



APPENDIX

As of October 11, 2024 and may be subject to change.



JAPAN



JAPAN MARKET INTELLIGENCE



JTB LAUNCHES TOUR FOR JAPAN VS. GUAM IN FIBA ASIA CUP 2025

- JTB organized a special tour offering opportunities to watch the 2024 FIBA Asia Cup Qualifier match between Japan and Guam.
- The tour called 'AKATSUKI JAPAN plus+ Official Support Tour in Guam,' included a 2N3D package departing from Narita with accommodations at Hotel Nikko Guam.
- The application period ran from October 1-6, 2024 and was only available for members of AKATSUKI JAPAN plus+



**AKATSUKI
JAPAN plus+**

**FIBA
ASIA CUP
2025 QUALIFIERS**

as of 11 October 2024

GVB1535

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - OCTOBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA827	NRT	11:50 / 13:00	Daily	5,146
	Available	UA 197	NRT	17:00 / 2145	Daily	5,146
	Suspended	UA874	NRT	2105/ 150+1	Daily	0
	Suspended until Oct 26, 2024.	UA 865	NRT	17:25/ 22:10	Daily	4,648
	Available	UA841	NRT	17:55/ 22:40	Mon, Wed, Fri, Sat	2,490
	Available	UA 848	HND	23:55/ 4:45+1	Daily	5,146
	Available	UA 136	NGO	1140 / 16:15	Daily	4,814
	Available	UA 172	NGO	20:50 / 120+1	Daily	5,146
	Available	UA 150	KIX	1100 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:45/ 120+1	Tue, Thu, Sat	1,992
Available	UA 166	FUK	1105 / 16:16	Daily	4,316	
				TTL		43,990

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	9:30 / 14:15	Tue, Wed, Thu, Sat, Sun	3,980
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	7C314	KIX	10:10 / 14:50	Tue	-
				TTL		3,980

OCTOBER TOTAL OUTBOUND SEAT CAPACITY : 47,970

GVB1536

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - NOVEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:50 / 16:00	Daily	4,980
	Available	UA 97	NRT	17:00 / 21:45	Daily	4,980
	Suspended	UA 874	NRT	21:05 / 15:0 +1	Daily	0
	Available	UA 865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45 +1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:15	Daily	4,482
	Available	UA 172	NGO	20:50 / 12:0 +1	Daily	4,980
	Available	UA 150	KIX	11:00 / 15:45	Daily	4,980
	Available	UA 178	KIX	20:45 / 12:0 +1	Tue, Thu, Sat	1,328
Route Discontinued After Oct 26, 2024						0
TTL						33,698

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30 / 14:15	Daily	5,970
t'way	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 374	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 384	KIX	10:10 / 14:50	Tue	-
TTL						5,970

NOVEMBER TOTAL OUTBOUND SEAT CAPACITY : 39,668

GVB1537

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - DECEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Available from Dec 9, 2024	UA874	NRT	21:20 / 2:05+1	Daily	3,818
	Available	UA865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,822
	Suspended	UA841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 186	NGO	11:40 / 16:15	Daily	5,146
	Available	UA 172	NGO	20:50 / 1:20+1	Daily	5,146
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:45 / 1:20+1	Tue, Thu, Sat	2,158
Route Discontinued After Oct 26, 2024						0
TTL						39,674

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
t'way	Suspended	TW311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
JEJUair	Suspended	7C374	KIX	10:10 / 14:50	Daily	-
	Suspended	7C384	KIX	10:10 / 14:50	Tue	-
TTL						6,169

DECEMBER TOTAL OUTBOUND SEAT CAPACITY : 45,843

GVB1538

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - APPENDIX Japan Airlines 2024 Flight Schedule

2024	OPERATION DATE		SEAT CAPACITY
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, 31	18	3,582
April	1, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 30	22	4,378
May	1, 2, 3, 4, 5, 6, 8, 9, 11, 12, 13, 15, 16, 18, 19, 20, 22, 23, 25, 26, 27, 29, 30	23	4,577
June	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 15, 16, 17, 19, 20, 21, 22, 23, 24, 26, 27, 29, 30	23	4,577
July	1, 2, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 31	23	4,577
August	3, 4, 7, 8, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 31	22	4,378
September	1, 2, 4, 5, 7, 8, 9, 11, 12, 14, 15, 16, 18, 19, 21, 22, 23, 25, 26, 28, 29, 30	22	4,378
October	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 14, 15, 16, 17, 19, 20, 22, 23, 24, 25	20	3,980
November	Daily	30	5,970
	TTL		58,307

GVB1539

JAPAN MARKETING ACTIVITIES



GUAM VISITORS BUREAU EXHIBITS AT JAPAN TOURISM EXPO

- September 26-29, 2024
- GVB participated in the Tourism EXPO Japan 2024 at Tokyo Big Sight
- Over 1,000 companies and organizations from 80 countries and regions exhibited at the event
- Over the four day period, over 182,900 visitors attended the expo
- GVB and its members engaged in business networking and offered activities that allowed visitors to experience Guam's culture, cuisine, and nature through performances and fun events.
- GVB members that attended the expo included the following:
 - Baldyga Group; Royal Orchid Guam; PHR-The Tsubaki Tower; Hilton Guam Resort & Spa; Hotel Nikko Guam; Pacific Islands Club; RIHGA Royal Laguna Guam; Arluis Wedding; Guam Premier Outlets; Crowne Plaza Resort Guam; Guam Plaza Resort; Dusit Thani Guam Resort; Dusit Beach Resort Guam; Dusit Place; Lotte Hotel Guam; Skydive Guam; Choice Broadcasting; Japan Guam Travel Association (JGTA); and United Airlines



JAPAN MARKETING ACTIVITIES



GVB AND H.I.S. LAUNCH JOINT “WELLNESS ISLAND PROJECT”

- September 27, 2024
- GVB signed an agreement with H.I.S. during the Tourism Expo Japan
- A ceremony was held to officially launch the “Wellness Island Project”
- The aim of the project is to promote Guam as a wellness and fitness destination with the goal of attracting more than 50,000 visitors in 2025
- GVB President & CEO Carl T.C. Gutierrez expressed his pride in the partnership with H.I.S. stating “We are proud of our collaboration with H.I.S. to highlight Guam’s culture, natural resources, and wellness and fitness events.”
- President Gutierrez also shared his gratitude towards H.I.S. Executive Officer Kozo Arita for his dedication to Guam and hopes to expand the initiative across the entire Mariana Islands.



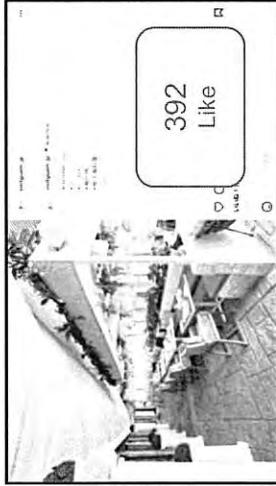
SNS HIGHLIGHT



The following table summarizes the 18 social media posts shown in the highlight:

Post Number	Image Description	Like Count
1	Interior view of a restaurant or cafe with people dining.	525
2	Aerial view of a large parking lot filled with cars.	614
3	A person in a white shirt holding a large, colorful bouquet of flowers.	122
4	A person in a white shirt holding a large, colorful bouquet of flowers.	85
5	A person in a white shirt holding a large, colorful bouquet of flowers.	549
6	A person in a white shirt holding a large, colorful bouquet of flowers.	396
7	A person in a white shirt holding a large, colorful bouquet of flowers.	169
8	A person in a white shirt holding a large, colorful bouquet of flowers.	9
9	A person in a white shirt holding a large, colorful bouquet of flowers.	88
10	A person in a white shirt holding a large, colorful bouquet of flowers.	103
11	A person in a white shirt holding a large, colorful bouquet of flowers.	619
12	A person in a white shirt holding a large, colorful bouquet of flowers.	914
13	A person in a white shirt holding a large, colorful bouquet of flowers.	358

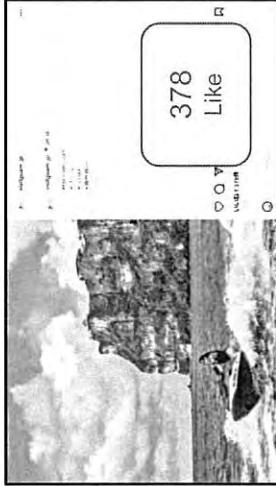
SNS HIGHLIGHT



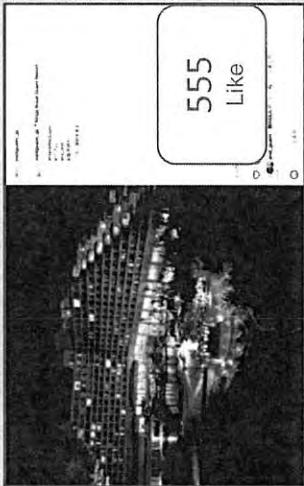
392 Like



392 Like



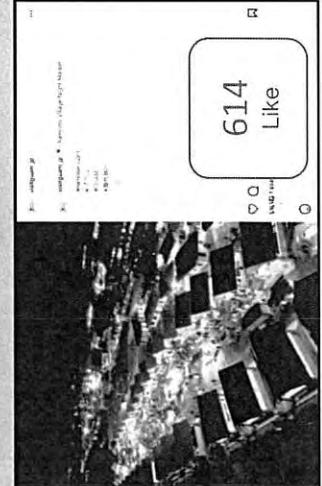
378 Like



555 Like



525 Like



614 Like



92 Like



156 Like



184 Like



170 Like



60 Like

GVB1543

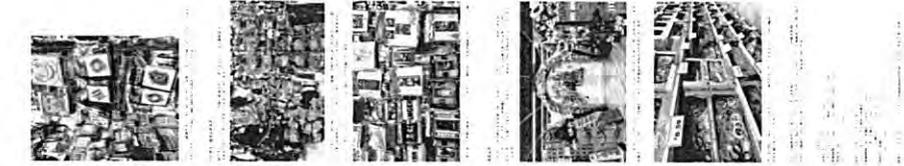
JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

A Glimpse of Halloween in Guam

In Guam, USA, Halloween is a fun event mainly for children and families. There are many Halloween items sold in Guam for outdoor decorations, costumes, parties, and interior goods. Home Depot is one of the places many Guam residents find Halloween décor. For costumes, The Underground Dungeon located in Barrigada is the perfect place to go to. On Halloween night, many residents and tourists visit the shopping malls or supermarkets for their children to go trick-or-treating. If you are traveling to Guam during the Halloween season, you and your family will have many fun activities to choose from!



Find the Latest Sneakers at Foot Locker

When visiting Guam, Foot Locker, a major American sports retailer, is a must-visit. The spacious store offers a wide range of sneakers and slippers for men, women, and children. Foot Locker carries popular brands like Nike, Adidas, Puma, Vans, Converse, and New Balance. The store also carries Japanese and European brands such as Asics, Hoka, and On. Shoppers can also find many collaboration items with familiar characters like Hello Kitty or Naruto. Comfortable, affordable, and stylish footwear has never been easier to find in Guam!



SOUTH KOREA



GUAM
VISITORS
BUREAU



GAMB 1545

KOREA MARKET INTELLIGENCE



OCTOBER AIRLINE SCHEDULE

• IN CHEON - GUAM

*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,478
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106*	DAILY	20:20	02:00+1	4,914
Jin Air	LJ913	DAILY	09:40	15:05	5,859
T'way Air	TW303	DAILY	08:45	14:10	5,859
TOTAL					32,969

*7C3106: Suspended winter season operation from Oct 27

• BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923*	DAILY	21:00	02:00+1	5,103
TOTAL					5,103

*LJ923: 4/w schedule (Mon, Wed, Fri, Sat) starting from Oct 27, except for the winter peak season [Dec.12 ~ Mar 3 (Daily)]. ferry flight on Sep 20 & Oct 24

TOTAL OUTBOUND SEAT CAPACITY: 38,072 SEATS

GVB1546

KOREA MARKET INTELLIGENCE



NOVEMBER 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	10,140
Jeju Air	7C3101*	DAILY	10:05	15:25	5,670
Jin Air	LJ913	DAILY	09:35	14:50	5,670
T'way Air	TW303	DAILY	08:05	13:30	5,670
TOTAL					27,150

*7C3101: Flight number changed from 7C3102 to 7C3101

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W (MON, WED, FRI, SAT)	20:00	01:10+1	3,402
TOTAL					3,402

*LJ921: 4/w schedule (Mon, Wed, Fri, Sat) starting from Oct 27, except for the winter peak season [Dec 12 ~ Mar 3 (Daily)], flight number changed from U923 to U921

TOTAL OUTBOUND SEAT CAPACITY: 30,552 SEATS

GVB1547

KOREA MARKET INTELLIGENCE



DECEMBER 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	10,478
Jeju Air	7C3101	DAILY	10:05	15:25	5,859
Jin Air	LJ913	DAILY	09:35	14:50	5,859
	LJ915*	DAILY	08:30	13:50	2,457
T'way Air	TW303	DAILY	08:05	13:30	5,859
TOTAL					30,512

*LJ915: Additional flight operation from Dec 19, 2024 ~ Mar 31, 2025

• BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	4W & DAILY	20:00	01:10+1	4,914
TOTAL					4,914

*LJ921: Operating 4/W (Mon, Wed, Fri, Sat) except period of Dec 12 ~ Mar 3 (Daily)

TOTAL OUTBOUND SEAT CAPACITY: 35,426 SEATS

GVB1548

KOREA MARKETING ACTIVITIES



PR/MEDIA COVERAGE

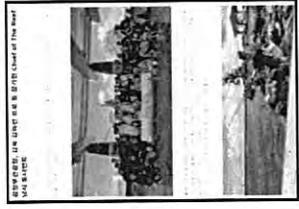
Guam Fishing Tournament "Chief of the Reef" Successfully Concludes



▶ Joong Ilbo



▶ Tour Korea



▶ TTL News



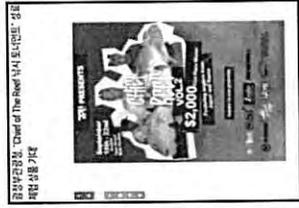
▶ Gukje News



▶ Korea Dutyfree News



▶ Mega Economy



▶ Discovery News



▶ News Road



▶ Yeonhap News

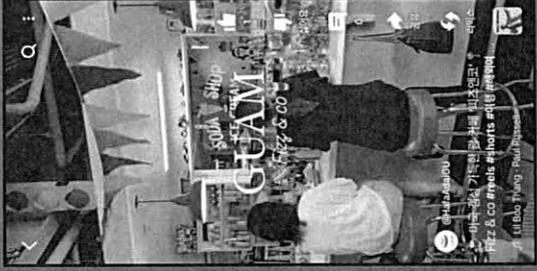
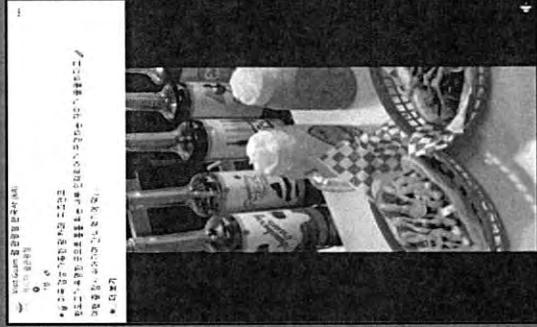
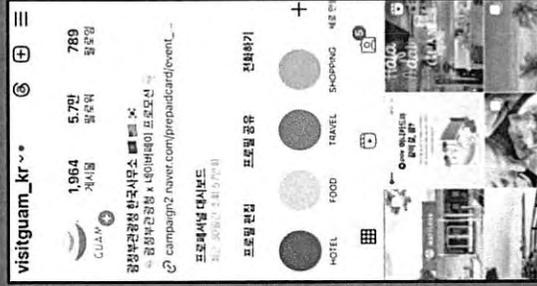


