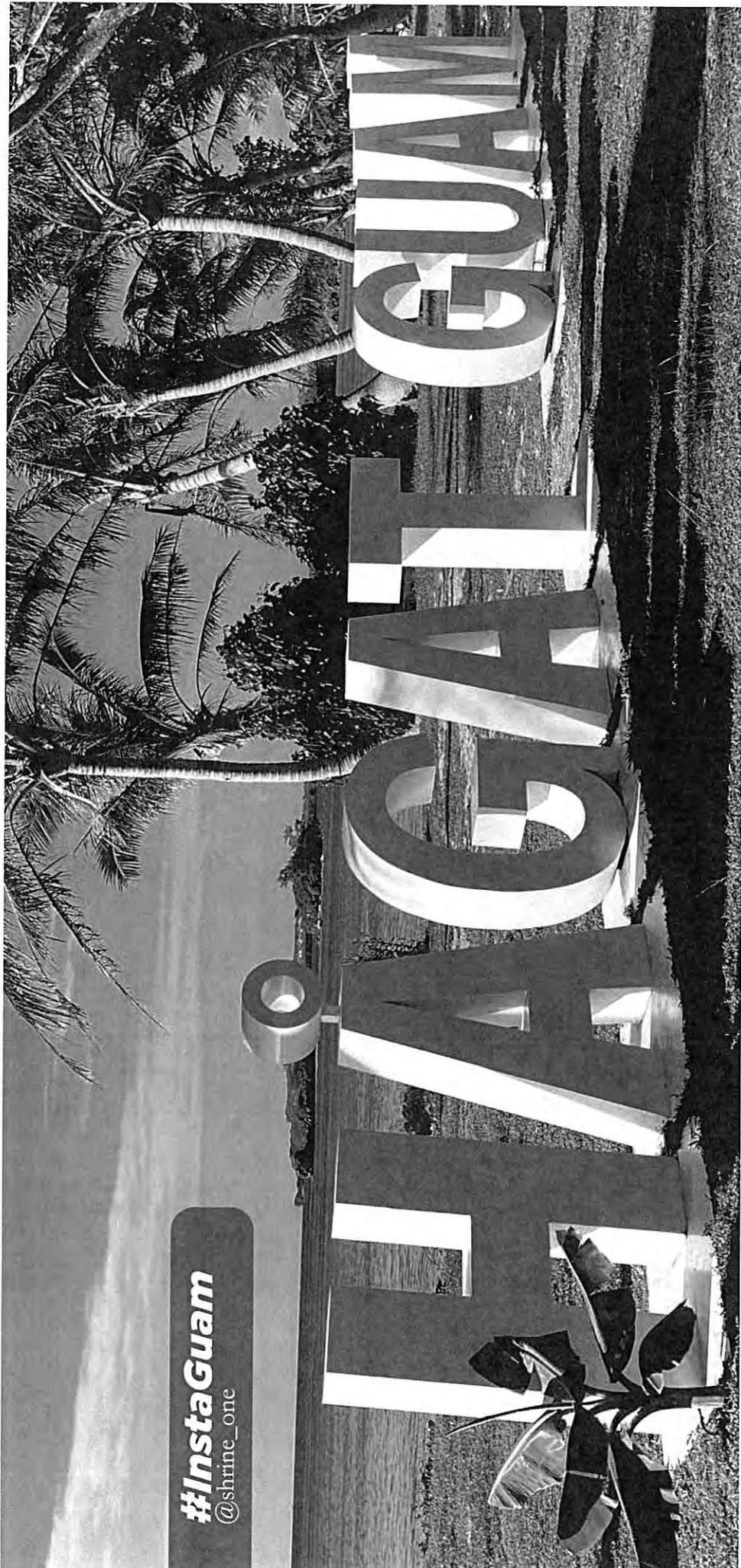


Please click to download
our membership
application

<https://www.guamvisitorsbureau.com/documents/about/membership/gvb-membership-application-20191111.pdf>

as of 12 January 2024

GVB1482



MARKET INTELLIGENCE REPORT

As of January 12, 2024 and may be subject to change.



MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for January remains at 43,189; February at 39,372; and March at 43,307.
- Japan Airlines summer 2023 flight schedule shown in appendix
- MSC Bellissima Cruise Ship
- GOGO! Guam Pay Program Launch
- Shown in appendix are: SNS performance summary and highlights; Weekly Guam digital PR articles; and media performance



TAIWAN

- Taiwan plans tourism service centers in India, Indonesia
- Taiwan's Tainan unveils Year of the Dragon lanterns
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor



SOUTH KOREA

- Total outbound seat capacity for January remains at 52,651; and February at 49,748; and March at 41,409.
- Competitive destinations struggling on diverse projects to attract new market segments.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



PHILIPPINES

- 31st travel tour expo from Feb 2-4 at SMX
- International tourist arrivals hit 5.45 million in 2023
- NAIA ends 2023 with record-high number of flights
- NAIA ENDS 2023 WITH RECORD-HIGH NUMBER OF FLIGHTS
- United Airlines and Philippine Airlines continue to fly daily in January 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



DETAILS ARE FOUND IN THE APPENDIX

GVB1485



APPENDIX

As of January 12, 2024 and may be subject to change.



#InstaGuam
@bambinoguam

JAPAN



JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - JANUARY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA827	NRT	11:50 / 16:00	Daily	5,146
	Available	UA97	NRT	17:00 / 21:45	Daily	5,146
	Available	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,988
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	5,146
	Available	UA136	NGO	11:20 / 15:55	Daily	5,146
	Available	UA172	NGO	20:50 / 12:55+1	Mon, Wed, Thu, Sun	2,988
	Available	UA150	KIX	11:05 / 16:45	Daily	5,146
	Available	UA178	KIX	20:55 / 13:55+1	Tue, Thu, Sat	2,988
	Available	UA66	FUK	11:05 / 16:15	Daily	5,146
					TTL	39,010

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	9:30 / 14:15	Temporary	4,79
t'way	Suspended	TW311	KIX	10:45 / 15:10	Daily	-
JEJUair	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
					TTL	4,179

JANUARY TOTAL OUTBOUND SEAT CAPACITY : 43,189

GVB1488

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - FEBRUARY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA827	NRT	11:50 / 16:00	Daily	4,814
	Available	UA97	NRT	7:00 / 21:45	Daily	4,814
	Available	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,656
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	4,814
	Available	UA136	NGO	11:20 / 15:55	Daily	4,814
	Available	UA172	NGO	20:50 / 12:55+1	Mon, Wed, Thu, Sun	2,822
	Available	UA150	KIX	11:05 / 16:45	Daily	4,814
	Available	UA178	KIX	20:55 / 13:55+1	Tue, Thu, Sat	1,826
	Available	UA166	FUK	11:05 / 16:15	Daily	4,814
					TTL	36,188

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	9:30 / 14:15	Temporary	3,184
t'Way	Suspended	TW311	KIX	10:45 / 15:10	Daily	-
JEJUair	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C374	KIX	10:10 / 14:50	Daily	-
	Suspended	7C384	KIX	10:10 / 14:50	Tue	-
					TTL	3,184

FEBRUARY TOTAL OUTBOUND SEAT CAPACITY : 39,372

GVB1489

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - MARCH

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA827	NRT	11:50 / 16:00	Daily	5,146
	Available	UA97	NRT	17:00 / 21:45	Daily	5,146
	Available	UA874	NRT	21:20 / 20:5+1	Mon, Wed., Fri, Sat	2,988
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	5,146
	Available	UA136	NGO	11:20 / 15:55	Daily	5,146
	Available	UA172	NGO	20:50 / 12:5+1	Mon, Wed., Thu, Sun	2,822
	Available	UA150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA178	KIX	20:55 / 13:5+1	Tue, Thu, Sat	1,992
	Available	UA166	FUK	11:05 / 15:15	Daily	5,146
					TTL	38,678

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	9:30 / 14:15	Temporary	3,383
	Available	OZ	KIX	2100-2300 / 030-03:30	Temporary	1246
t'way	Suspended	TW311	KIX	10:45 / 15:0	Daily	-
JEJUair	Suspended	7C182	NRT	0:05 / 15:00	Daily	-
	Suspended	7C374	KIX	0:10 / 14:50	Daily	-
	Suspended	7C384	KIX	0:10 / 14:50	Tue	-
					TTL	4,629

MARCH TOTAL OUTBOUND SEAT CAPACITY : 43,307

GVB1490

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - APPENDIX

Japan Airlines 2023 - 2024 Flight Schedule

	OPERATION DATE	SEAT CAPACITY
FY2023	March 18, 21, 23, 25, 26, 28, 30	7 1,393
	April 1, 2, 4, 27, 29, 30	6 1,194
	May 2, 3, 4, 6, 7	5 995
	June -	0 0
	July 15, 16, 18, 20, 22, 23, 25, 27, 29, 30	10 1,990
	August 1, 3, 5, 6, 8, 10, 11, 13, 15, 17, 19, 20, 22, 24, 26, 27, 29, 31	18 3,582
FY2024	September 2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 18, 21, 23, 24, 26, 28, 30	17 3,383
	October 1, 3, 5, 7, 8, 9, 12, 14, 15, 17, 18, 21, 22, 24, 26, 28, 29, 31	18 3,582
	November 2, 3, 5, 7, 9, 11, 12, 14, 16, 17, 19, 21, 23, 25, 26, 28, 30	17 3,383
	December 2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 21, 23, 24, 26, 28, 30, 31	18 3,582
	January 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 13, 14, 16, 18, 20, 21, 23, 25, 27, 28, 30	21 4,179
	February 1, 3, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29,	16 3,184
March	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 20, 23, 24, 26, 28, 30,	17 3,383
	TTL	33,830

GW B1491

JAPAN MARKET UPDATES

MSC BELLISIMA CRUISE SHIP

- January 3, 2024
- Guam welcomed 3,000 pax from Japan on the MSC Bellisima Cruise Ship
- Guests were greeted with a cultural performance and shell leis



JAPAN MARKET UPDATES



GOGO! GUAM PAY PROGRAM LAUNCH

- January 8, 2024
- Final operation check at stores implementing the GOGO! GUAM PAY program
- Before the official launch of the GOGO! GUAM PAY program, GVB Japan staff visited the stores of all companies participating in the program to ensure that they were ready for the official launch.

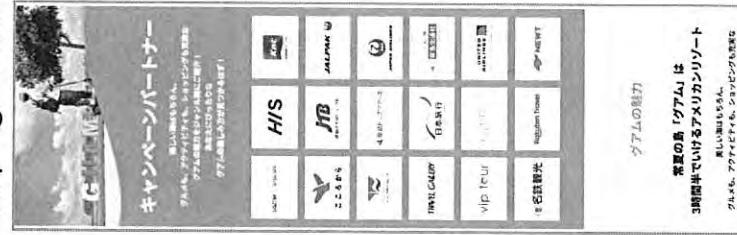
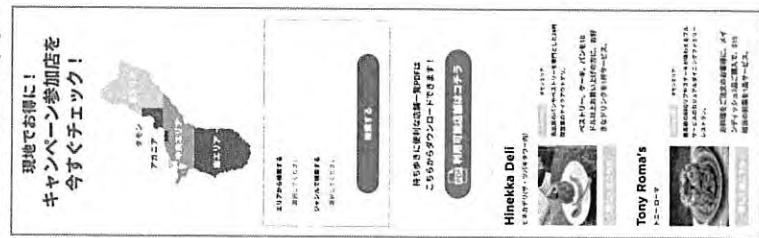


GVB1493

JAPAN MARKET UPDATES

GOGO! GUAM HÅFA ADAI CAMPAIGN WEBPAGE

GOGO! GUAM PAY Håfa Adai Support Campaign Partners



GVB1494

JAPAN MARKET UPDATES



SNS ADS (GOGO GUAM HÅFA ADAI CAMPAIGN)

- Distribution period: January 8 – March 15, 2024
- Target: Travel lovers nationwide
- Promotion is being distributed mainly on YouTube, but will also be displayed on multiple platforms such as Instagram and TikTok.



GVB1495

JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

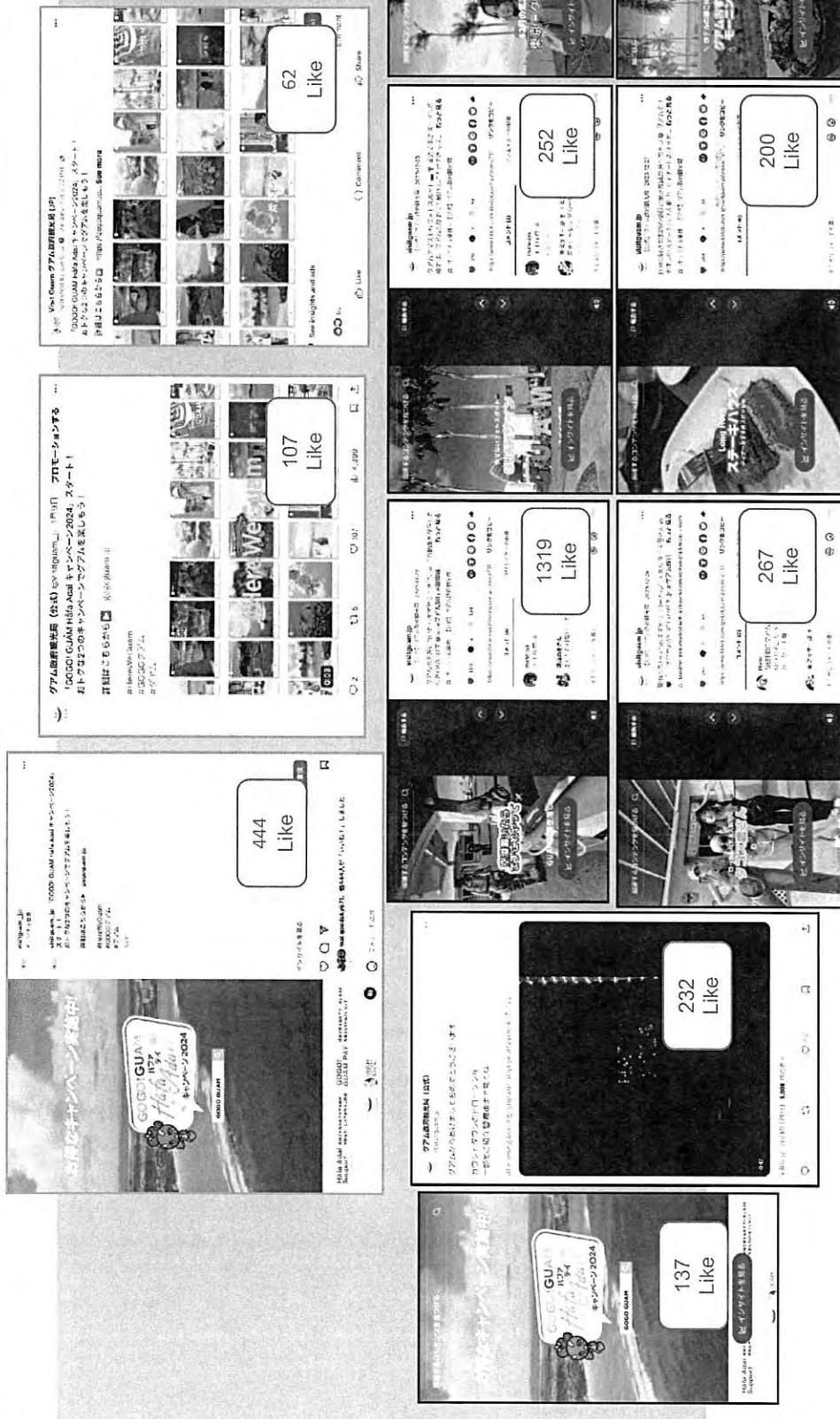
- Reach for Instagram and TikTok are steadily increasing, partly due to advertising.