▶ Travel daily



▶ Biz World

KOREA MARKETING ACTIVITIES

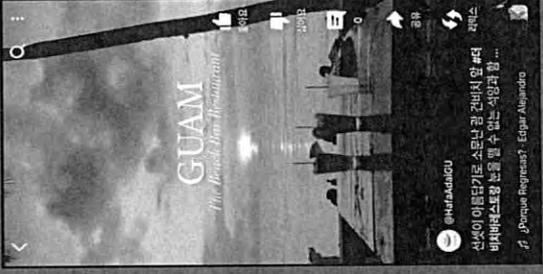
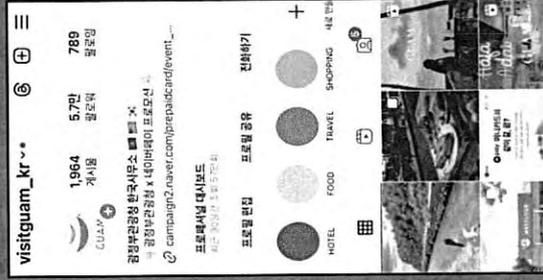


SNS WEEKLY ACTIVITY: SEPTEMBER 16-20, 2024

THEME: SEPTEMBER SNS EVENT

GV&B1550

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: SEPTEMBER 23-27, 2024
THEME: GVB x NAVER PAY PROMOTION

GVB1551

TAIWAN

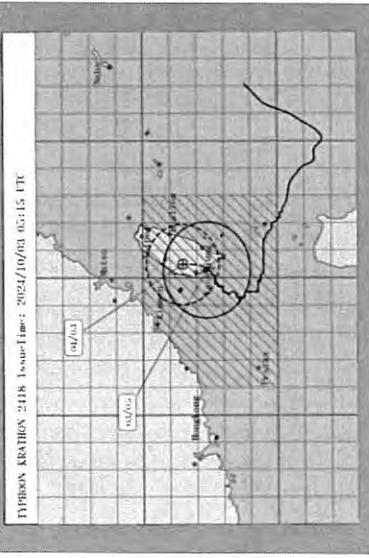


TAIWAN MARKET INTELLIGENCE



TAIWAN EXPANDS INCENTIVE SCHEME TO ATTRACT REPEAT FOREIGN VISITORS

Taiwan opened its first tourism information center in Canada, located in Richmond, near Vancouver. The center aims to attract 120,000 Canadian visitors to Taiwan in 2024, a significant increase from pre-covid numbers. This center is part of a global expansion following new offices in Mumbai, Jakarta, and Paris.



as of 11 October 2024

OVER 200 FLIGHTS CANCELED AS TYPHOON KRATHON LANDFALL IMMINENT

Over 200 flights, including inbound, outbound, and cargo, were canceled at Taiwan Taoyuan International Airport due to Typhoon Krathon's imminent landfall. Typhoon Krathon was expected to make landfall in southern Taiwan, packing maximum sustained winds of 126 kph and gusts up to 162 kph. Travelers were advised to check their flight status before heading to the airport as the typhoon continued to impact the region.

GVB1553

TAIWAN MARKETING ACTIVITIES



2024 POST-SELECTUSA INVESTMENT SUMMIT RECEPTION

- September 27, 2024
- GTO attended the 2024 Post-SelectUSA Investment Summit Reception, hosted at the residence of AIT Director Raymond F. Greene.
- The reception provided an opportunity for networking and discussing potential investments, strengthening ties between Guam, Taiwan, and the U.S.



Felix, Director of GTO, Raymond Greene, Director of AIT



2024 U.S. BUSINESS DAY WITH AIT

- October 1, 2024
- GTO attended the opening of the 2024 U.S. Business Day organized by the Department of Investment Services of the Ministry of Economic Affairs.
- The event aimed to help domestic companies grasp the latest U.S. government investment environment and opportunities.
- GTO later attended the U.S. Investment Opportunity Seminar.

GVB1554

PHILIPPINES



PHILIPPINES MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- Daily

PR110 Depart MNL 22:30 / Arrive GUM 04:15
PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

ILO to GUM Nov 04-14, 2024	MNL to GUM Nov 14-18, 2024	CEB – GUM Nov 15-18, 2024
From US \$482* Round-trip Economy	From US \$322* Round-trip Economy	From US \$371* Round-trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- Daily

UA184 Depart MNL 22:30 or 23:50 / Arrive GUM 04:15 or 5:40
UA183 Depart GUM 19:00 / Arrive MNL 21:00

- Tues/Fri

UA192 (via Koror) Depart MNL 22:20 / Arrive GUM 06:10

Featured Daily Fairs for Flights from MNL to GUM

Oct 2024	Nov 2024	Dec 2024
From US \$324* Round Trip Economy	From US \$324* Round Trip Economy	From US \$324* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>

<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The e Travel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.
<https://etravel.gov.ph>

PHILIPPINES MARKETING ACTIVITIES



PTAA EMERGING OUTBOUND DESTINATIONS

- September 26, 2024
- GVB participated in the Philippine Travel Agencies Association's 12th Emerging Outbound Destinations tabletop B2B event at Rizal Park Hotel Manila.
- Met with travel agents and discussed the potential to create/sell Guam travel packages.



GTBA TRAVEL SALE EXPO + GLOBAL TRAVEL EXCHANGE AND ROADSHOW

- September 27-29, 2024
- GVB participated in a three-day consumer show and a B2B tabletop event at the Megatrade Halls within SM Megamall in Mandaluyong.
- Guam-brand promotional items and informational brochures were given to consumers who visited the Guam booth.
- GVB won **NTO Expo Champion** and **Most Popular Booth** awards along with two (2) appreciation plaques.

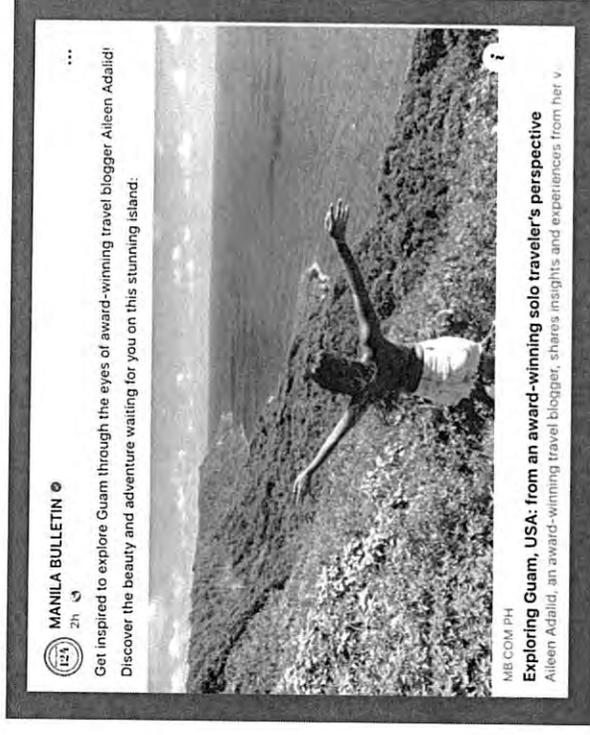
GVB1558

PHILIPPINES MARKETING ACTIVITIES



MANILA BULLETIN EDITORIAL AND FB ALBUM

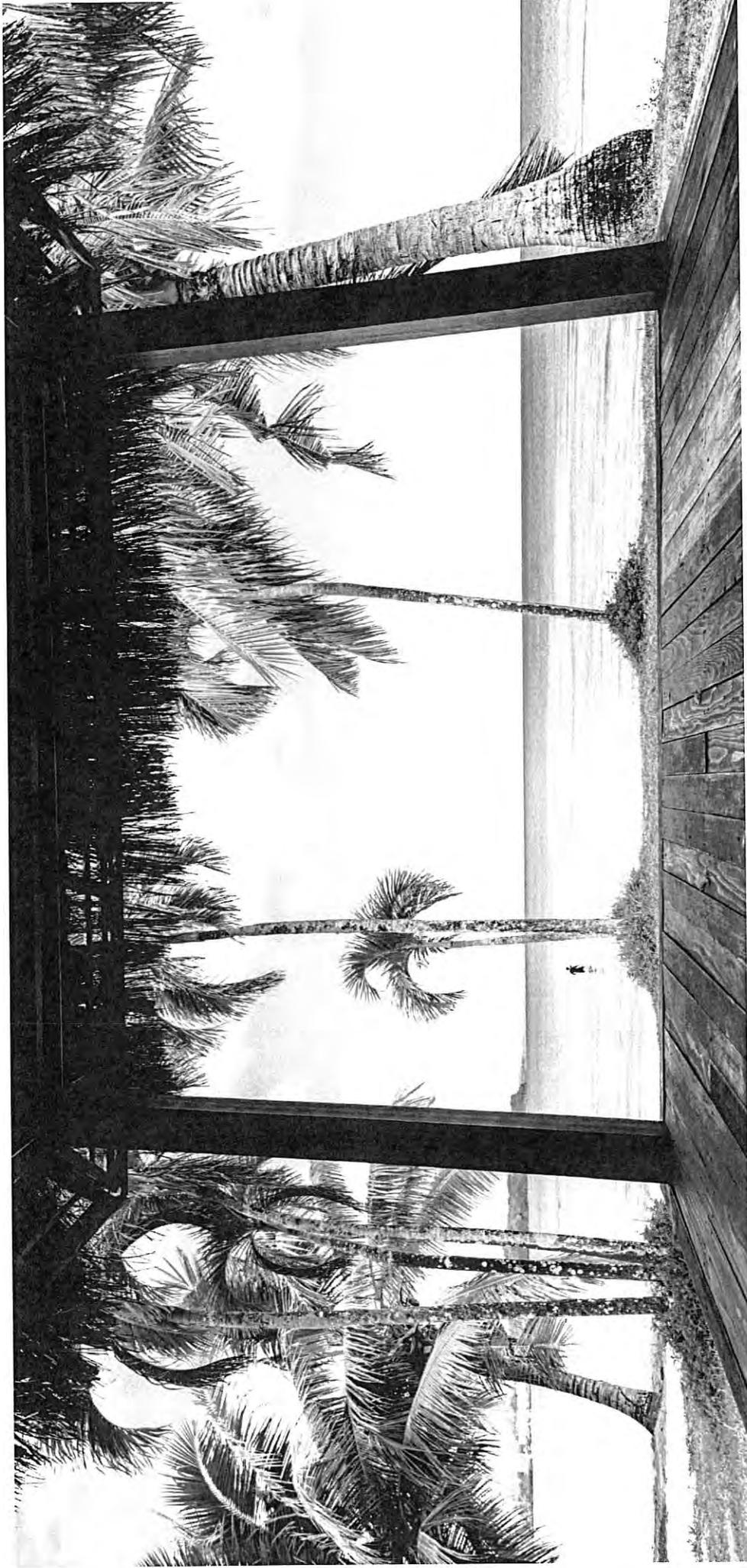
- Manila Bulletin published an article and FB album highlighting award-winning solo traveler Aileen Adalid's experience traveling to Guam.
- In the article, Aileen covers topics such as Guam's beaches, attractions, rich history, and exciting activities for all to enjoy.
- The FB album lists five things to do in Guam as recommended by Aileen Adalid.



as of 11 October 2024



GVB1559



INDUSTRY REPORT

OCTOBER 25, 2024



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DESTINATION UPDATES



UPCOMING EVENTS



4TH PINOY TRIVIA KATUWAAN LANG EVENT

The **University of the Philippines Alumni – Guam (UPAG)** is hosting its annual **Pinoy Trivia** event which aims to promote cultural, historical and other socio-educational information about the Philippines and Guam. It is a fun-filled event attended by teams from various groups, schools, companies, and associations.

Local Filipinos and Chamorros are more than welcome to participate in or attend the event. Participants can win raffle prizes such as a 65" TV, \$500 cash prize and many more!

- **Date/Time: November 16, 2024 from 1:00 – 5:00 PM**
- **Location: St. Paul Christian School Gymnasium**

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 travelers 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 travelers under the Guam-Commonwealth of the Northern Mariana Islands Visa Waiver Program (G-CNMI VWP) can apply for and receive an approved G-CNMI Electronic Travel Authorization (eTA) or complete and sign the paper Form I-736 before traveling to Guam or the CNMI region.

The new eTA provides G-CNMI VWP travelers with a faster, more efficient arrival process and eliminates the stress of completing the necessary forms at a port of entry. The new format also allows U.S. Customs and Border Protection (CBP) to pre-qualify applicants with email assistance and reduce wait times.

Automating this process increases national security by allowing CBP to vet travelers before arrival. Modernizing the paper-based process contributes to CBP's overall efforts to improve security, air efficiency and enhance the traveler experience.

Travelers are encouraged to submit their travel authorization once they book their travel or at least 5 days before departure. The eTA is valid for up to 2 years or until the passport expires. A new eTA must be obtained if the traveler is issued a new passport, changes their name, gender, or country of citizenship, or if their previous responses to the eligibility questions on Form I-736 change. Travelers under the G-CNMI VWP with passports that expire in six months or less will not receive an approved eTA.

Learn more and apply for an eTA from: www.g-cnmi-eta.cbp.dhs.gov

as of 25 October 2024

<https://g-cnmi-eta.cbp.dhs.gov/>

GVB1564

EXPLORE GUAM - MAP



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

Give visitors better access to your business, with GVB's digital map.

EXAMPLE

Valley of the Latte, LLC
 Phone: (671) 889-3342 | Email: info@valleyofthelatte.com
 150 Felton Rumford Drive, Tappelo, GU, 96915

ABOUT VALLEY OF THE LATTE, LLC
 Valley of the Latte offers a unique and once in a lifetime experience. As you stroll along the Tappelo and Uguam Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village, and guided through a breathtaking botanical garden and watch as canoes are hand crafted by Ulitao. The experience only gets better as our guides demonstrate how ancient Chamorro started their fires and show you traditional basket weaving techniques. The longer you are here, the more you realize that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality, fun-filled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and islanders to Guam have loved exploring the heart of the island and the Tappelo and Uguam rivers with us. We take pride in being Guam's only true eco-friendly and sustainable island ecotourism filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the intrepid traveler, romantic couple escapes, or childhood adventures of a lifetime. It is sure to excite you craving for more. We have special field trips, workshops, company retreats, and more. Feel free to email info@valleyofthelatte.com for more information and if you have any questions. Find us at https://www.valleyofthelatte.com/valley-of-the-latte-map/contact/

Email your updated info to:
 taylor.panglinan@visitguam.com

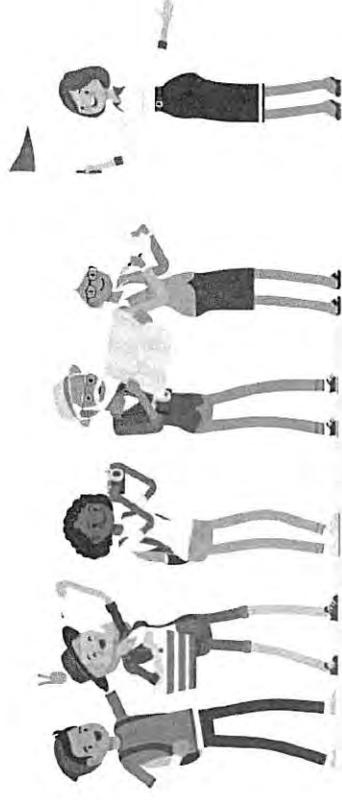
- Valley of the Latte, LLC
 Directions
 (671) 889-3342
- Valley of the Latte delivers a unique and once in a lifetime experience. As you stroll along the Tappelo and Uguam Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village, and guided through a breathtaking botanical garden and watch as canoes are hand crafted by Ulitao. The experience only gets better as our guides demonstrate how ancient Chamorro started their fires and show you traditional basket weaving techniques. The longer you are here, the more you realize that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality, fun-filled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and islanders to Guam have loved exploring the heart of the island and the Tappelo and Uguam rivers with us. We take pride in being Guam's only true eco-friendly and sustainable island ecotourism filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the intrepid traveler, romantic couple escapes, or childhood adventures of a lifetime. It is sure to excite you craving for more. We have special field trips, workshops, company retreats, and more. Feel free to email info@valleyofthelatte.com for more information and if you have any questions. Find us at https://www.valleyofthelatte.com/valley-of-the-latte-map/contact/
- Explore Guam!
- Attractions
 - Valley of the Latte, LLC
 - Big Crickets
 - Blue Persuasion Dive Boutique
 - Coco Palm Garden Beach
 - Duko Nambu de Maria Cathedral Basilica
 - Fair of Powder Sand Beach
 - Fish Eye Marine Park
 - Fish Eye Tours
 - Guam Adventures
 - Guam Bikini Island Club Cam
 - Guam Museum
 - Guam Ocean Park
 - Guam Plaza Resort & Spa
 - Guam Tropical Dive Station
 - Guam Zoological, Botanical & Marine Gardens
 - Inua (Dapini) Watching Adventure
 - Puntan Dos Amantes
 - SandCastle, Inc.
 - Skylive Guam Inc.
 - Star Tour
 - Super American Circus
 - Tappelo Falls Resort Park
 - Tropical Beach House Guam
 - Turtle Tours
 - UnderWater World
 - Valley of the Latte Adventure Park Guam

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



If interested, please click link
for more info

<https://www.guamvisitorsbureau.com/destination/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

GVB1566

MEMBERSHIP BENEFIT



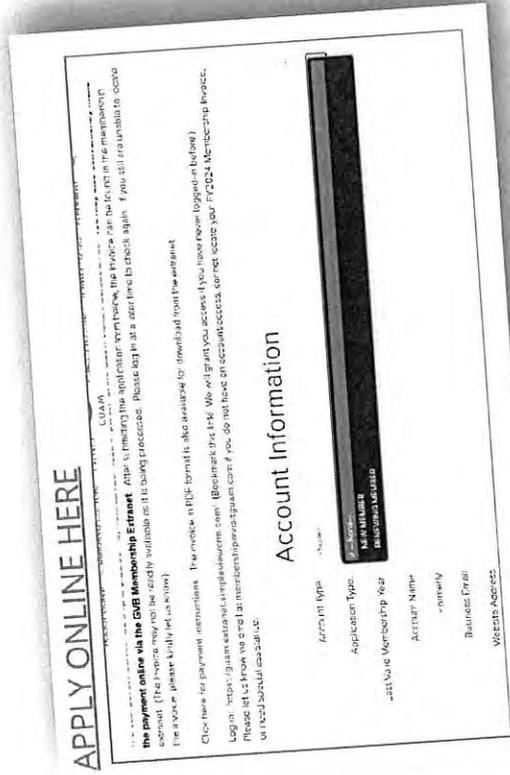
CALLOUT FOR BROCHURES

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).