SNS	follower	Week Reach	Week Engagement
	22 Dec,2023	11 Jan,2023	22 Dec,2023
	29,322	29,473	3,239,568
	0.51%		4,046,982
	23,559	23,561	3,482
	0.01%		3,801
	18,631	18,716	10,000
	0.46%		11,800
	61,954	61,954	2,611,654
	0.00%		3,452,165
Visitguam.jp	Unique User	Page View	Ave Time on Page
	8,506	13,000	10,000
	52.83%		10.00%

as of 12 January 2024

GVB1496

SNS HIGHLIGHT



JAPAN MARKETING ACTIVITIES

WEEKLY GUAM

始まりました！2024
年！新年のグアムの様
子



It's Beginning, 2024! Guam in the New Year

In Guam, hotels and restaurants prepared to welcome the New Year with themed menu items and countdown parties. The Guam Visitors Bureau put on a drone show and had a grand fireworks display in Hagåtña and Tumon.

This article highlights the New Year festivities at the Guam Reef Hotel.

Guests at the Guam Reef Hotel were able to witness the annual rice cake pounding event and enjoy freshly cooked glutinous rice.

The children who attended the event were also able to join the pounding of rice cakes. Hotel staff prepared the rice cakes and served it with red bean paste, soybean flour, and grated daikon.



as of 12 January 2024

GvB1498

SOUTH KOREA



GVB1499

KOREA MARKET INTELLIGENCE

TRAVEL TRADE UPDATE

"Competitive destinations struggling on diverse projects to attract new market segments."

Hawaii



Thailand



III

III

III

III

Saipan



III

III

III

< Hawaii >

- Hosted FAM tour and invited five famous Korean celebrities to promote sustainable travel in Hawaii under 'Malama Hawaii' campaign.
- Participants volunteered in planting trees and visited diverse tourist attractions including National Park, museums, etc..

< Thailand >

- Launched MICE Incentive program, effective from March 1 to June 30.
 - The number of group must exceed 50pax in minimum.
- ✓ 50-200pax: \$15 per pax
 - ✓ 201-499pax: \$18 per pax
 - ✓ 500pax+: \$20 per pax

< Saipan >

- Successfully held 'Hell of the Marianas' cycle competition.
- ✓ Total participants: 175pax
- ✓ Korean participants: 44pax
- ✓ Korean female participants ranked Top 3 in 100km course.

KOREA MARKET INTELLIGENCE



JANUARY AIRLINE SCHEDULE

• INCHON - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,432
	KE423	DAILY	19:05	00:20+1	4,340
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ915	DAILY	09:35	14:50	5,859
	LJ919*	DAILY	08:10	13:30	5,859
T'way Air	TW303	DAILY	10:00	15:30	5,859
	TW9305**	2/W	21:50	03:20	1,512
TOTAL					43,579

* LJ919: Dec 29th~Feb 26th, Daily

** TW9305: Jan 4th~Feb 25th, 2/W

• BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Monthly Seats
Jeju Air	7C3154	4/W (WED/THU/ SAT/SUN)	21:35	02:30+1	3,213
	LJ929	DAILY	20:30	01:30+1	5,859
TOTAL					9,072

TOTAL OUTBOUND SEAT CAPACITY: 52,651 SEATS

GVB1501

KOREA MARKET INTELLIGENCE



FEBRUARY AIRLINE SCHEDULE

• INCHON - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	7,888
	KE423	DAILY	19:05	00:20+1	4,060
Jeju Air	7C3102	DAILY	10:05	15:25	5,481
	7C3106	DAILY	20:10	01:35+1	5,481
Jin Air	LJ915	DAILY	09:35	14:50	5,481
	LJ919*	DAILY	08:10	13:30	4,914
	LJ921**	4/W	08:50	14:10	756
T'way Air	TW303	DAILY	10:00	15:30	5,481
	TW9305***	2/W	21:50	03:20	1,512
TOTAL				41,054	

*LJ919: Dec 29th~Feb 26th, Daily
 **LJ921: Feb 8th~9th, 11th~12th, charger flight
 ***TW9305: Jan 4th~Feb 25th, 2/W

• BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (WED/THU/SAT/SUN)	21:35	02:30+1	3,213
Jin Air	LJ929	DAILY	20:30	01:30+1	5,481
TOTAL				8,694	

TOTAL OUTBOUND SEAT CAPACITY: 49,748 SEATS

GvB1502

KOREA MARKET INTELLIGENCE

MARCH AIRLINE SCHEDULE

• I N C H E O N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,432
	KE423*	DAILY	19:05	00:20+1	280
Jeju Air	7C3102	DAILY	10:05	15:15	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ915	DAILY	09:35	14:50	5,859
T'way Air	TW303	DAILY	10:00	15:30	5,859
		TOTAL			32,148

*KE423: will be suspended from March 3rd

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (WED/THU/SAT/SUN)	21:35	02:30+1	3,402
	LJ929	DAILY	20:55	01:55+1	5,859
		TOTAL			9,261

TOTAL OUTBOUND SEAT CAPACITY: 41,409 SEATS

GVB1503

MARKETING ACTIVITIES

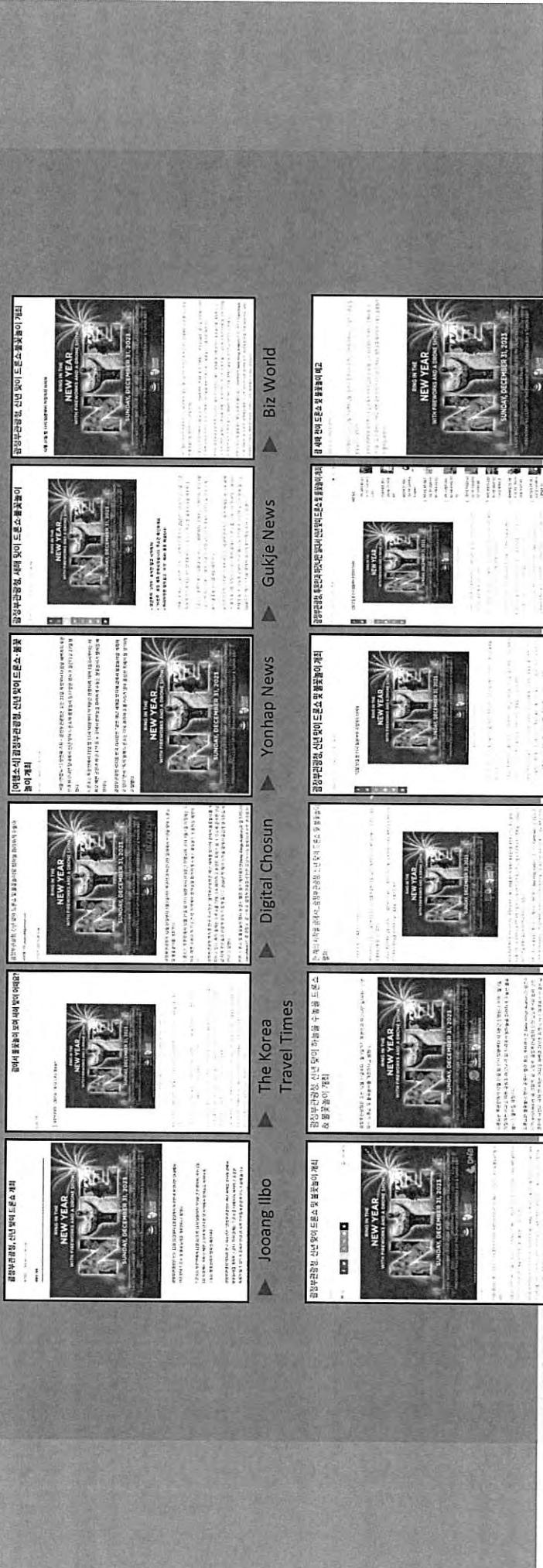
MEDIA COVERAGE - DECEMBER 27

MEDIA COVERAGE - DECEMBER 21
GVB to ring in the New Year Fireworks and Drone Show



GUAM

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Open News Agency Korea Duty Free News Tour Ko News

Tour Korea News  TTL News  Discovery News  News Road  

Korea Duty
Free News

Open News
Agency

News Road

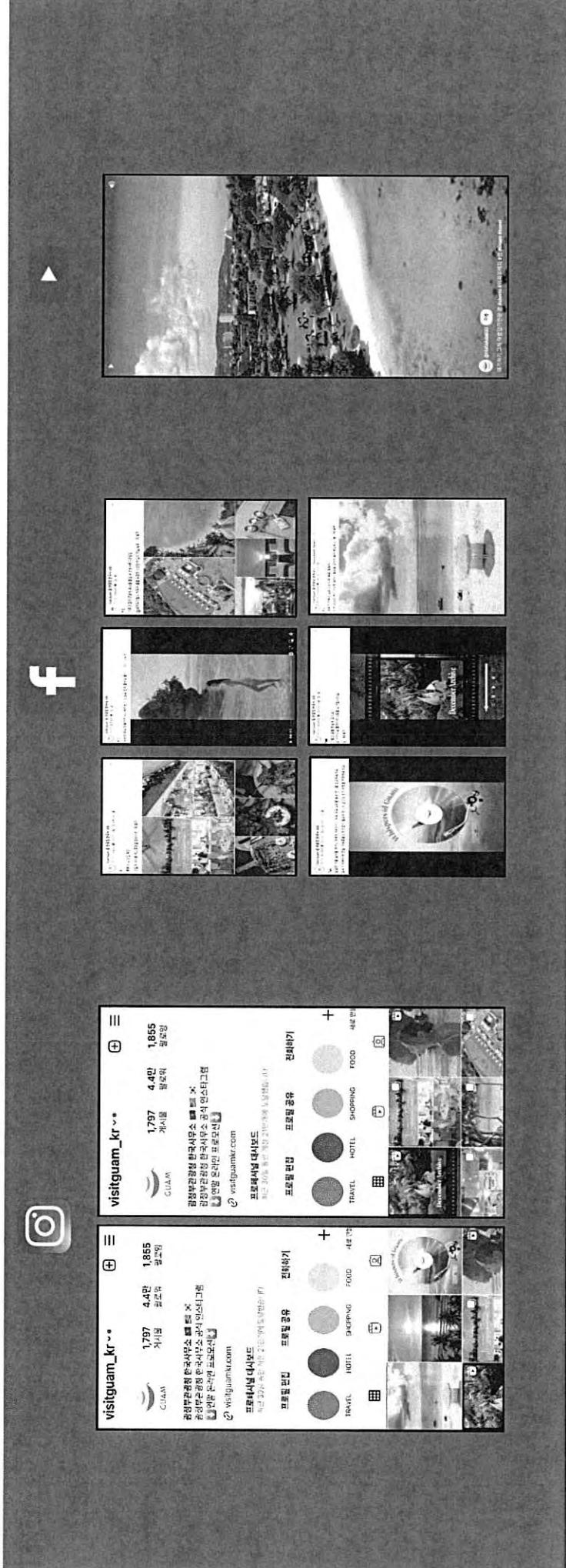
Discovery News

TTL News

GVB1504

KOREA MARKETING ACTIVITIES

* No updates during the New Year holiday
* Updates postponed due to tourist shooting incident



SNS WEEKLY ACTIVITY: DECEMBER 25, 2023 – JANUARY 5, 2024
THEME: GUAM SCENERY

GVB1505

TAIWAN



TAIWAN PLANS TOURISM SERVICE CENTERS IN INDIA, INDONESIA

The Tourism Administration plans to set up tourism service centers in India and Indonesia this year to help achieve the country's goal of attracting 12 million visitors in 2024, reports said Wednesday (Jan. 3). Over the past year, Taiwan welcomed an estimated 6.4 million visitors, compared to 11 million per year before the COVID-19 pandemic. Its target for 2024 is 12 million.

The Tourism Administration revealed its plans for the coming year in a response to a promise by opposition Kuomintang (KMT) presidential candidate Hou Yu-ih that 18 million travelers would visit Taiwan if he won the Jan. 13 election. The number of visitors from Southeast Asia had already reached 90% of pre-COVID levels, the Tourism Administration said. Promotional campaigns were also designed to double the number of Californian and Muslim visitors, per CNA.

Events during the year, ranging from the Lantern Festival to cycling, hot springs, and summer holidays, are also designed to attract travelers from overseas. Tour operators from Japan, South Korea, and Vietnam, had been invited to take part in forum discussions that would lead to more visitors from those countries, officials said.



TAIWAN'S TAINAN UNVEILS YEAR OF THE DRAGON LANTERNS

Tainan City on Wednesday (Dec. 3) unveiled the centerpiece of its Lantern Festival as well as the small hand-held lanterns carried around by children. The Feb. 24 festival marks the end of the Lunar New Year period and the 15th day of the new year. Tainan won the right to host the event because the city also celebrates its 400th anniversary in 2024.

The Anpig Lantern Area will open on Feb. 3 and welcome visitors until March 10, with one exception, a one-day closure on Feb. 9, Lunar New Year's Eve. At the heart of the area will be the effigy of a dragon, which was presented to the media at Taipei City's Grand Hotel Wednesday, Radio Taiwan International (RTI) reported.

The names of the dragon also bear special significance. If the name of the main lantern, "The Dragon Comes to Taiwan" is read in Taiwanese, it can be understood as "Everybody, Come to Taiwan" encouraging visitors to travel to the country. The small lanterns distributed to the public and popular with children will be known as "xiao longbao," which sounds the same as the name for Taiwan's famous soup dumplings.

Officials encouraged travelers to plan a visit to the annual international orchid show that Tainan will host in February and March. Tourists can admire orchids during the day and look at the lanterns in the evening, officials said.