Download our membership application from our GVB website.

<https://www.visitguam.com/membership-application/>





MARKET INTELLIGENCE REPORT

As of October 25, 2024 and may be subject to change.



MARKETS AT-A-GLANCE



GUAM
VISITORS
BUREAU



GAMAB 1569

MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for October remains at 47,970; November at 39,668; and December at 46,017.
- 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

- Immersive tourism exhibition in Paris focuses on Taiwan's landscapes, cultural events
- Australia, New Zealand tourists to Taiwan near pre-pandemic levels
- 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

- To cover price hikes, airlines to slap new fee
- Philippines to boost tourism promotions
- 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

GVB1570



APPENDIX

As of October 25, 2024 and may be subject to change.



JAPAN



JAPAN MARKET INTELLIGENCE



JAL TO REDUCE FUEL SURCHARGES FOR TICKETS ISSUED BETWEEN DECEMBER 2024 - JANUARY 2025

Japan Airlines (JAL) will reduce the fuel surcharge for international flights for tickets issued between December 2024 and January 2025. The fuel surcharge will be calculated based on the average market price of Singapore kerosene over a two-month period and converted into yen using the average exchange rate. From August to September, the average market price of Singapore kerosene was US \$88.69 per barrel with the exchange rate of 144.88 yen to 1 USD, equivalent to 12,849 yen.



Fuel Surcharge Amount (for travel departing from Japan, one-way, December 2024 to January 2025)

Destination	Fuel Surcharge (JPY)	USD(1 USD = 148 JPY)
South Korea, Far Eastern Russia	¥2,500	\$16.89
East Asia (excluding South Korea and Mongolia)	¥6,200	\$41.89
Guam, Palau, Philippines, Vietnam, Mongolia, Russia (Irkutsk)	¥8,000	\$54.05
Thailand, Malaysia, Singapore, Brunei, Russia (Novosibirsk)	¥13,000	\$87.84
Hawaii, Indonesia, India, Sri Lanka	¥16,000	\$108.11
North America (excluding Hawaii), Europe, Middle East, Oceania	¥25,000	\$168.92

GVB1573

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - OCTOBER

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	UA 97	NRT	17:00 / 21:45	Daily	5,146
	Suspended	UA874	NRT	21:05 / 15:0+1	Daily	0
	Suspended until Oct 26, 2024.	UA865	NRT	17:25 / 22:10	Daily	4,648
	Available	UA841	NRT	17:55 / 22:40	Mon, Wed, Fri, Sat	2,490
	Available	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40 / 16:15	Daily	4,814
	Available	UA 172	NGO	20:50 / 12:0+1	Daily	5,146
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:45 / 12:0+1	Tue, Thu, Sat	1,992
Available	UA 166	FUK	11:05 / 16:15	Daily	4,316	
TTL						43,990

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	9:30 / 14:15	Tue, Wed, Thu, Sat, Sun	3,980
f'way	Suspended	TW311	KIX	10:45 / 16:10	Daily	-
JE/air	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						3,980

OCTOBER TOTAL OUTBOUND SEAT CAPACITY : 47,970

GVB1574

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - NOVEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:50 / 16:00	Daily	4,980
	Available	UA 97	NRT	17:00 / 21:45	Daily	4,980
	Suspended	UA 874	NRT	21:05 / 15:0 +1	Daily	0
	Available	UA 865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45 +1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:15	Daily	4,482
	Available	UA 172	NGO	20:50 / 12:0 +1	Daily	4,980
	Available	UA 150	KIX	11:00 / 16:45	Daily	4,980
	Available	UA 178	KIX	20:45 / 12:0 +1	Tue, Thu, Sat	1,328
Route Discontinued After Oct 26, 2024						0
TTL						33,698
AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30 / 14:15	Daily	5,970
t'way	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
JEJUair	Suspended	7C 374	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 384	KIX	10:10 / 14:50	Tue	-
TTL						5,970

NOVEMBER TOTAL OUTBOUND SEAT CAPACITY : 39,668

GVB1575

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - DECEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:00 / 15:45	Daily	5,46
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,46
	Available from Dec 9, 2024	UA 874	NRT	21:20 / 2:05+1	Daily	3,88
	Available	UA 865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,822
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	5,46
	Available	UA 136	NGO	11:40 / 16:15	Daily	5,46
	Available	UA 172	NGO	20:50 / 120+1	Daily	5,46
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,46
	Available	UA 178	KIX	20:45 / 120+1	Tue, Thu, Sat	2,158
Route Discontinued After Oct 26, 2024						0
TTL						39,674

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL 941	NRT	9:30 / 14:15	Daily	6,169
	Available	CI	HU	21:00 / 150+1	1flight	174
	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 184	KIX	10:10 / 14:50	Tue	-
TTL						6,343

DECEMBER TOTAL OUTBOUND SEAT CAPACITY : 46,017

GVB1576

JAPAN MARKET INTELLIGENCE

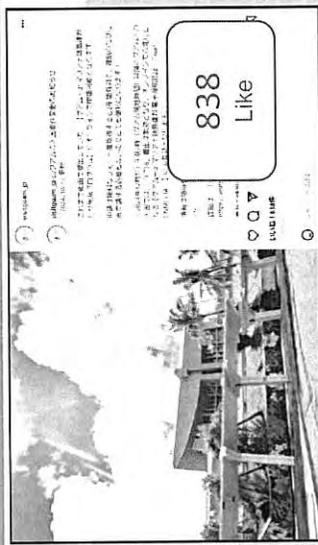


AIRLINE OPERATION - APPENDIX Japan Airlines 2024 Flight Schedule

	OPERATION DATE		SEAT CAPACITY
2024 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, 31	18	3,582
April	1, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 30	22	4,378
May	1, 2, 3, 4, 5, 6, 8, 9, 11, 12, 13, 15, 16, 18, 19, 20, 22, 23, 25, 26, 27, 29, 30	23	4,577
June	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 15, 16, 17, 19, 20, 21, 22, 23, 24, 26, 27, 29, 30	23	4,577
July	1, 2, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 31	23	4,577
August	3, 4, 7, 8, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 31	22	4,378
September	1, 2, 4, 5, 7, 8, 9, 11, 12, 14, 15, 16, 18, 19, 21, 22, 23, 25, 26, 28, 29, 30	22	4,378
October	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 14, 15, 16, 17, 19, 20, 22, 23, 24, 25	20	3,980
November	Daily	30	5,970
	TTL		58,307

GVB1577

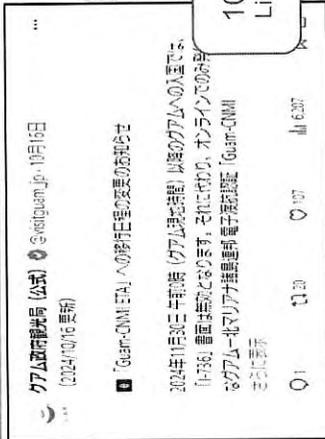
SNS HIGHLIGHT



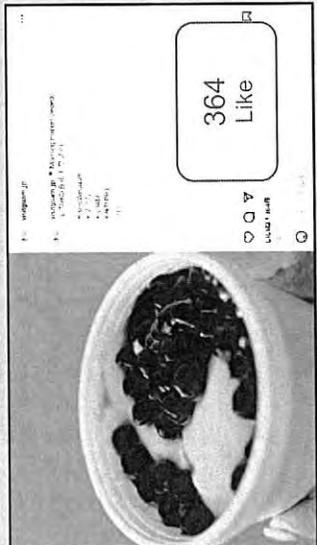
838 Like



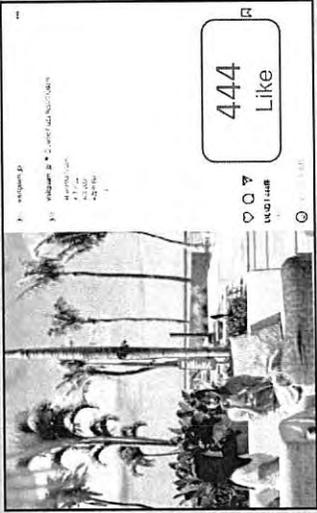
614 Like



107 Like



364 Like



444 Like

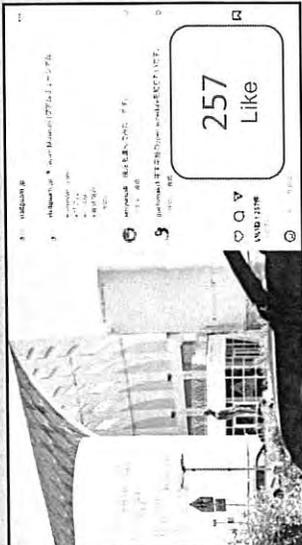


361 Like



374 Like

GVB1578



257 Like

SOUTH KOREA



KOREA MARKET INTELLIGENCE



OCTOBER 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	09:45	15:15	10,478
	7C3102	DAILY	10:40	16:05	5,859
Jeju Air	7C3106*	DAILY	20:20	02:00+1	4,914
Jin Air	LJ913	DAILY	09:40	15:05	5,859
T'way Air	TW303	DAILY	08:45	14:10	5,859
TOTAL					32,969

*7C3106: Suspended winter season operation from Oct 27

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923*	DAILY	21:00	02:00+1	5,103
TOTAL					5,103

*LJ923: 4/w schedule (Mon, Wed, Fri, Sat) starting from Oct 27, except for the winter peak season [Dec 12 ~ Mar 3 (Daily)], ferry flight on Sep 20 & Oct 24

TOTAL OUTBOUND SEAT CAPACITY: 38,072 SEATS

GVB1580

KOREA MARKET INTELLIGENCE



NOVEMBER 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	10,140
Jeju Air	7C3101*	DAILY	10:05	15:25	5,670
Jin Air	LJ913	DAILY	09:35	14:50	5,670
T'way Air	TW303	DAILY	08:05	13:30	5,670
TOTAL					27,150

*7C3101: Flight number changed from 7C3102 to 7C3101

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W (MON, WED, FRI, SAT)	20:00	01:10+1	3,402
TOTAL					3,402

*LJ921: 4/w schedule (Mon, Wed, Fri, Sat) starting from Oct 27, except for the winter peak season [Dec 12 ~ Mar 3 (Daily)], flight number changed from LJ923 to LJ921

TOTAL OUTBOUND SEAT CAPACITY: 30,552 SEATS

GVB1581

KOREA MARKET INTELLIGENCE



DECEMBER 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	10,478
Jeju Air	7C3101	DAILY	10:05	15:25	5,859
Jin Air	LJ913	DAILY	09:35	14:50	5,859
	LJ915*	DAILY	08:30	13:50	2,457
T'way Air	TW303	DAILY	08:05	13:30	5,859
TOTAL					30,512

*LJ915: Additional flight operation from Dec 19, 2024 ~ Mar 29, 2025

• B U S A N - G U A M

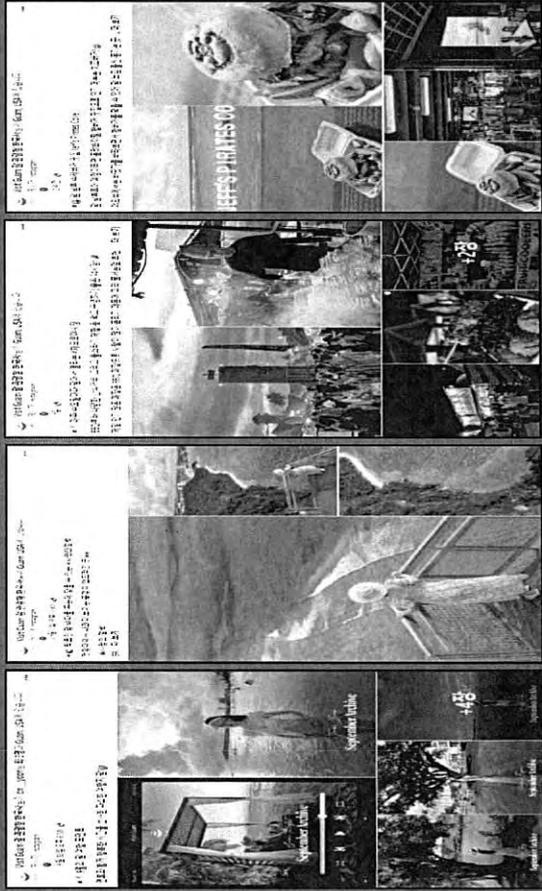
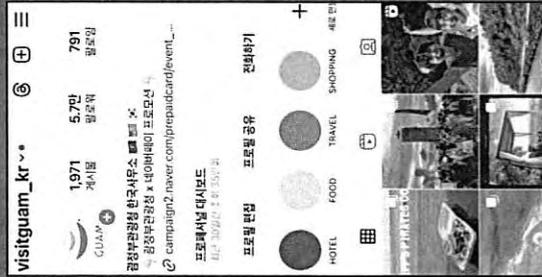
Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	4W & DAILY	20:00	01:10+1	4,914
TOTAL					4,914

*LJ921: Operating 4/W (Mon, Wed, Fri, Sat) except period of Dec 12 ~ Mar 3 (Daily)

TOTAL OUTBOUND SEAT CAPACITY: 35,426 SEATS

GVB1582

KOREA MARKETING ACTIVITIES

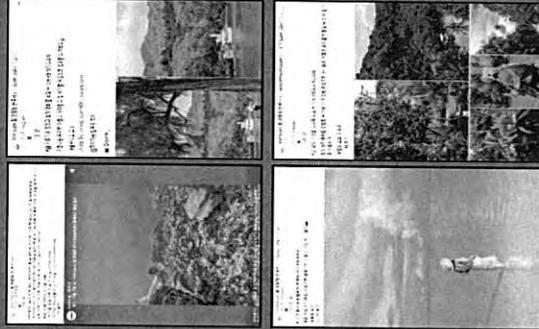
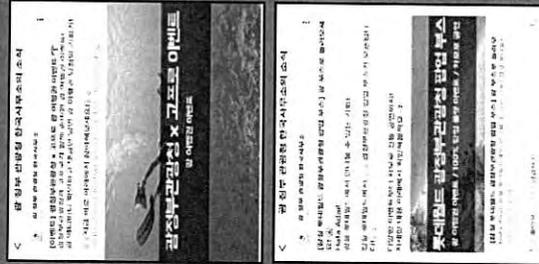
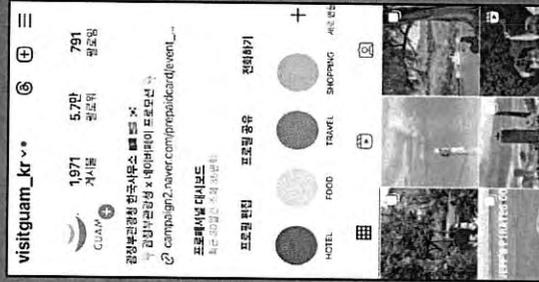


SNS WEEKLY ACTIVITY: SEPTEMBER 30-OCTOBER 4, 2024

THEME: USER GENERATED CONTENTS

GVB1583

KOREA MARKETING ACTIVITIES

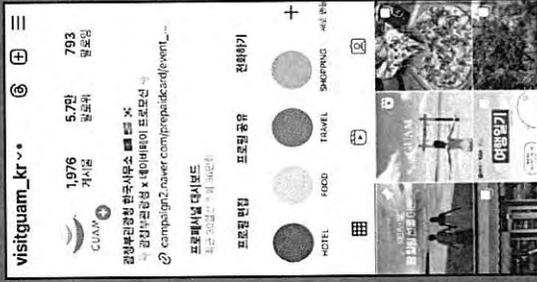


SNS WEEKLY ACTIVITY: OCTOBER 7-11, 2024

THEME: GVB x GOPRO EVENT/ GVB LITTLE WORLD ADVENTURE BOOTH

GVB1584

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: OCTOBER 14-18, 2024

THEME: THE HYUNDAI SEOUL COLOR OF GUAM EXHIBITION/ GVB X CHA MEDICAL CENTER

GVB1585

TAIWAN



GUAM
VISITORS
BUREAU

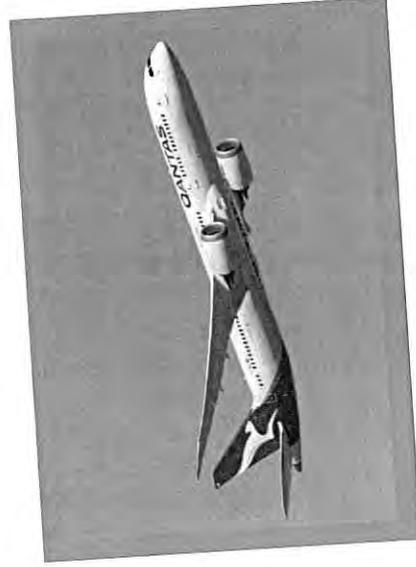
GMB1586

TAIWAN MARKET INTELLIGENCE



IMMERSIVE TOURISM EXHIBITION IN PARIS FOCUSES ON TAIWAN'S LANDSCAPES, CULTURAL EVENTS

An immersive exhibition opened in Paris, featuring activities such as Taiwanese tea tastings, lantern painting workshops, and immersive projections. The exhibition targets younger French travelers by promoting Taiwan's natural beauty, culture, and cuisine through interactive experiences and influencer collaborations. French arrivals to Taiwan have increased by 26.84% this year, with visitor numbers rebounding to 88% of the pre-pandemic level.



AUSTRALIA, NEW ZEALAND TOURISTS TO TAIWAN NEAR PRE-PANDEMIC LEVELS

Tourist arrivals from Australia and New Zealand between January and May reached 54,421, nearly 97% of pre-pandemic levels for the same period in 2019. The Tourism Administration promoted Taiwan in these markets through events in Melbourne, Brisbane, and Auckland, generating strong interest. Taiwan's new tourism slogan, "Taiwan Waves of Wonder," launched in August to further stimulate bilateral exchanges and boost visitor numbers.

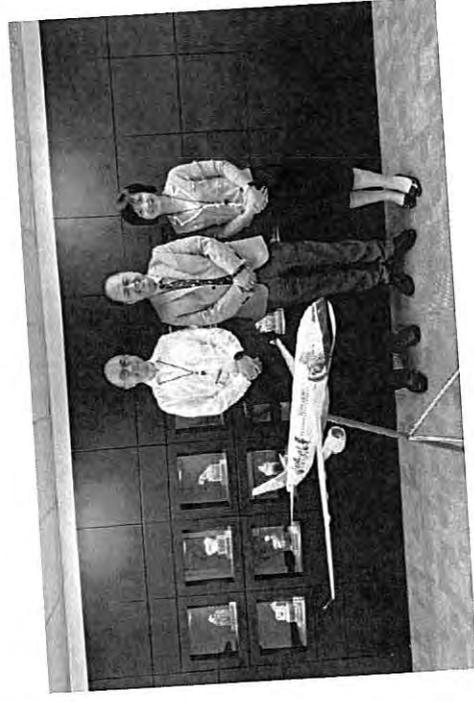
GVB1587

TAIWAN MARKETING ACTIVITIES



MEETING WITH CHINA AIRLINES IN TAIPEI

- October 9, 2024
- China Airlines is currently planning a red-eye flight trial from Taipei to Guam between November 27, 2024 – February 1, 2025, with 20 departures scheduled for Thursdays and Sundays.



NATIONAL DAY RECEPTION BY MOFA

- October 10, 2024
- Felix, Director of GTO, was invited by the Ministry of Foreign Affairs (MOF) to attend the 113th National Day Reception, along with representatives from various foreign embassies and offices.
- During the reception, Felix had the opportunity to meet with AIT Director Raymond Greene and the Minister of Foreign Affairs discussing topics including the upcoming visit of the Guam Governor to Taiwan.



GVB1588

TAIWAN MARKETING ACTIVITIES



ASOA MONTHLY MEETING IN OCTOBER

- October 11, 2024
- ASOA members reviewed upcoming events, including 2024 Taichung Jazz Festival (10/12-13) and MoFA ASOA Reception (11/21). Detailed arrangements are underway, and participating states are urged to confirm their promotional materials promptly.
- ASOA had a discussion on an invest USA Committee. AIT led the initiative with AmCham executing the committee, in the hope that ASOA will join and support efforts to facilitate greater business engagement between the three parties.
- MoFA confirmed that they will sign a long-term rental contract with WTC for a conference room, primarily for MoFA's delegation meetings with ASOA, but available for ASOA's general use.
- NASME will host biotech and healthcare events on 11/25 or 11/26 and 12/5 inviting interested state rep offices to join the half-day session for presentation.



GVB1589

PHILIPPINES



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GAMB 1590

PHILIPPINES MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- **Daily**
PR110 Depart MNL 22:30 / Arrive GUM 04:15
PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

MNL to GUM Oct 31-Nov 05, 2024	MNL to GUM Nov 09-Mar 01, 2025	CEB - GUM Dec 28-31, 2024
From US \$341 Round-trip Economy	From US \$1,158 Round-trip Business	From US \$583 Round-trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- **Daily**
UA184 Depart MNL 22:30 or 23:50 / Arrive GUM 04:15 or 5:40
UA183 Depart GUM 19:00 / Arrive MNL 21:00
- **Tues/Fri**
UA192 (via Koror) Depart MNL 22:20 / Arrive GUM 06:10

Featured Daily Fairs for Flights from MNL to GUM

Nov 2024	Dec 2024	Jan 2025
From US \$323* Round Trip Economy	From US \$323* Round Trip Economy	From US \$394* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.
<https://etravel.gov.ph/>

PHILIPPINES MARKET INTELLIGENCE



TO COVER PRICE HIKES, AIRLINES TO SLAP NEW FEE

Travelers may have to pay more for their plane tickets before the year ends, as airlines propose to collect a new fee of up to P300 per flight to cover price hikes at the Ninoy Aquino International Airport (NAIA). Domestic carriers Philippine Airlines (PAL), Cebu Pacific and AirAsia Philippines are asking the Civil Aeronautics Board (CAB) to approve the collection of a terminal enhancement fee to help recover the increasing cost of flying in NAIA.

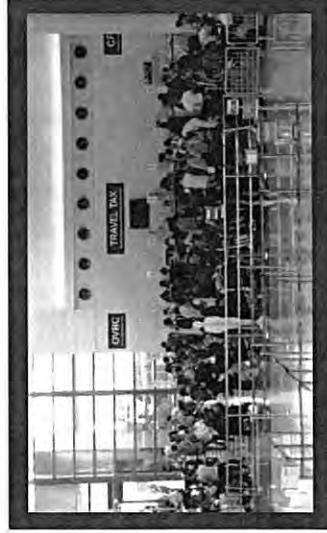
All three carriers are seeking a terminal enhancement fee of P75 per way for domestic flights, meaning a passenger going on a local round trip may have to pay P150 more. Further, Cebu Pacific is proposing a terminal enhancement fee of P300 per way for international flights, with PAL pursuing around the same rate. AirAsia Philippines is seeking P275 per way for its foreign trips, which are mostly within Southeast Asia and Northeast Asia.



PHILIPPINES TO BOOST TOURISM PROMOTIONS

The Philippines' Department of Tourism (DOT) is focusing its efforts to draw in more tourists from South Korea, the US, and Japan in a bid to hit its 7.7 million arrival target by the end of the year. Tourism secretary Christina Frasco admitted in an interview that external factors and limitations in visa policies are affecting the country's projected numbers for 2024.

Based on the latest DOT data, Philippines has reached 4.43M in international visitor arrivals as of September 2024, with South Korea as the top market. Meanwhile, she said the country's visitor receipts has already reached over 100% recovery from 2019.



GVB1592

PHILIPPINES MARKETING ACTIVITIES



Top Content by Reach

<p>Jump into the refreshing waters of... Mon Oct 14, 7:00pm ↔ 34.3K ♥ 625 👍 55 🗨️ 61</p>	<p>Follow the sign that leads to nature. Add ... Sat Oct 12, 7:00pm ↔ 6.5K ♥ 64 👍 1 🗨️ 7</p>	<p>Escape to Guam, USA for the perfect... Wed Oct 16, 7:00pm ↔ 2.4K ♥ 60 👍 0 🗨️ 8</p>	<p>Embark on a cultural journey in Guam, US... Fri Oct 18, 7:00pm ↔ 1.5K ♥ 52 👍 2 🗨️ 5</p>	<p>Give in to your wild side and go on an... Tue Oct 22, 7:00pm ↔ 1.3K ♥ 73 👍 3 🗨️ 7</p>
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Top Content by Interactions

<p>Jump into the refreshing waters of... Mon Oct 14, 7:00pm ↔ 568 ♥ 625 👍 55 🗨️ 61</p>	<p>Follow the sign that leads to nature. Add ... Sat Oct 12, 7:00pm ↔ 73 ♥ 64 👍 1 🗨️ 7</p>	<p>Escape to Guam, USA for the perfect... Wed Oct 16, 7:00pm ↔ 60 ♥ 60 👍 0 🗨️ 8</p>	<p>Embark on a cultural journey in Guam, US... Fri Oct 18, 7:00pm ↔ 56 ♥ 52 👍 2 🗨️ 5</p>
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Social Media Postings: October 11-25, 2024

<p>Jump into the refreshing waters of a bay... Mon Oct 14, 7:00pm ↔ 34.3K ♥ 625 👍 55 🗨️ 61</p>	<p>Follow the sign that leads to nature. Add ... Sat Oct 12, 7:00pm ↔ 6.5K ♥ 64 👍 1 🗨️ 7</p>	<p>Escape to Guam, USA for the perfect... Wed Oct 16, 7:00pm ↔ 2.4K ♥ 60 👍 0 🗨️ 8</p>	<p>Embark on a cultural journey in Guam, US... Fri Oct 18, 7:00pm ↔ 1.5K ♥ 52 👍 2 🗨️ 5</p>	<p>Give in to your wild side and go on an... Tue Oct 22, 7:00pm ↔ 1.3K ♥ 73 👍 3 🗨️ 7</p>
<p>Jump into the refreshing waters of a bay... Mon Oct 14, 7:00pm ↔ 568 ♥ 625 👍 55 🗨️ 61</p>	<p>Follow the sign that leads to nature. Add ... Sat Oct 12, 7:00pm ↔ 73 ♥ 64 👍 1 🗨️ 7</p>	<p>Escape to Guam, USA for the perfect... Wed Oct 16, 7:00pm ↔ 60 ♥ 60 👍 0 🗨️ 8</p>	<p>Embark on a cultural journey in Guam, US... Fri Oct 18, 7:00pm ↔ 56 ♥ 52 👍 2 🗨️ 5</p>	<p>Give in to your wild side and go on an... Tue Oct 22, 7:00pm ↔ 1.3K ♥ 73 👍 3 🗨️ 7</p>

GVB1593



INDUSTRY REPORT

NOV 8, 2024



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GUAM 1594

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DESTINATION UPDATES



UPCOMING EVENTS



4TH PINOY TRIVIA KATUWAAN LANG EVENT

The **University of the Philippines Alumni – Guam (UPAG)** is hosting its annual **Pinoy Trivia** event which aims to promote cultural, historical and other socio-educational information about the Philippines and Guam. It is a fun-filled event attended by teams from various groups, schools, companies, and associations.

Local Filipinos and Chamorros are more than welcome to participate in or attend the event. Participants can win raffle prizes such as:

- 65" TV
- \$500 cash prize
- (1) PAL roundtrip economy class GUM-MNL ticket or to any domestic destination in the Philippines

Date/Time: November 16, 2024 from 1:00 – 5:00 PM

Location: St. Paul Christian School Gymnasium



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 travelers 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 travelers under the Guam-Commonwealth of the Northern Mariana Islands Visa Waiver Program (G-CNMI VWP) can apply for and receive an approved G-CNMI Electronic Travel Authorization (eTA) or complete and sign the paper Form I-736 before traveling to Guam or the CNMI region.

The new eTA provides G-CNMI VWP travelers with a faster, more efficient arrival process and minimizes the stress of completing the new entry forms at a port of entry. The new format also allows U.S. Customs and Border Protection (CBP) to approve applicants with email assistance and create self-help kiosks.

Automating this process increases national security by allowing CBP to vet travelers before arrival. Automating the paper-based process contributes to CBP's overall efforts to improve security, integrity, and efficiency in border enforcement.

Travelers are encouraged to submit their travel information (eTA) as they book their travel or at least 5 days before departure. Travelers must submit their eTA information at least 5 days before the planned departure. A new eTA must be obtained if the traveler is issued a new passport, changes their name, gender, or country of citizenship, or if their previous response to the eligibility questions on Form I-736 change. Travelers under the G-CNMI VWP with passports that expire in six months or less will not receive an approved eTA.

Learn more and apply for an electronic travel authorization [here](https://www.g-cnmi-eta.cbp.dhs.gov).

The G-CNMI VWP allows eligible visitors from 12 countries to travel to Guam and the CNMI without the need for a Physical Visa. Travelers must obtain a round-trip ticket and a confirmed departure date not exceeding 90 days from the date of admission to be considered eligible.

[www.G-CNMI-eTA.cbp.dhs.gov](https://www.g-cnmi-eta.cbp.dhs.gov)

<https://g-cnmi-eta.cbp.dhs.gov/>

as of 08 November 2024

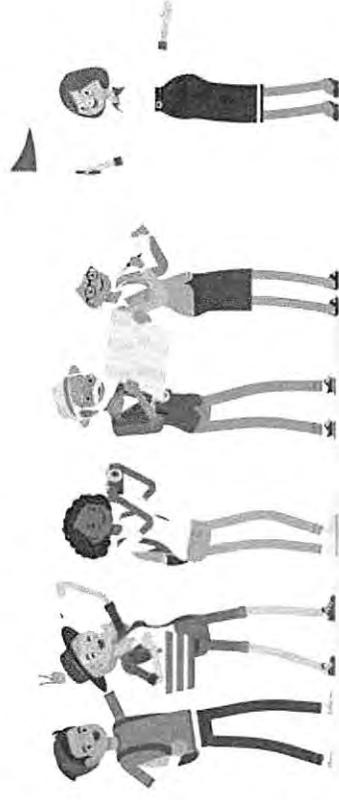
GVB1598

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



If interested, please click link
for more info

<https://www.guamvisitorsbureau.com/destination/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

MEMBERSHIP BENEFIT



CALLOUT FOR BROCHURES

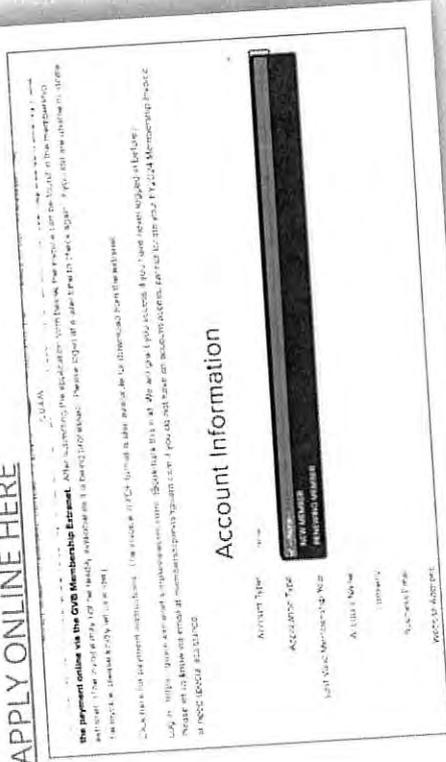
GVB will display and distribute your company brochures to visitors at the Bureau's front office and concierge service desks located at the Guam International Airport and the Guam Premium Outlets.