COMPETITORS

: What to Know If You Have an Upcoming Trip to Japan? Japan has been hit with two national tragedies in the first week of 2024, leaving the country mourning and travelers wondering what to do about upcoming plans. On Monday, January 1, a 7.5 magnitude earthquake hit Japan's Noto Peninsula, leaving dozens dead and hundreds injured. Then, in a runway accident on Tuesday, a Japan Airlines plane and Japanese coast guard aircraft collided at Tokyo's Haneda Airport, killing five coast guard crew members who were on their way to deliver aid to victims of the earthquake. All 379 people on the Japan Airlines plane were safely evacuated before the passenger aircraft caught fire, the AP reports. The cause of the incident remains under investigation. (January 4)

: South Korea introduces 'digital nomad' visa that will permit foreigners to stay there for 2 years. As per the latest reports, South Korea has launched a new visa for foreign nationals visiting the country on a working holiday. This new initiative comes in the wake of accommodating the rising popularity of remote work and extended vacations. This visa will allow foreign residents to stay in the country for up to two years while retaining employment in their home country, as reported by various media outlets citing officials. (January 4)

: China-Malaysia Tourism: Visa-free travel to boost travel in both directions. Tourist arrivals to Southeast Asia rebounded slower than hoped for in 2023, and big reason is that visitors from China haven't return in the expected numbers. But two countries that rely heavily on tourism - Malaysia and Thailand - are now allowing tourists from China to enter without visas. It's helped fuel a rise in arrivals from China as the year draws to a close. Rian Maelzer reports. (January 2)

: Thailand to Grant Permanent Visa-Free Travel to Chinese Visitors. Prime Minister Srettha Thavisin of Thailand said Tuesday that his country will permanently grant visa-free entry to Chinese nationals effective March 1. Thailand has allowed Chinese visitors visa-free entry since last September, but the policy was due to expire on Feb. 29. Prime Minister Srettha said the decision to make the policy permanent came after negotiations with Beijing to grant the same privilege to Thai nationals visiting China. (January 3)

: Singapore's Star Travelers grounded. Singapore-based Star Travelers SG Pte Ltd (agency license 03297) has been suspended from conducting travel agency activities effective 27 December 2023, according to the latest update from the Singapore Tourism Board (STB). The company was incorporated on 26 November 2018 with a paid-up capital of SGD100,000 and engaged in the business of a travel agency offering mainly outbound travel and an online marketplace for travel services. (January 5)

TAIWAN AIRLINE UPDATES

CURRENT ROUTE IN OPERATION:



CI January Operation Schedule :

GUAM
VISITORS
BUREAU

GUAM

CHINA AIRLINES CHINA AIRLINES

• January - March operations schedule available

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

- 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

		Location				Operation Schedule		Southeast Asia		Operation Schedule	
CHINA AIRLINES	 CHINA AIRLINES	North America	Operation Schedule	Southeast Asia	Operation Schedule	Ho Chi Minh City	Ho Chi Minh City	Ho Chi Minh City	Ho Chi Minh City	Operation Schedule	Operation Schedule
EVA AIR		Los Angeles	Daily	Bangkok	Daily	Hanoi	Hanoi	Hanoi	Hanoi	Daily	Daily
		Ontario	Daily	Singapore	Daily	Manila	Manila	Manila	Manila	Daily	Daily
		San Francisco	Daily	Jakarta	Daily	Kuala Lumpur	Daily	Bali	Bali	Daily	Daily
		Vancouver	Daily	Penang	Daily	Da Nang	Da Nang	Da Nang	Da Nang	4 flights/week	4 flights/week
		New York	4 flights/week	Cebu	5 flights/week	Phnom Penh	3 flights/week	Yangon	Yangon	3 flights/week	3 flights/week
				Chiang Mai	4 flights/week	Kota Kinabalu	2 flights/week	Brunei	Brunei	1 flight/week	1 flight/week

as of 12 January 2024

Guam
1 flight/week

Guam
1 flight/week

TAIWAN AIRLINE UPDATES



CI January Operation Schedule CHINA AIRLINES

Location						
	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia
Amsterdam	4 flights/week	Sydney	5 flights/week	Nagoya	Daily	Busan
Frankfurt	Daily	Melbourne	5 flights/week	Fukuoka	Daily	Okinawa
London (Heathrow)	4 flights/week	Brisbane	6 flights/week	Osaka	Daily	Hokkaido
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(CN)		Daily	Hong Kong	Daily
		Seoul(GMP)		3 flights/week	Shanghai	Daily

as of 12 January 2024

GVB1511

TAIWAN AIRLINE UPDATES



CI February Operation Schedule : CHINA AIRLINES

		Location				Operation Schedule	
		North America	Operation Schedule	Southeast Asia	Operation Schedule	Southeast Asia	Operation Schedule
Los Angeles	Daily		Bangkok	Daily		Ho Chi Minh City	Daily
Ontario	Daily		Singapore	Daily		Hanoi	Daily
San Francisco	Daily		Jakarta	Daily		Manila	Daily
Vancouver	Daily		Kuala Lumpur	Daily		Bali	Daily
New York	4 flights/week		Penang	Daily		Da Nang	4 flights/week
			Cebu	5 flights/week		Phnom Penh	3 flights/week
			Chiang Mai	4 flights/week		Yangon	3 flights/week
			Palau	2 flight/week		Kota Kinabalu	2 flights/week
						Brunei	1 flight/week GVB1512

TAIWAN AIRLINE UPDATES



CI February Operation Schedule : CHINA AIRLINES

Location						
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia
Amsterdam	3 flights/week	Sydney	6 flights/week	Nagoya	Daily	Busan
Frankfurt	Daily	Melbourne	5 flights/week	Fukuoka	Daily	Okinawa
London (Heathrow)	2 flights/week	Brisbane	6 flights/week	Osaka	Daily	Hokkaido
Roma	4 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

as of 12 January 2024

GvB1513

TAIWAN AIRLINE UPDATES



CI March Operation Schedule : CHINA AIRLINES

		Location				Operation Schedule		Operation Schedule		Operation Schedule		Operation Schedule	
		North America		Operation Schedule		Southeast Asia		Operation Schedule		Southeast Asia		Operation Schedule	
Los Angeles		Daily		Bangkok		Daily		Ho Chi Minh City		Daily		Daily	
Ontario		Daily		Singapore		Daily		Hanoi		Daily		Daily	
San Francisco		Daily		Jakarta		Daily		Manila		Daily		Daily	
Vancouver		Daily		Kuala Lumpur		Daily		Bali		Daily		Daily	
New York		4 flights/week		Penang		Daily		Da Nang		4 flights/week		4 flights/week	
				Cebu		5 flights/week		Phnom Penh		3 flights/week		3 flights/week	
				Chiang Mai		4 flights/week		Yangon		3 flights/week		3 flights/week	
				Palau		2 flight/week		Kota Kinabalu		2 flights/week		2 flights/week	
								Brunei		1 flight/week		1 flight/week	GVB1514

TAIWAN AIRLINE UPDATES



CI March Operation Schedule :



Location						
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia
Amsterdam	3 flights/week	Sydney	6 flights/week	Nagoya	Daily	Busan
Frankfurt	Daily	Melbourne	5 flights/week	Fukuoka	Daily	Okinawa
London (Heathrow)	2 flights/week	Brisbane	6 flights/week	Osaka	Daily	Hokkaido
Roma	4 flights/week			Tokyo(HND)	Daily	Takamatsu
Vienna	4 flights/week			Tokyo(NRT)	Daily	Hiroshima
Prague	2 flights/week			Seoul(ICN)	Daily	Hong Kong
				Seoul(GMP)	3 flights/week	Shanghai

as of 12 January 2024

GVB1515

AIRLINE UPDATES FOR REGULAR FLIGHTS



Airlines	GTO Contact	Updates
CHINA AIRLINES	Tao Ming Sung, Sales Manager	1/5 No updates for this week. China Airlines intends to initiate the direct flights in summer schedule from April to May.
EVA AIR	Gary Wang, Executive Vice President	1/5 No updates for this week.
STARLUX	Patience Hsu, Manager	1/5 No updates for this week. CNY charter flight on 2/6 and 2/10
Philippine Airlines	John Chen, VP of Dragon Tours	1/5 No updates for this week. GVB HQ has approved for Philippine Airlines CNY flights with 1.5 hr layover on 2/8.

TAIWAN MARKETING ACTIVITIES



MEETING WITH AIT FOR 2024 SEMICON DISCUSSION

- January 3, 2024
- The meeting follows up on the discussion from 9/26 and 11/15.
- AIT invited the ASOA President to join the meeting to discuss plans for 2024. AIT plans to support the Rep offices in Taiwan.
- Business between the U.S. and Taiwan are expected to grow in 2024. AIT will inform ASOA of any potential opportunities.