If interested, please provide at least 500 brochures (each language).

Download our membership application from our GVB website.

<https://www.visitguam.com/membership-application/>

APPLY ONLINE HERE



GVB MEMBER UPDATES



DUSIT GUAM PROPERTIES CELEBRATE WINS IN BANGKOK

The **Dusit Thani Guam Resort** and **Dusit Beach Resort Guam** announced their significant achievements at the annual **Dusit Leadership Conference** held in Bangkok.

- (3) Awards for Sales, Marketing & Revenue Management
- (3) Awards for Food & Beverage
- (3) Awards for Wellness
- (1) Award for Business Achievement

Also, for the fourth consecutive year, Dusit Guam properties received the People Experience Award. These achievements underscore the Guam team's focus on delivering consistent excellence in service, guest satisfaction, and brand integrity.



SPA AYUALAM WINS WORLD SPA AWARDS

Spa Ayualam in Hilton Guam Resort & Spa achieved "Guam's Best Resort Spa" at the *World Spa Awards 2024*.

Spa Ayualam is known for its high-quality techniques and warm hospitalities. Visitors may avail of Spa Ayualam services at any of their locations.

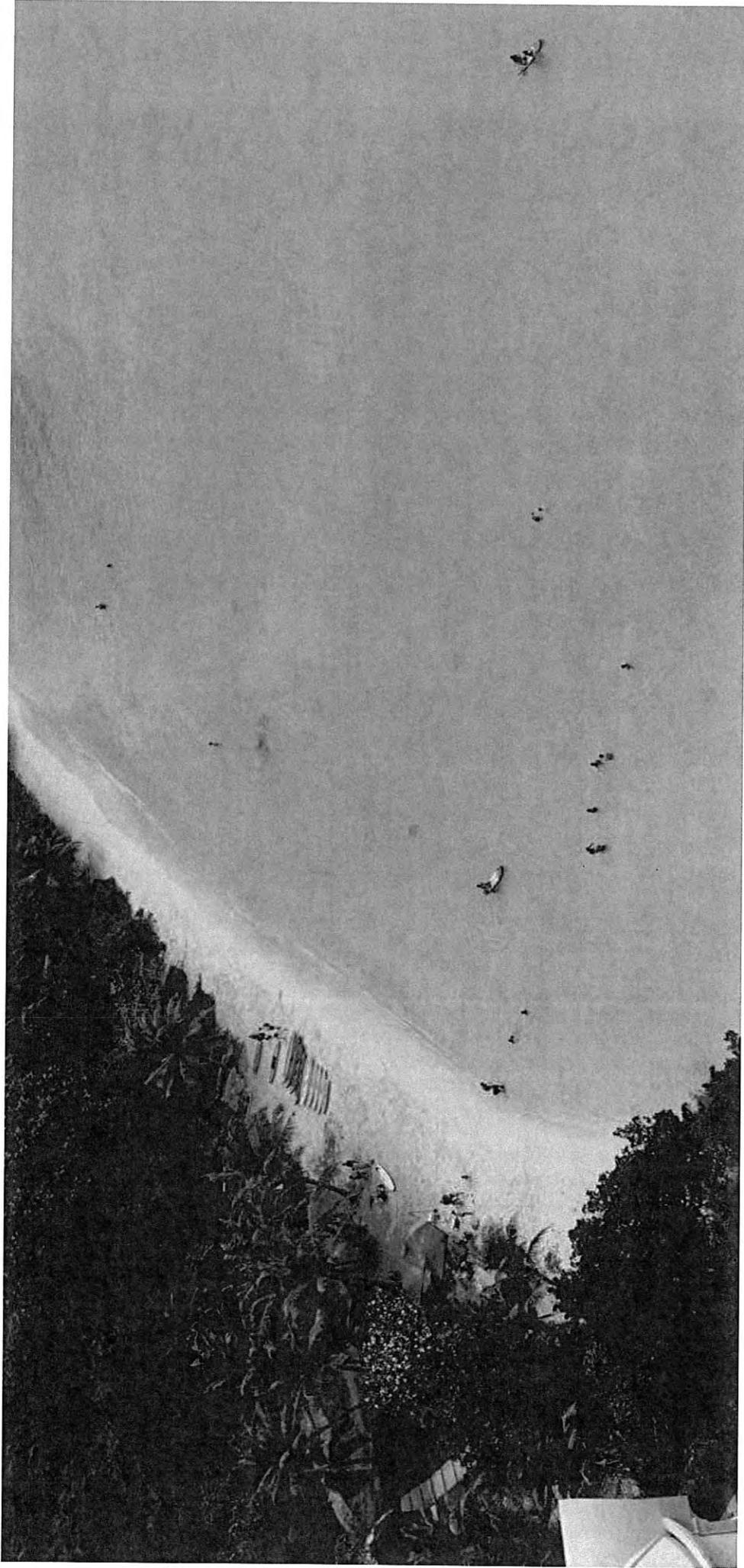
- **Hilton Guam Resort & Spa**
- **Hotel Nikko Guam**
- **RIHGA Royal Laguna Guam Resort**

The World Spa Awards serves to celebrate and reward excellence in spa and wellness tourism through the annual awards program. It aims to inspire exceptional standards and connect spa guests with the best in spa and wellness tourism.



**If you are interested in sending business updates to GVB, please send an email to info@visitguam.com*

GVB1602



MARKET INTELLIGENCE REPORT

As of November 8, 2024 and may be subject to change.



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GVR1603

MARKETS AT-A-GLANCE



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GMB1604

MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for November remains at 34,688; December at 40,871; and January at 37,543.
- 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

- Typhoon Kong-rey disrupts air, rail traffic across Taiwan
- AIT Managing Director Ingrid Larson visiting Taipei
- **Six agency events to target domestic tourists**
- China Airlines begins flights to Guam in November 2024
- **Shown in appendix are: airline updates; marketing activities; etc.**

SOUTH KOREA

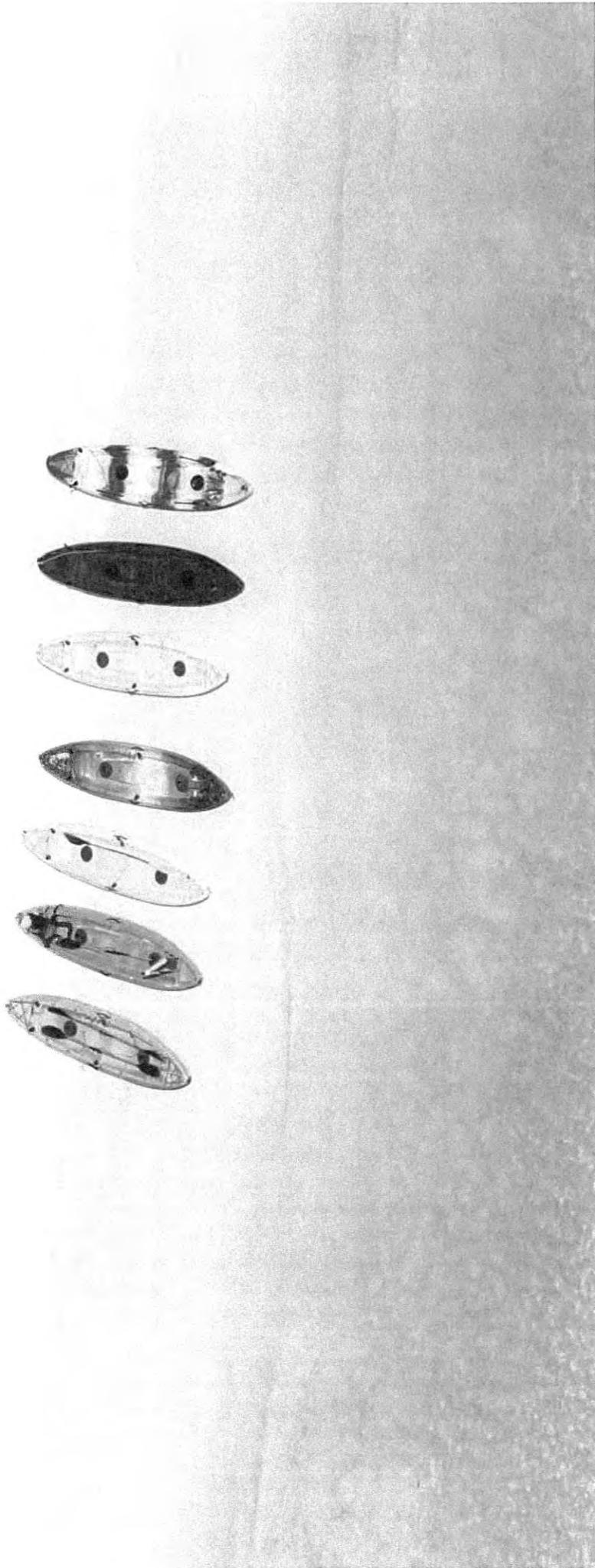
- Korean Air-Asiana merger enters final stages
- Total outbound seat capacity for November remains at 30,552; and December at 34,426.
- **Shown in appendix are: media monitoring of press releases; and SNS weekly activity**

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in November 2024 and are offering specials
- **Shown in appendix: marketing activities and social media insights**

DETAILS ARE FOUND IN THE APPENDIX

GVB1605



APPENDIX

As of November 8, 2024 and may be subject to change.



JAPAN



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GMB1607

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - NOVEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:50 / 16:00	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Suspended	UA 874	NRT	21:05 / 15:00+1	Daily	0
	Available	UA 865	NRT	17:25 / 22:00	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:35	Daily	4,482
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 12:50+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KK	11:00 / 15:45	Daily	4,980
	Available	UA 178	KK	20:45 / 12:00+1	Tue, Thu, Sat	1,328
Route Discontinued After Oct 26, 2024						0
TTL						28,718

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30 / 14:35	Daily	5,970
	Suspended	TW 311	KK	10:45 / 15:30	Daily	-
JEJUair	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 3174	KK	10:00 / 14:50	Daily	-
	Suspended	7C 3184	KK	10:00 / 14:50	Tue	-
TTL						5,970

NOVEMBER TOTAL OUTBOUND SEAT CAPACITY : 34,688

GVB1608

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - DECEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
 UNITED AIRLINES	Available	UA 827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Available from Dec 9, 2024	UA 874	NRT	21:20 / 2:05+1	Daily	3,838
	Available	UA 865	NRT	17:25 / 22:30	Mon, Wed, Fri, Sat	2,822
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40 / 16:35	Daily	5,146
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KKX	11:00 / 15:45	Daily	5,146
	Available	UA 178	KKX	20:45 / 12:0+1	Tue, Thu, Sat	2,158
	Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:35	Daily	0
TTL						34,528
AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
 JAL	Available	JL 941	NRT	9:30 / 14:35	Daily	6,169
	Available	CI	HIJ	21:00 / 1:50+1	1 flight	174
 CHINA AIRLINES	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 3174	KKX	10:10 / 14:50	Daily	-
	Suspended	7C 3184	KKX	10:30 / 14:50	Tue	-
TTL						6,343

DECEMBER TOTAL OUTBOUND SEAT CAPACITY : 40,871

GVB1609

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - JANUARY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Available from Dec 9, 2024	UA 874	NRT	21:20 / 2:05+1	Daily*	2,158
	Available	UA 865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40 / 16:35	Daily	4,316
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:45 / 12:0+1	Tue, Thu, Sat	1,328
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:35	Daily	0	
				TTL		31,374

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30 / 14:45	Daily	6,169
	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
JEUair	Suspended	7C 3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 3184	KIX	10:10 / 14:50	Tue	-
				TTL		6,169

JANUARY TOTAL OUTBOUND SEAT CAPACITY : 37,543

GVB1610

AIRLINE OPERATION - APPENDIX

Japan Airlines 2024 Flight Schedule

		OPERATION DATE		SEAT CAPACITY
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, 31		18	3,582
April	1, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 30		22	4,378
May	1, 2, 3, 4, 5, 6, 8, 9, 11, 12, 13, 15, 16, 18, 19, 20, 22, 23, 25, 26, 27, 29, 30		23	4,577
June	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 15, 16, 17, 19, 20, 21, 22, 23, 24, 26, 27, 29, 30		23	4,577
July	1, 2, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 31		23	4,577
August	3, 4, 7, 8, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 31		22	4,378
September	1, 2, 4, 5, 7, 8, 9, 11, 12, 14, 15, 16, 18, 19, 21, 22, 23, 25, 26, 28, 29, 30		22	4,378
October	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 14, 15, 16, 17, 19, 20, 22, 23, 24, 25		20	3,980
November	Daily		30	5,970
			TTL	58,307

2024

GVB1611

JAPAN MARKETING ACTIVITIES



WORLD FESTA IN NAGANO 2024

GVB Japan team participated in World Festa 2024 on November 2 at the Nagano City Invitational. The aim was to promote the exchange with Nagano City that began last year. The GVB Japan team distributed guidebooks and driving maps to raise awareness of Guam in Nagano to around 150 people. Visitors included students and teachers.



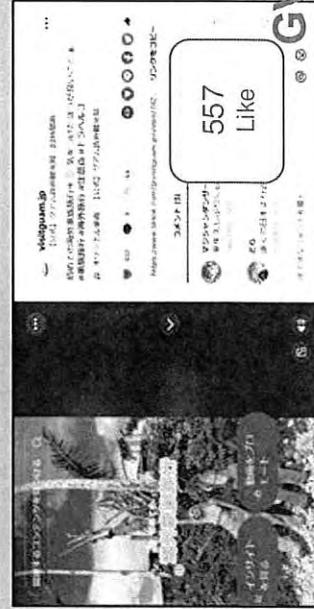
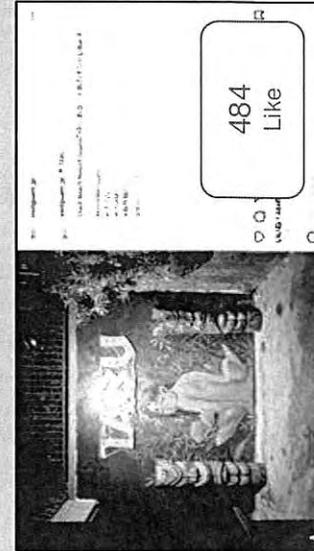
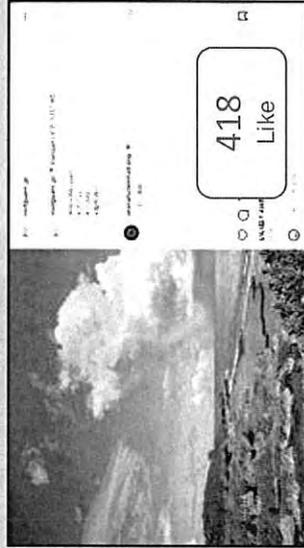
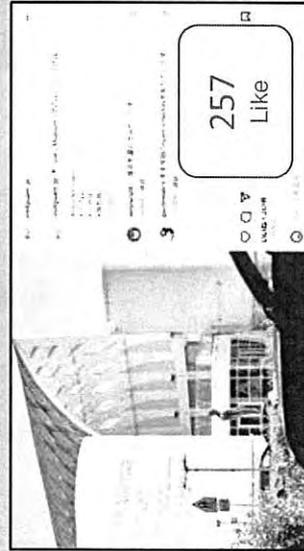
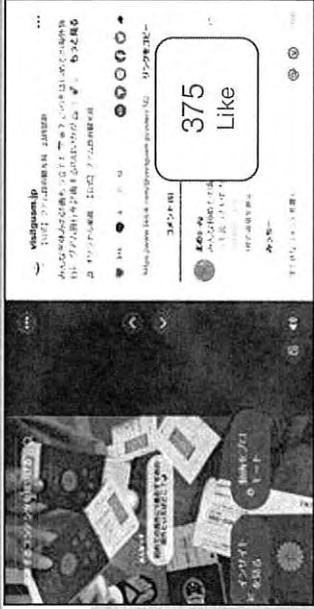
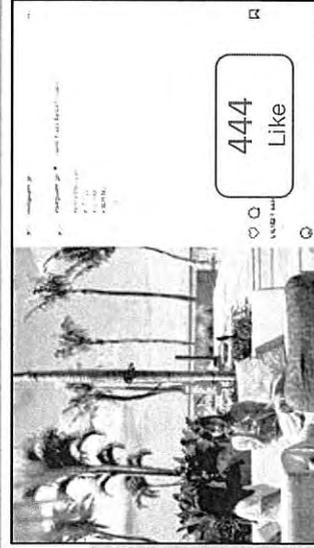
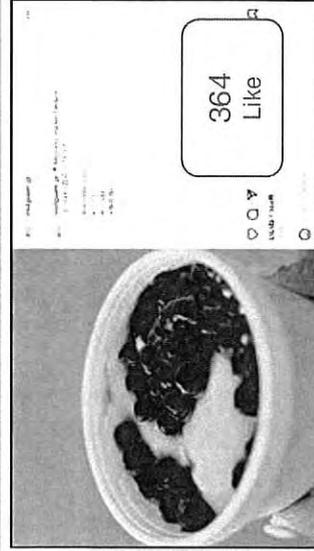
VISIT TO CIKUSEI CITY IN IBARAKI

GVB Japan visited Cikusei City in Ibaraki Prefecture as they are interested in fostering exchanges with Guam. High school students in Japan participate in exploration courses focused on topics like regional revitalization and international exchange. GVB Japan met with officials in Cikusei City to share ideas about starting small-scale exchanges with Guam.