MEETING WITH TUSA FOR 2024 TRADE EVENTS IN TAICHUNG

- January 4, 2024
- TUSA invited ASOA President to meet with David Chen, Chairman of the Taichung Computer Association (TCA). With 800 members, TCA is interested in exploring collaboration opportunities with ASOA.
- During the meeting, GTO discussed potential sales mission events temporarily scheduled for March in Taipei, Taichung, and Kaohsiung.



as of 12 January 2024

GVB 1517

PHILIPPINES



PHILIPPINES MARKET INTELLIGENCE



31st TRAVEL TOUR EXPO FROM FEB 2-4 AT SMX

Organized by the Philippine Travel Agencies Association (PTAA), Travel Tour Expo (TTE) 2024 highlights how the Philippine tourism and hospitality industries have leveled up to make domestic and international trips for Filipinos more worthwhile through exclusive deals and packages on air fares, tours, and accommodations.

"Post-pandemic, many travelers are eager to make up for lost time. Revenge travel has undeniably played a role in the resurgence of tourism. But more importantly, people have realized that life is short. This renewed eagerness to travel, to live life and experience other places and cultures is definitely long-term," says Evangeline Tankiang-Manotok, CPA, MPA - PTAA President.

TTE 2024 will host more than 200 participating exhibitors with 702 booths, with an anticipated turnout of 100,000 travel enthusiasts. Booths will include airlines, domestic and international travel agencies and tour operators, hotels and resorts, cruise liners and shipping, merchandisers and more. It will also serve as the launchpad for new destinations, affordable tours, transportation choices, tailor-fit accommodations, and various payment options to cater to every voyager.

In 2023, GVB participated in the International Travel Tour Expo (iTTE) and met with various travel agents from the Philippines. This year, the Guam Visitors Bureau will be participating in the 31st Travel Tour Expo to directly communicate with Filipino consumers and to promote Guam as their ideal destination for 2024. The goal is to increase awareness about Guam and entice Philippine travelers to select Guam when traveling internationally.

GVB Booth at iTTE (B2B) 2023



PHILIPPINES MARKET INTELLIGENCE



INTERNATIONAL TOURIST ARRIVALS HIT 5.45 MILLION IN 2023

MANILA, Philippines – The country exceeded its targeted number of visitor arrivals last year, with more than five million tourists and over P480 billion in tourism receipts in 2023, according to the Department of Tourism.

DOT's monitoring data showed that there were 5.45 million foreign tourists from Jan. 1 to Dec. 31, surpassing the targeted 4.8 million visitors for the year.

Of the figure, 91.80 percent or at least five million were foreigners, while 8.20 percent or 447,082 were overseas Filipinos. South Korea maintained its position as a top source of international visitors, contributing 26.41 percent or 1.42 million. It is followed by the US with 903,299 tourists or 16.57 percent; Japan, 5.61 percent; Australia, 4.89 percent, and China, 4.84 percent.

In a significant recovery, the Philippines' international tourism receipts reached an estimated P482.

NAIA ENDS 2023 WITH RECORD-HIGH NUMBER OF FLIGHTS



MANILA, Philippines – The Ninoy Aquino International Airport (NAIA) set an all-time record in 2023 as it facilitated close to 300,000 flights, the highest in history, benefiting from the resurgence of air travel in the Philippines and abroad.

The Manila International Airport Authority (MIAA) recorded a total of 279,953 flights in 2023, including 171,605 domestic and 108,348 international flights. This represents a 26 percent increase compared to the 215,595 flights in 2022 and a three percent increase from the 271,535 registered in 2019. MIAA general manager Eric Jose Ines said the number of local flights in 2023 surpassed by 12 percent the pre-pandemic record, to the benefit of the aviation and tourism sectors.

Ines added that the international flight operations have also returned to 91 percent of pre-pandemic levels. As a result, NAIA improved its passenger footprint by 47 percent to 45.39 million in 2023, from 30.94 millions the prior year.

PHILIPPINES MARKET INTELLIGENCE



The eTravel Registration is required for all passenger entering or leaving the Philippines by air or sea, including Philippine passport holders. Complete the eTravel Registration here: <https://etravel.gov.ph/>



- UA operates at Terminal 3 at NAIA.

Manila-Guam-Manila

- Daily
UA184 Depart MNL 22:55 or 23:50 / Arrive GUM 04:45 or 5:50
UA183 Depart GUM 1920 / Arrive MNL 21:10
- Tues/Fri
UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10

Featured Daily Fairs for Flights from MNL to GUM

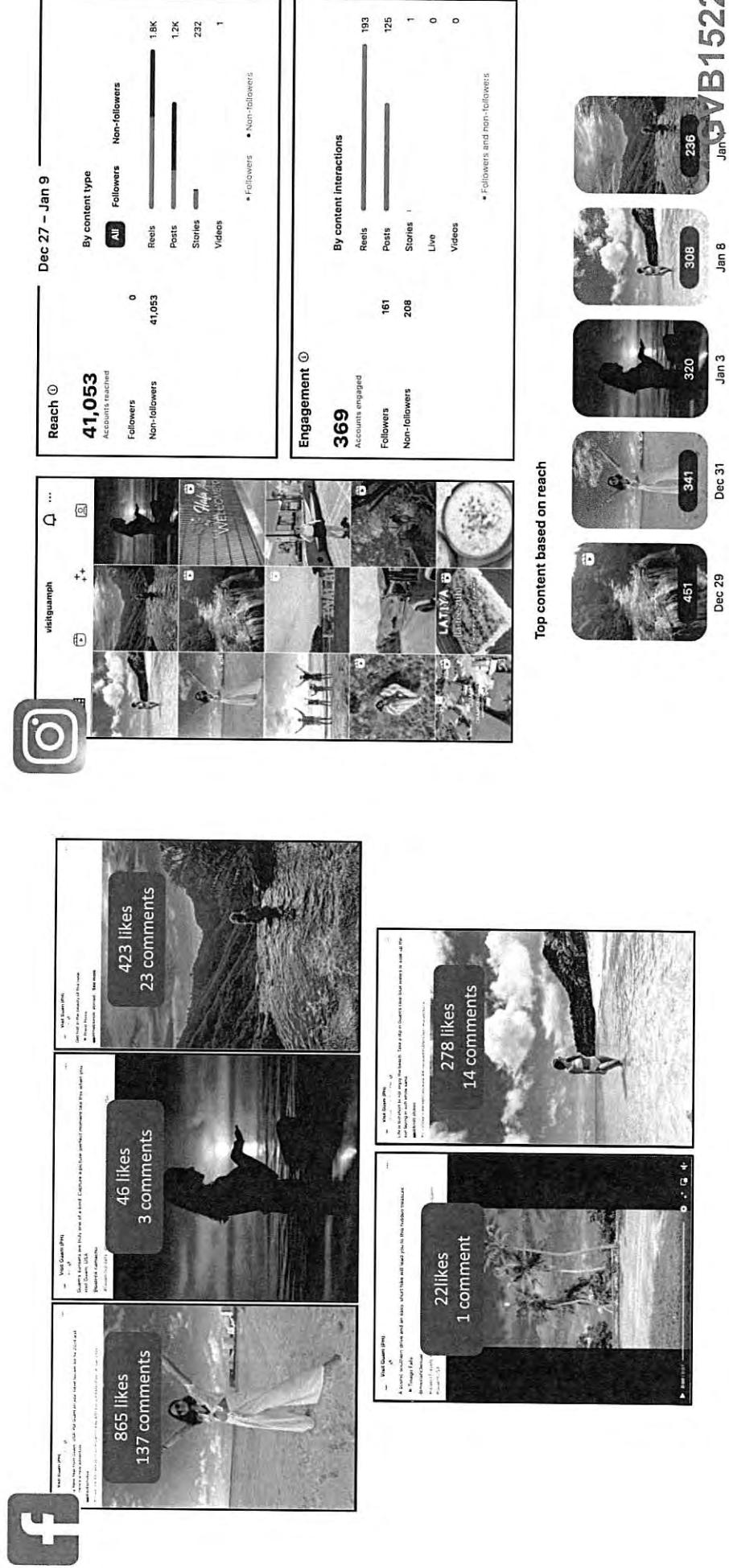
January 2024	February 2024	March 2024
From US \$366* Round Trip Economy https://www.united.com/en-ph/flights-from-manila-to-aganae-guam	From US \$336* Round Trip Economy https://www.united.com/en-ph/flights-to-aganae-guam?redirecturl=true	From US \$336* Round Trip Economy https://www.united.com/en-ph/flights-to-aganae-guam?redirecturl=true