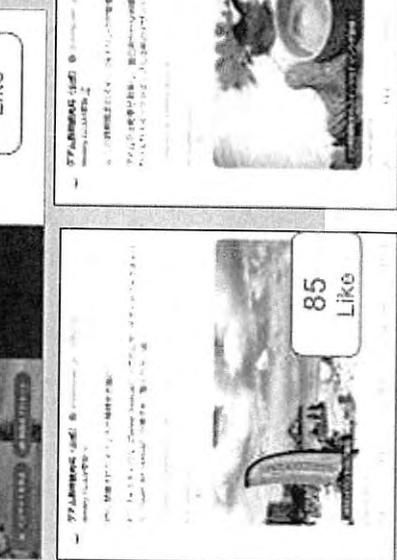
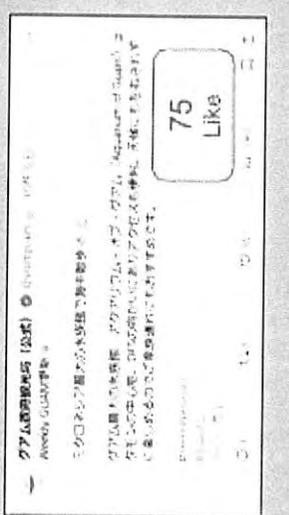
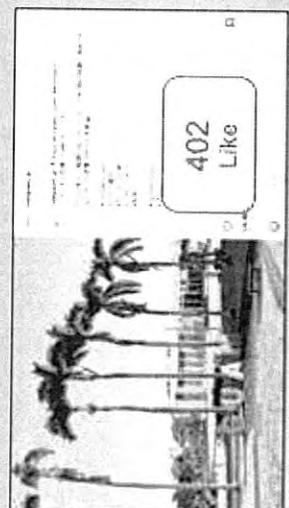
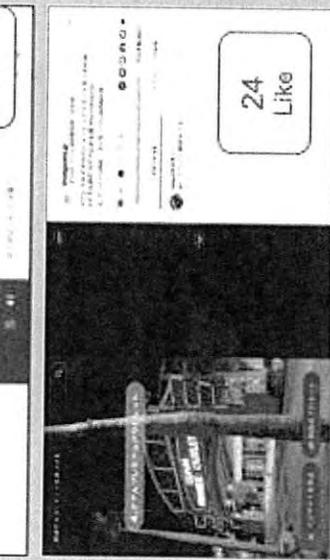
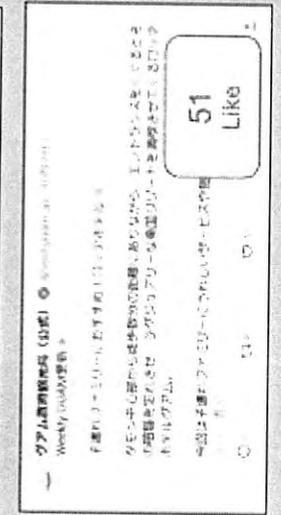
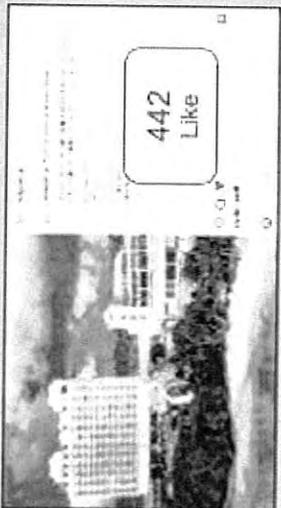
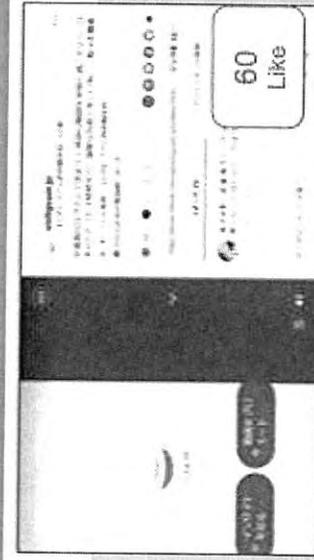
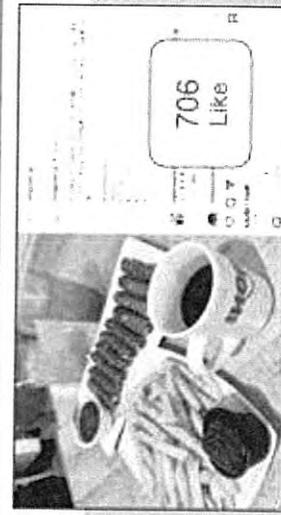
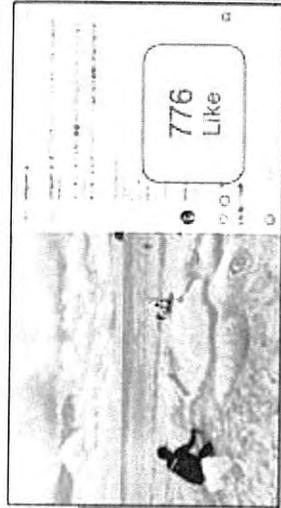
GVB1612

SNS HIGHLIGHT



GVB1613

SNS HIGHLIGHT



GVB1614

JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Sweets & Drinks Available Only This Season!

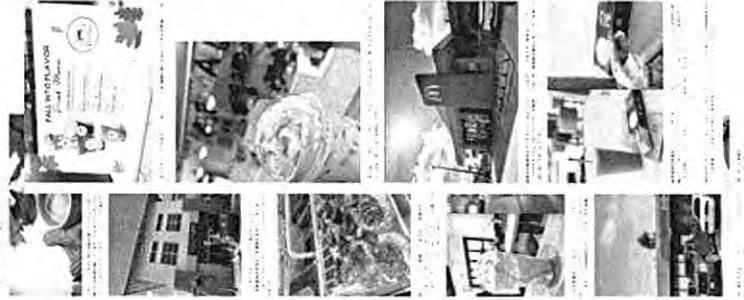
In Guam, cafes and sweet shops are full of people waiting for the arrival of autumn as desserts and drinks have appeared with fall flavors.

The first café this article highlights in infusion, a popular local café with 10 locations on Guam (including one on a U.S. military base). The fall menu includes a Pumpkin Pecan Croissant Tart, which is an autumnal combination of pumpkin and nuts; a Pumpkin Cream Cheese Muffin, which is filled with cream cheese and has a slight spice aroma; a Pumpkin Cream Muffin and more.

Another café is Patisserie Parisco, a popular sweet store that offers a wide variety of delicious French sweets, sandwiches, muffins, cookies, and drinks.

The last establishment is McDonald's, which has welcomed its annual fall-only pie, Pumpkin & Cream Pie and its Pumpkin Spiced Ice Coffee. Other cafes and sweet stores are also offering special seasonal delicacies made with pumpkin, nuts, and spices.

この時期限定のスイーツドリンクが登場!



子連れファミリーにおすすぬ！ロッチホテル



Lotte Hotel Guam - Recommended for Families with Kids!

This article introduces Lotte Hotel Guam, an ideal choice for family vacations. Lotte Hotel Guam offers a tranquil escape into a luxurious tropical resort. We will focus on the services and amenities that are especially great for families with kids.

The newly opened "Premier Bunk Bedroom" offers a bunk bed alongside two twin beds, ensuring each family member has a comfortable place to rest.

The "Bread Barbershop Poolside Club Room" is decorated with beloved characters and comes with club lounge access, making it a delightful room for both parents and children.

The "Dream High Kids Playground" is an indoor play area perfect for rainy days, with soft mats and kid-safe equipment, giving kids plenty of room to play.

Lotte Hotel Guam offers a wonderful combination of family time, kids-only activities, and adult relaxation time, ensuring every member of the family can create treasured memories.

GVB1615

JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Underwater Walks at Micronesia's Largest Aquarium

The Aquarium of Guam is conveniently located across from DFS in the center of Tumon. It is recommended for families and can be enjoyed regardless of the weather.

Visitors can witness the variety of marine life at the Aquarium of Guam. It all starts with the giant shark tooth at the entrance, which is perfect for a photo-op.

As soon as you step into the Aquarium, the sound of a waterfall echoes through the air and you are led through a dimly lit cave.

At the end of the cave, you enter a tube-shaped aquarium that is about 100 meters long. At the end of the tunnel, visitors can buy souvenirs at the gift shop.

ミクロネシア最大の水族館で海中散歩



GVB1616

SOUTH KOREA



KOREA MARKET INTELLIGENCE



TRAVEL TRADE UPDATE

“Korean Air-Asiana Merger Enters Final Stages.”

Korean Air is expected to conclude the merger review with Asiana Airlines in November. Following final approval from the European Commission(EC), if the U.S. Department of Justice(DOJ)does not file a lawsuit, the overseas merger review process will end, allowing the merger to proceed.

Approved

Suspended

Date	Country	Date	Country
February 2021	Turkey	February 2022	Singapore
April 2021	Taiwan	February 2022	South Korea
May 2021	Thailand	September 2022	Australia
May 2021	Philippines	December 2022	China
September 2021	Malaysia	March 2023	Britain
November 2021	Vietnam	January 2024	Japan

Country
European Union <i>*Under in-depth investigation</i>
United States

GVB1618

KOREA MARKET INTELLIGENCE



NOVEMBER 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	10,140
Jeju Air	7C3101*	DAILY	10:05	15:25	5,670
Jin Air	LJ913	DAILY	09:35	14:50	5,670
T'way Air	TW303	DAILY	08:05	13:30	5,670
TOTAL					27,150

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W (MON, WED, FRI, SAT)	20:00	01:10+1	3,402
TOTAL					3,402

*LJ921: 4/W schedule (Mon, Wed, Fri, Sat) starting from Oct 27, except for the winter peak season (Dec 12 ~ Mar 3 (Daily)), flight number changed from LJ923 to LJ921

TOTAL OUTBOUND SEAT CAPACITY: 30,552 SEATS

GVB1619

KOREA MARKET INTELLIGENCE



DECEMBER 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	10,478
Jeju Air	7C3101	DAILY	10:05	15:25	5,859
Jin Air	LJ913	DAILY	09:35	14:50	5,859
	LJ915*	DAILY	08:30	13:50	2,457
T'way Air	TW303	DAILY	08:05	13:30	5,859
TOTAL					30,512

*LJ915: Additional flight operation from Dec 19, 2024 ~ Mar 29, 2025

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4W & DAILY	20:00	01:10+1	4,914
TOTAL					4,914

*LJ921: Operating 4/W (Mon, Wed, Fri, Sat) except period of Dec 12 ~ Mar 3 (Daily)

TOTAL OUTBOUND SEAT CAPACITY: 35,426 SEATS

GVB1620

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

Guam Visitors Bureau Wraps Up Successful 2024 Seoul-Busan Roadshow



Discovery News (1)



Discovery News (2)



News Road



Tour Korea



TTL News



Korea Travel Times



Digital Chosun



Korea Duty free News



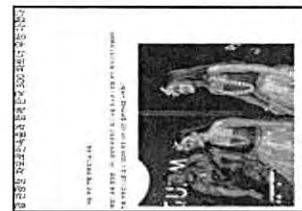
Biz World



Gukje News



Yeonhap News



Herald Economy

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

Guam Visitors Bureau Unveils Immersive 'Color of Guam' Exhibition



▶ Open News Agency



▶ Tour Korea



▶ TTL News



▶ Discovery News



▶ Digital Chosun



▶ Biz World



▶ News Journalism(1)



▶ News Journalism(2)

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

Colors of Guam Captivates Seoul: Lotte World Visitors Experience the Island's Vibrant Spirit



Maelle Economy



Edaily



Herald Economy



News Road



JoongAng Ilbo



Gukje News



Digital Chosun



News Journalism



Tour Korea



Discovery News

KOREA MARKETING ACTIVITIES



blog Guam Visitors Bureau

관여행입국서류안내 - 관-북-마리아나제도 전자여행허가 (G-CNMI ETA)

관여행입국서류안내 - 관-북-마리아나제도 전자여행허가 (G-CNMI ETA)

관여행입국서류안내 - 관-북-마리아나제도 전자여행허가 (G-CNMI ETA)



visitguam_kr

1,984 게시물

795 팔로워

56만 좋아요

관여행입국서류안내 - 관-북-마리아나제도 전자여행허가 (G-CNMI ETA)

관여행입국서류안내 - 관-북-마리아나제도 전자여행허가 (G-CNMI ETA)

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관여행입국서류안내 - 관-북-마리아나제도 전자여행허가 (G-CNMI ETA)



GUAM VISITORS BUREAU

관여행입국서류안내 - 관-북-마리아나제도 전자여행허가 (G-CNMI ETA)

관여행입국서류안내 - 관-북-마리아나제도 전자여행허가 (G-CNMI ETA)

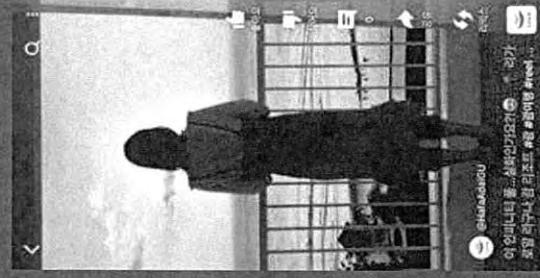
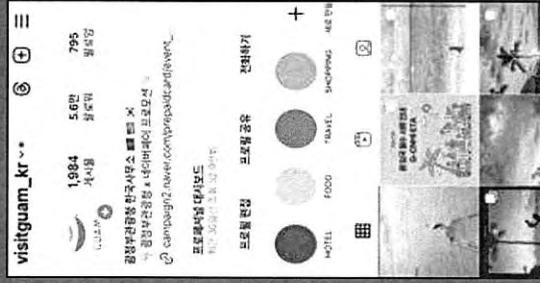
관여행입국서류안내 - 관-북-마리아나제도 전자여행허가 (G-CNMI ETA)

SNS WEEKLY ACTIVITY: OCTOBER 21-25, 2024

THEME: G-CNMI ETA ANNOUNCEMENT

GVB1624

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: OCTOBER 28 - NOVEMBER 1, 2024

THEME: GUAM LOCAL RESTAURANTS

GVB1625

TAIWAN



TYPHOON KONG-REY DISRUPTS AIR, RAIL TRAFFIC ACROSS TAIWAN

Taiwan's transportation systems experienced major disruptions as Typhoon Kong-rey forced over 240 flight cancellations at Taoyuan International Airport, affecting thousands of passengers. Both the Taiwan Railways and High-Speed Rail Corporation responded with temporary service suspensions and schedule changes to protect commuters from the typhoon's impact. The Taipei Metro also took preventive measures, suspending elevated rail services in areas most vulnerable to strong winds and heavy rain to ensure public safety.



AIT MANAGING DIRECTOR INGRID LARSON VISITING TAIPEI

American Institute in Taiwan (AIT) Managing Director Ingrid Larson's visit highlights continued US support for Taiwan, addressing issues such as economic cooperation and security alliances in the Indo-Pacific region.



Larson met with Taiwanese officials to discuss bolstering trade and cultural exchanges, a move seen as strengthening Taiwan's international standing amid regional tensions.

SIX AGENCY EVENTS TO TARGET DOMESTIC TOURISTS

The Tourism Administration is launching a series of six events with all 22 countries to boost tourism, starting next month. Visitors can win seasonal prizes and travel vouchers up to NT\$10,000 by checking in via smartphone. The program begins in Taichung and Hualien, aiming for over 200 million domestic visits and NT\$400 billion in revenue.



CI November Operation Schedule

North America		Southeast Asia		Southeast Asia		Location	
	Operation Schedule		Operation Schedule		Operation Schedule		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		
Seattle	5 flights/week	Penang	Daily	Da Nang	Daily		
New York	4 flights/week	Cebu	5 flight/week	Kagoshima	2 flights/week		
Guam	2 flights/week	Chiang Mai	5 flights/week	Phnom Penh	5 flights/week		
		Palau	4 flights/week	Yangon	3 flights/week		
				Brunei	3 flight/week		

TAIWAN MARKETING ACTIVITIES



2024 TAIPEI INTERNATIONAL TRAVEL FAIR PRE-EVENT PRESS CONFERENCE

- October 29, 2024
- GTO was invited to the 2024 Taipei International Travel Fair Pre-Event Press Conference, which was organized by Taiwan Visitors Association (TVA) to promote the upcoming ITF.
- GTO set up a booth to enhance visibility and advertise tourism on Guam. The booth was visited by the TVA Honorary President, TVA President, and the Deputy Director-General of the Tourism Administration.
- During the event, GTO engaged with some media, drawing their attention to Guam as a vacation destination, with a special focus on the upcoming resumption of direct flights by China Airlines and the CNY charter flights.



GVB1629

PHILIPPINES



PHILIPPINES MARKET INTELLIGENCE



UNITED AIRLINES INAUGURATES CEBU-TOKYO/NARITA-USA ROUTE

United Airlines launched its new Cebu-Tokyo/Narita-USA route with the first outbound flight from Cebu at the Mactan-Cebu International Airport (MCI) on October 28. The new service departs Cebu daily at 9:30 AM and arrives in Tokyo via Narita Airport at 3:15 PM the same day. The return flight from Tokyo/Narita to Cebu departs at 5:30 PM and arrives on Cebu at 10:05 PM. United operates the flight with a 737-800 with 166 seats, 16 of which are business class.

UA chose Cebu due to its high tourism activity and the large US frequent flyer community looking for unique destinations. The decision to select Cebu was influenced by its under-connected status to the US in terms of aviation services.

The new daily nonstop service provides greater choice for customers in the Philippines to travel to Tokyo with connections to the US. It is the Bureau's aim to maximize this new route to bring travelers from Cebu to Guam.



GVB1631

PHILIPPINES MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- **Daily**
PR110 Depart MNL 22:30 / Arrive GUM 04:15
PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

CEB to GUM Nov 24-Dec 06, 2024	MNL to GUM Dec 05-09, 2025	MNL – GUM Dec 08-11, 2024
From US \$576 Round-trip Economy	From US \$378 Round-trip Business	From US \$378 Round-trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- **Daily**
UA184 Depart MNL 22:30 or 23:50 / Arrive GUM 04:15 or 5:40
UA183 Depart GUM 19:00 / Arrive MNL 21:00
- **Tues/Fri**
UA192 (via Koror) Depart MNL 22:20 / Arrive GUM 06:10

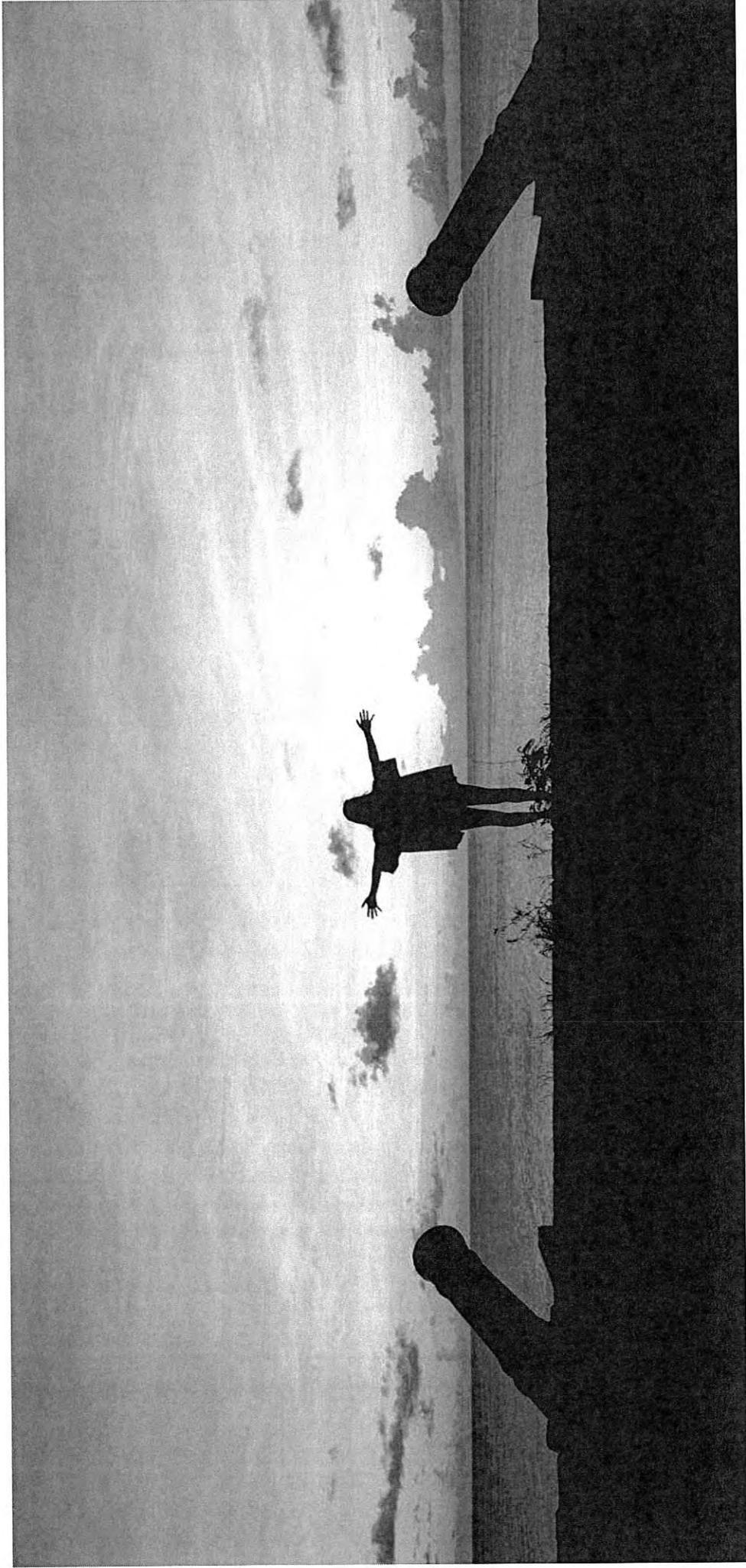
Featured Daily Fairs for Flights from MNL to GUM

Nov 2024	Dec 2024	Jan 2025
From US \$323* Round Trip Economy	From US \$465* Round Trip Economy	From US \$353* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.
<https://etravel.gov.ph/>



INDUSTRY REPORT

NOV 22, 2024



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DESTINATION UPDATES



GUAM
VISITORS
BUREAU



GVBA1636

UPCOMING EVENTS



17th ANNUAL TOUR OF GUAM

The **Guam Visitors Bureau** and **Guam Cycling Federation** will be holding its 17th Annual Tour of Guam cycling competition on **December 15, 2024**. Join the fun and sign up for either the short (42km) or long course (105km).

Participants will face over 5,500 feet of elevation on a beautiful course that winds a 'figure 8' pattern through central and southern Guam.

\$80 REGISTRATION: from 30 August – 22 November 2024, 5pm
\$100 LATE ENTRY: from 22 November – 9 December 2024, 3pm

Registration will close at 3pm, December 9 2024 – or until the 250 person capacity is reached, whichever comes first.

Participants may register online at <https://www.tourofguam.com/register.html>

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 travelers 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



Guam is just a click away with the new electronic travel authorization.



<https://g-cnmi-eta.cbp.dhs.gov/>

GVB1638

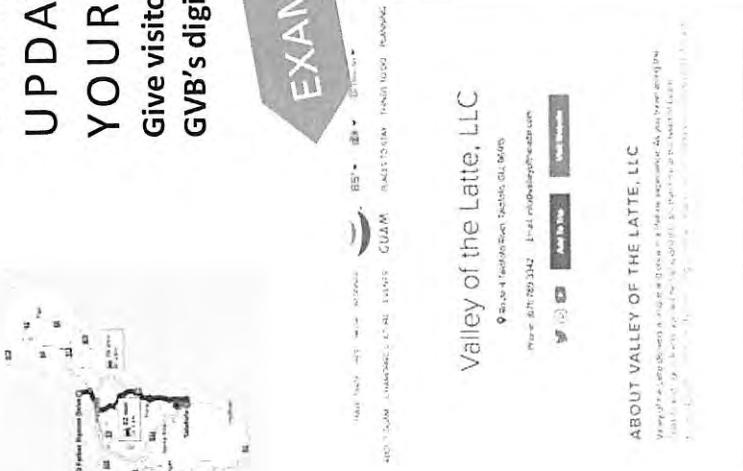
EXPLORE GUAM - MAP



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

Give visitors better access to your business, with GVB's digital map.

EXAMPLE



Email your updated info to: taylor.pangjilinan@visitguam.com

Valley of the Latte, LLC
671-789-3342

Valley of the Latte delivers a unique and once-in-a-lifetime experience. As you travel along the Tobioko and Upiam rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are sailing from start to finish. You will be welcomed by our living village and guided through a beautiful botanical garden and watch as canoes are hand-carved by Upiam. The experience only gets better as our guides demonstrate how ancient Chamorrois started their fire and show you if additional basket weaving techniques. The longer you are here, the more you realize that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality fun experiences for travelers of all ages. Valley of the Latte also awards the Golden Latte Award for the Most Outstanding Cultural Tourism Year on Guam 2015 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. Valley of the Latte is the place chosen by the people of Guam to celebrate the rich culture and heritage of the island and share it with you with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the Tobioko and Upiam rivers with us. We take pride in being Guam's only true eco-friendly and sustainable island destination filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the adventurous, romantic, family, or solo traveler. This is an adventure of a lifetime. It is sure to keep you returning for more. We have also served as venue for special events such as weddings, group field trips, birthday's, company retreats, and more. Feel free to email us at info@valleyofthelatte.com or call us at 671-789-3342 for more information and if you have any questions, please visit our website at <http://www.valleyofthelatte.com/valley-latte-map>.

- Explore Guam!
- 1. Attractions
 - 2. Valley of the Latte, LLC
 - 3. Big Claves
 - 4. Blue Heron
 - 5. Blue Heron Dive Boat
 - 6. Coral Palm Garden Beach
 - 7. La La Powder Sand Beach
 - 8. Fish Eye Marine Park
 - 9. Fish Eye Tours
 - 10. Guam Adventures
 - 11. Guam Bikini Island Club
 - 12. Guam Museum
 - 13. Guam Ocean Park
 - 14. Guam Plaza Resort & Spa
 - 15. Guam Tropical Dive Station
 - 16. Guam Zipline, Botanical & Marine Gardens
 - 17. Inna (Diggins) Watching Adventure
 - 18. Puntan Day Amenity
 - 19. SandCastle, Inc.
 - 20. SkyDive Guam, Inc.
 - 21. Star Tour
 - 22. Sober American Circus
 - 23. Tropical Fall Water Park
 - 24. Tropical Beach House Guam
 - 25. Turtle Tours
 - 26. Underwater World
 - 27. Valley of the Latte Adventure Park Guam

GVB1639

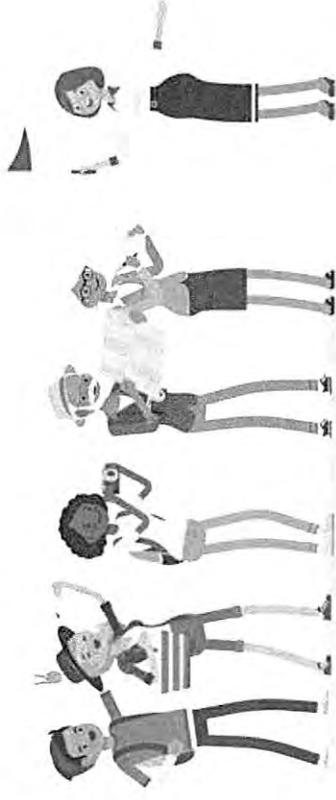
as of 22 November 2024

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



If interested, please click link
for more info

<https://www.guamvisitorsbureau.com/destination/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

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).

Download our membership application from our GVB website.



<https://www.visitguam.com/membership-application/>

APPLY ONLINE HERE

the payment online via the GVB Membership Express. After submitting the application, you will receive the membership ID within 10 business days. The membership ID will be used to access the membership benefits. Please refer to the new brochure for more information. If you do not have an account, please contact 671-752-7524. Membership is subject to the terms and conditions of the membership agreement.

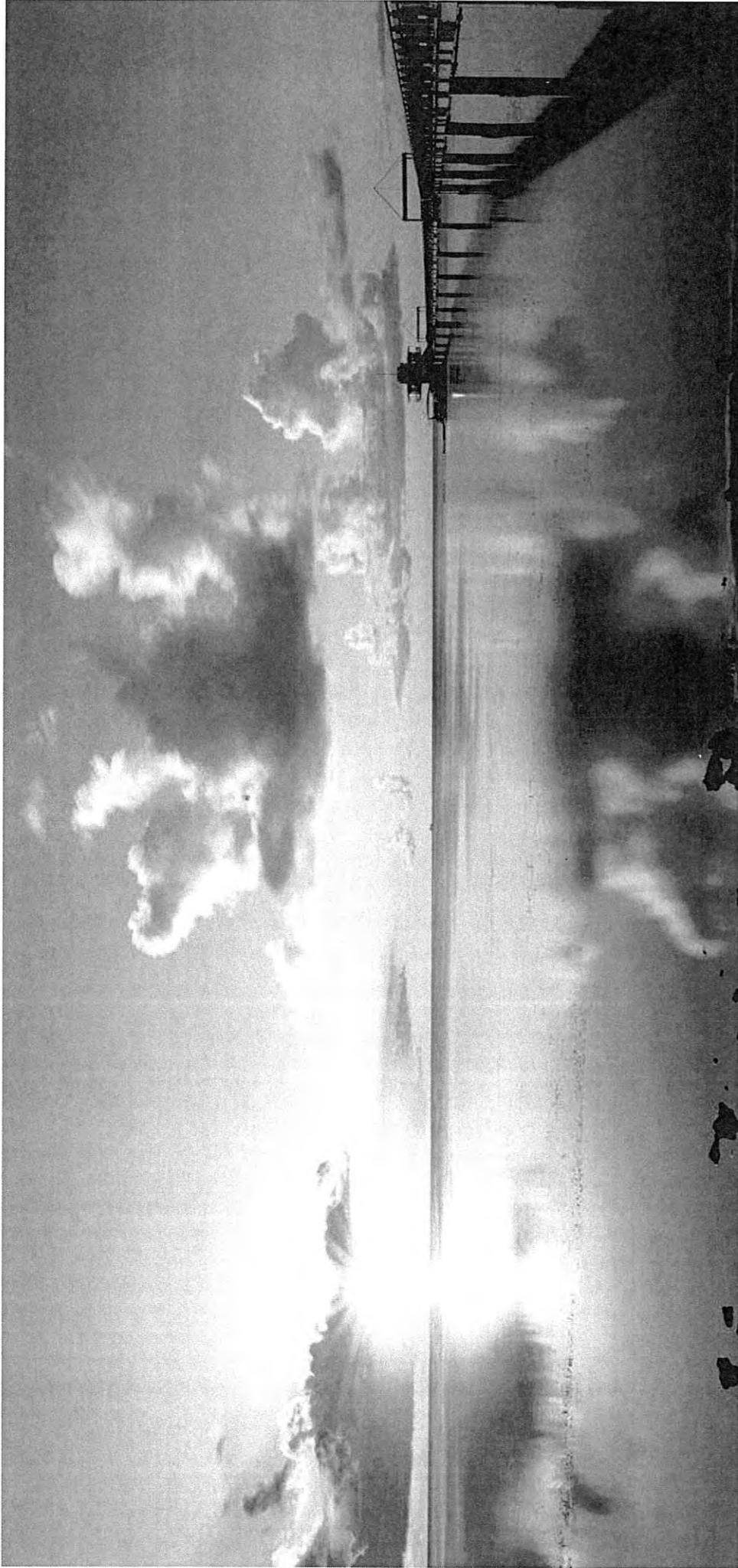
Use this form to request membership. It is a request for membership and does not constitute an offer of membership. The information provided on this form will be used to process your application. Please provide accurate information. If you do not have an account, please contact 671-752-7524. Membership is subject to the terms and conditions of the membership agreement.