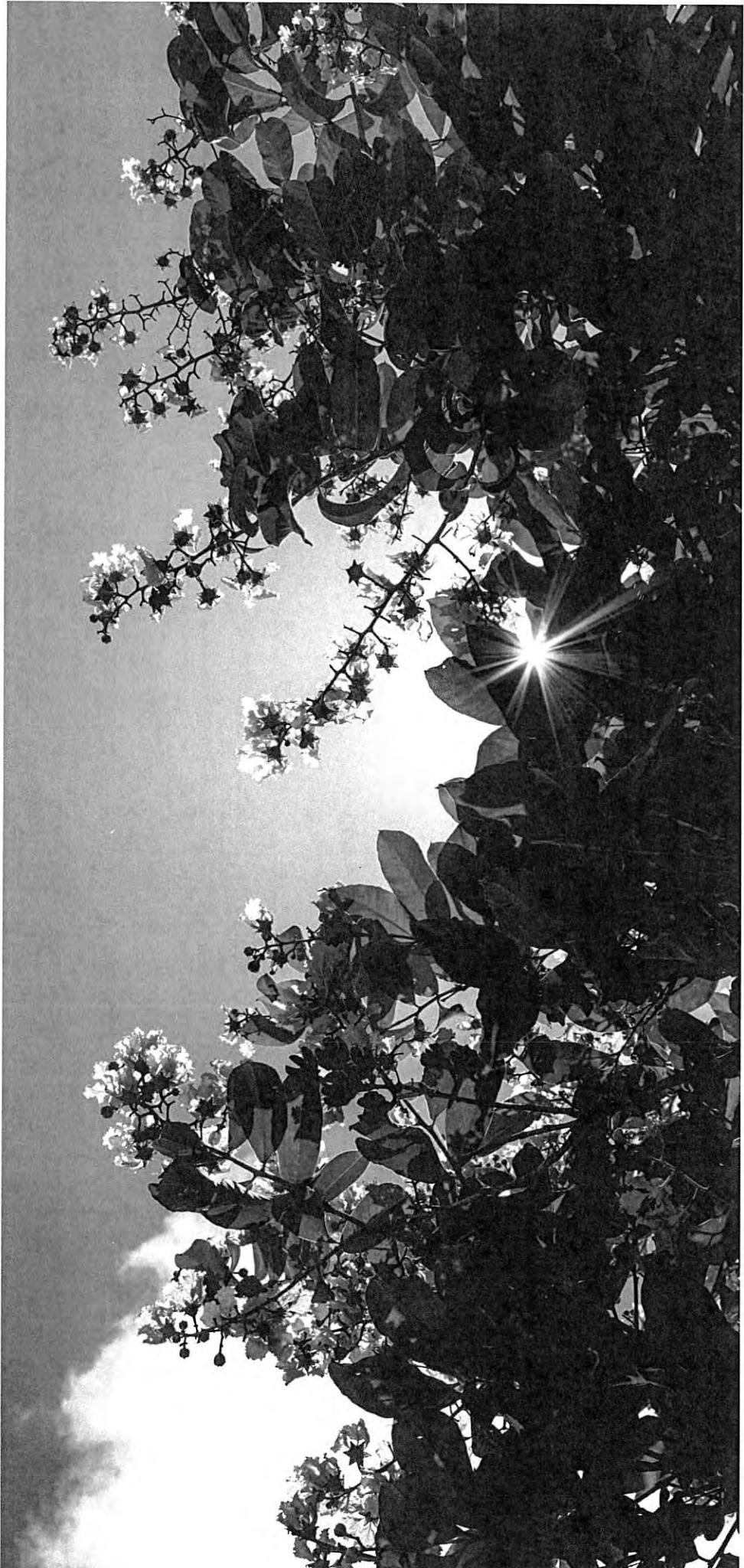
*Fares displayed have been collected within the last 48 hrs and may no longer be available at time of booking. Quoted fares includes taxes, fees, and surcharges except PH Travel Tax paid at the airport.

*Prices have been available for round trips within the last 48 hours and may not be currently available. For Economy class, fares listed may be Basic Economy, which is our most restrictive fare option and subject to additional restrictions.

GVB1521

PHILIPPINES MARKETING ACTIVITIES





INDUSTRY REPORT

OCTOBER 11, 2024



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DESTINATION UPDATES



GUAM-CNMI ETA

LESS PAPERWORK REQUIRED FOR TRAVEL TO GUAM OR CNMI UNDER VISA WAIVER PROGRAM

If you're eligible under the **Guam-CNMI Visa Waiver Program**, here's what you need to do:

1. Apply for a **G-CNMI Electronic Travel Authorization (eTA)**, or
2. Complete **Form I-736** before traveling.

Benefits of the eTA:

- **Faster entry:** No paperwork upon entry to Guam-CNMI.
- **Support available:** Email and online help are available from U.S. Customs and Border Protection (CBP).
- **Increased security:** CBP can pre-screen travellers prior to their arrival.

When to Apply:

- Recommended to apply at least 5 days before departure.

eTA Validity:

- Valid for **2 years** or until the **passport expires**.
- A new eTA is needed if you get a new passport or change your name, gender, or nationality.
- **Passports expiring in less than 6 months** are not eligible for an eTA.



HARDCOPIES OF THE i-736 FORM WILL
NOT BE AVAILABLE OR ACCEPTED
AFTER NOVEMBER 30, 2024



Traveling to Guam or the Commonwealth of the Northern Mariana Islands Now Requires Less Paperwork!

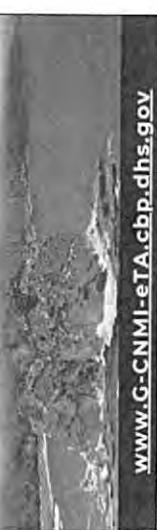
Eligible non-immigrant travellers under the Guam-Caribbean Commonwealth of the Northern Mariana Islands Visa Waiver Program (G-CNMI) can apply for and receive an approved C-CBPA Electronic Travel Authorization (eTA) or complete and sign the paper Form I-736 before traveling to Guam or the CNMI region.

The new eTA includes C-CBPA travel documents for a faster, more efficient arrival process and eliminates the need for travellers to receive any hard copy eTA or physical paper form. It also allows U.S. Customs and Border Protection (CBP) to provide applicants with email assistance and online self-help features.

Streamlining this process increases national security by allowing CBP to vet travellers before arrival. Modernizing the paper-based process contributes to CBP's overall efforts to improve security and efficiency and enhance the traveller experience.

Travelers are encouraged to obtain their travel authorization once they book their travel or at least seven days before they depart for Guam or the CNMI. The eTA is valid for up to two years or until the passport expires. A new eTA must be obtained if the traveller's name is changed, if the passport, changes their name, gender, or country of citizenship, or if their previous responses to the eligibility questions on Form I-736 change. Travellers under the G-CNMI VWP with dependents that expire six months or less will not receive an approved eTA. Learn more and apply for an electronic travel authorization [here](http://www.G-CNMI-eTA.cbp.dhs.gov).

The G-CNMI VWP allows eligible citizens from 14 countries to travel to Guam and/or the CNMI without the need for an physical visa. Travellers must present a round-trip ticket and a confirmed departure date not exceeding six days from the date of submission to be considered eligible.



www.G-CNMI-eTA.cbp.dhs.gov

<https://q-cnmi-eta.cbp.dhs.gov/>

as of 11 October 2024

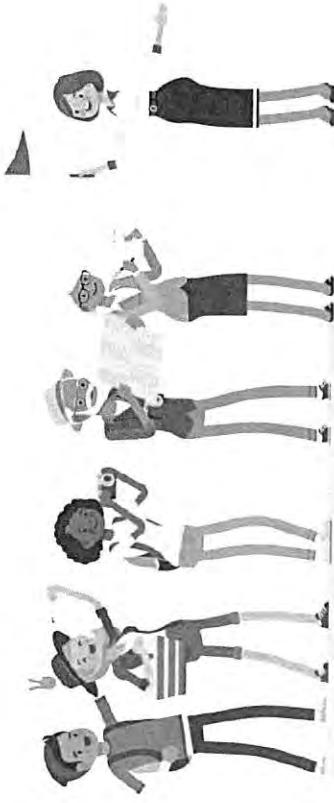
GVB1526

CALLOUT FOR TOUR GUIDES



CONNECT WITH OUR VISITORS: BECOME AN ENGLISH OR TAGALOG SPEAKING TOUR GUIDE

- Participate in the Tour Guide Certification Program (TGC)
- GUAM COMMUNITY COLLEGE conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities



<https://www.guamvisitorsbureau.com/destination/visitor-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

If interested, please
click link for more info

MEMBERSHIP BENEFIT

CALLOUT FOR BROCHURES

GVB will display and distribute your company brochures to visitors at the Bureau's front office and concierge service desks located at the Guam International Airport and the Guam Premium Outlets.

If interested, please provide at least 500 brochures (each language).



APPLY ONLINE HERE

The payment online via the GVB Membership Extent. After selecting the application form below, the payment can be found in the payment section. If the form is not available, please log in or other form to the GVB. If you still are unable to locate, please contact GVB at (671) 475-4600.

Click here for payment instructions. (For available in this form to the GVB. If you have any questions, please contact GVB at (671) 475-4600 or email us at membership@visitguam.com.)

Please let us know via email at membership@visitguam.com if you contact us about account access. GVB will let you know if you have logged in before.

Log in <https://www.visitguam.com> (Be sure that this is a valid URL) and you can log in account access. GVB will let you know if you have logged in before.

Account Information

Account Type:

Application Type:

New Member Renewing Member

With Valid Membership Card

Account Name:

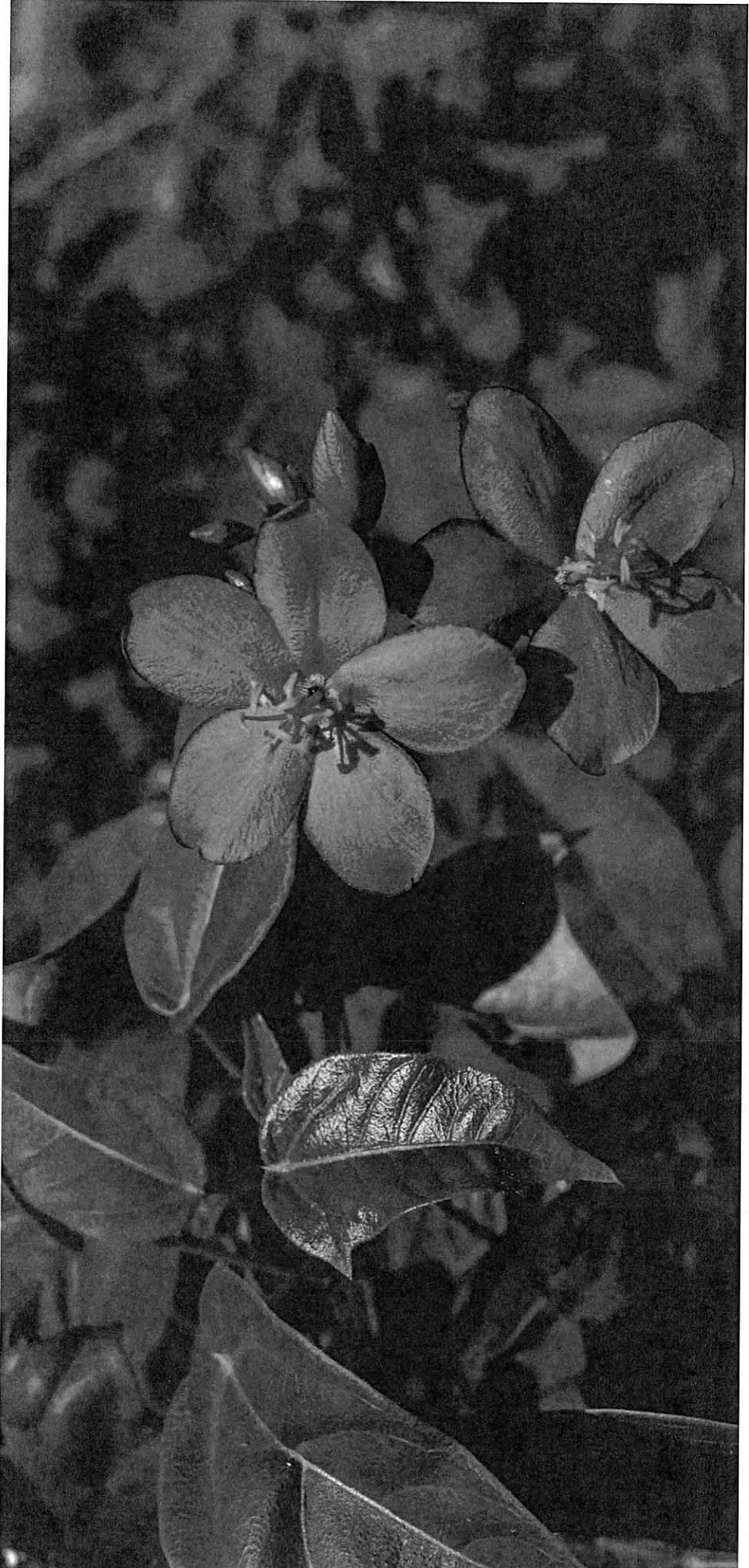
First Name:

Business Name:

Website Address:

Download our
membership
application from our
GVB website.

<https://www.visitguam.com/membership-application/>



MARKET INTELLIGENCE REPORT

As of October 11, 2024 and may be subject to change.



MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for October remains at 47,970; November at 39,668; and December at 45,843.
- Japan Airlines 2024 flight schedule shown in appendix
- Shown in appendix are: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

TAIWAN

- Taiwan expands incentive scheme to attract repeat foreign visitors.
- Over 200 flights canceled as Typhoon Krathon landfall imminent.
- Shown in appendix are: airline updates; marketing activities; etc.

SOUTH KOREA

- Total outbound seat capacity for October remains at 38,072; November at 30,552; and December at 34,426.
- Shown in appendix are: media monitoring of press releases; and SNS weekly activity

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in October 2024 and are offering specials
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX

GVB1532