Those who do not have an email address will receive a membership ID via mail. If you do not have an email address, please contact 671-752-7524. Membership is subject to the terms and conditions of the membership agreement.

If you need assistance, please contact 671-752-7524.

Account Information

Account Title	Individual
Account Type	Individual
Account Number	1234567890
Account Name	John Doe
Account Address	1234 Main St, Honolulu, HI 96813
Account Phone	808-555-1234
Account Email	john.doe@example.com
Account Status	Active



MARKET INTELLIGENCE REPORT

As of November 22, 2024 and may be subject to change.



GUAM
VISITORS
BUREAU



GUAM
1642

MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for November remains at 34,688; December at 40,871; and January at 37,543.
- 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

- US Airline plans Taipei-Guam flights
- **Taiwan's EVA Air signs letter of intent with Thai Tourism Authority**
- China Airlines begins flights to Guam in November 2024 and will continue to fly twice weekly in December
- **Shown in appendix are: airline updates; marketing activities; etc.**

SOUTH KOREA

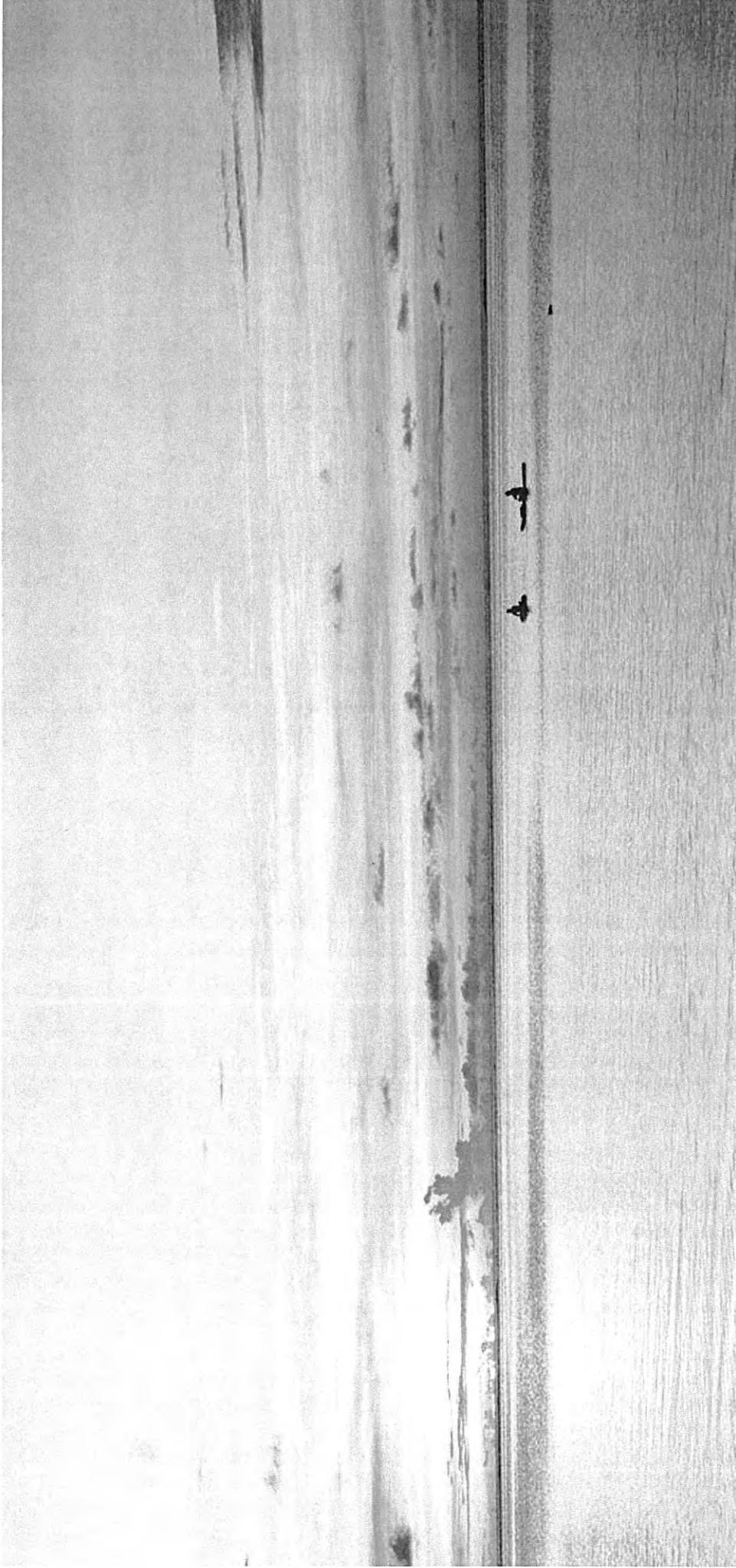
- Total outbound seat capacity for November remains at 30,552; December at 34,426; and January at 39,773.
- **Shown in appendix are: media monitoring of press releases; and SNS weekly activity**

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in November 2024 and are offering specials
- **Shown in appendix: marketing activities and social media insights**

DETAILS ARE FOUND IN THE APPENDIX

GVB1644



APPENDIX

As of November 22, 2024 and may be subject to change.



JAPAN



JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - NOVEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:50 / 16:00	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Suspended	UA 874	NRT	21:05 / 15:00+1	Daily	0
	Available	UA 865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:15	Daily	4,482
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 12:50+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KK	11:00 / 15:45	Daily	4,980
	Available	UA 178	KK	20:45 / 12:00+1	Tue, Thu, Sat	1,328
Route Discontinued After Oct 26, 2024						0
TTL						28,718

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30 / 14:15	Daily	5,970
	Suspended	TW 311	KK	10:45 / 15:10	Daily	-
Jetway	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 3174	KK	10:10 / 14:50	Daily	-
	Suspended	7C 3184	KK	10:10 / 14:50	Tue	-
TTL						5,970

NOVEMBER TOTAL OUTBOUND SEAT CAPACITY : 34,688

GVB1647

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - DECEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Availlable	UA 827	NRT	11:00 / 15:45	Daily	5,146
	Availlable	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Availlable from Dec 9, 2024	UA 874	NRT	21:20 / 2:05+1	Daily	3,818
	Availlable	UA 865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,822
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Availlable from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	5,146
	Availlable	UA 136	NGO	11:40 / 16:15	Daily	5,146
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 12:5+1	Mon, Wed, Thu, Sun	0
	Availlable	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Availlable	UA 178	KIX	20:45 / 12:0+1	Tue, Thu, Sat	2,158
Route Discontinued After Oct 26, 2024						0
TTL						34,528

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Availlable	JL 941	NRT	9:30 / 14:15	Daily	6,169
	Availlable	CI	HJ	21:00 / 15:0+1	1 flight	174
CHINA AIRLINES	Suspended	7C 1182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 3174	KIX	10:30 / 14:50	Daily	-
	Suspended	7C 3184	KIX	10:30 / 14:50	Tue	-
TTL						6,343

DECEMBER TOTAL OUTBOUND SEAT CAPACITY : 40,871

GVB1648

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - JANUARY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00/15:45	Daily	5,146
	Available	UA 197	NRT	17:00/21:45	Daily	5,146
	Available from Dec 9, 2024	UA 874	NRT	21:20/2:05+1	Daily*	2,158
	Available	UA 865	NRT	17:25/22:10	Mon, Wed, Fri, Sat	2,888
	Suspended	UA 841	NRT	17:55/22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55/4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40/16:15	Daily	4,316
	Suspended from May 7, 2024	UA 172	NGO	20:50/12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00/15:45	Daily	5,146
	Available	UA 178	KIX	20:45/12:0+1	Tue, Thu, Sat	1,328
Route Discontinued After Oct 26, 2024						0
TTL						31,374

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL1941	NRT	9:30/14:15	Daily	6,169
	Suspended	7C1B2	NRT	10:05/15:00	Daily	-
JEJUair	Suspended	7C3174	KIX	10:10/14:50	Daily	-
	Suspended	7C31B4	KIX	10:10/14:50	Tue	-
TTL						6,169

JANUARY TOTAL OUTBOUND SEAT CAPACITY : 37,543

GVB1649

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - APPENDIX Japan Airlines 2024 Flight Schedule

OPERATION DATE		SEAT CAPACITY
January	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 13, 14, 16, 18, 20, 21, 23, 25, 27, 28, 30	4,179
February	1, 3, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29,	3,184
March	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 20, 23, 24, 26, 28, 30, 31	3,582
April	1, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 30	4,378
May	1, 2, 3, 4, 5, 6, 8, 9, 11, 12, 13, 15, 16, 18, 19, 20, 22, 23, 25, 26, 27, 29, 30	4,577
June	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 15, 16, 17, 19, 20, 21, 22, 23, 24, 26, 27, 29, 30	4,577
July	1, 2, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 31	4,577
August	3, 4, 7, 8, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 31	4,378
September	1, 2, 4, 5, 7, 8, 9, 11, 12, 14, 15, 16, 18, 19, 21, 22, 23, 25, 26, 28, 29, 30	4,378
October	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 14, 15, 16, 17, 19, 20, 22, 23, 24, 25	3,980
November	Daily	5,970
TTL		58,307

2024

GVB1650

JAPAN MARKETING ACTIVITIES



JAPAN AIRLINE MISSION

- A Guam delegation led by GVB President & CEO, Carl T.C. Gutierrez and GIAA Executive Manager, John Quinata participated in aviation strategy meetings with key individuals from JAL, Jetstar Japan, and T'way.
- During the meetings, GVB and GIAA discussed the launch of flights to Guam from Japan and the challenges that will need the support and cooperation from Guam.

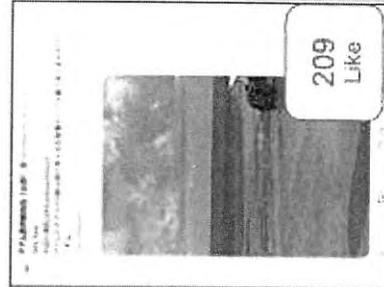
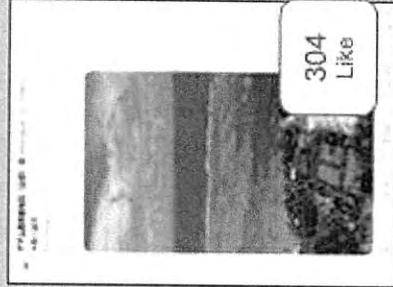
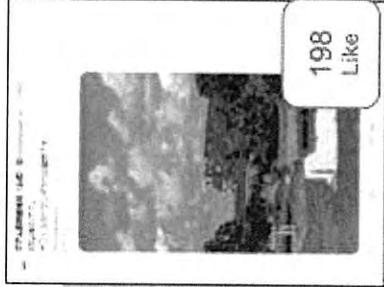
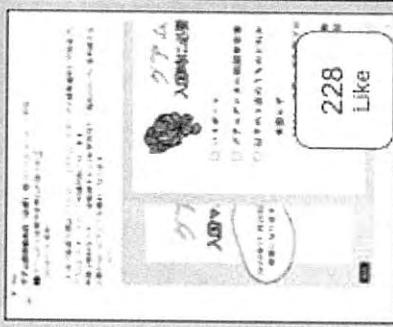
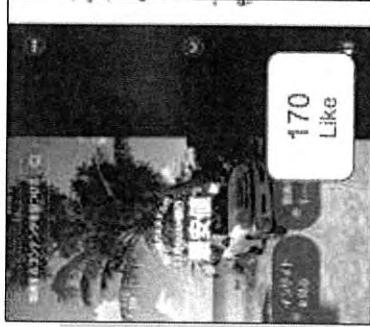
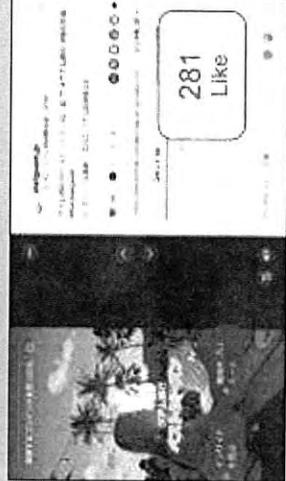
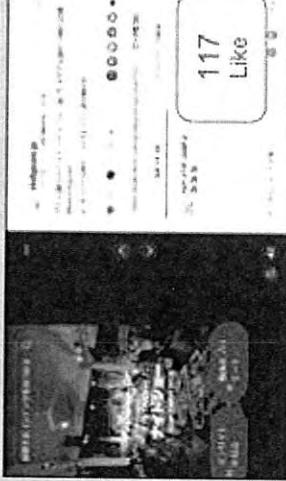
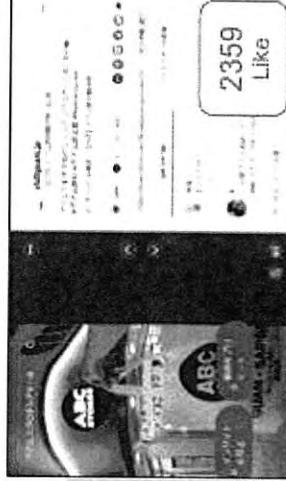
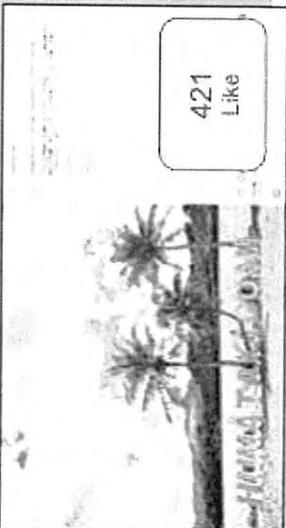
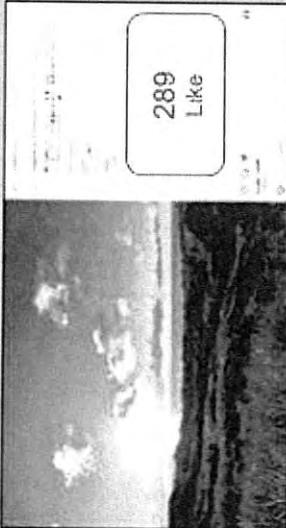
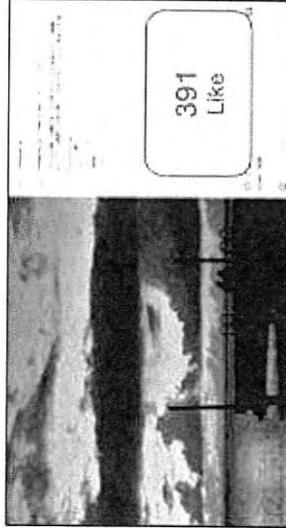


Jetstar★

t'way

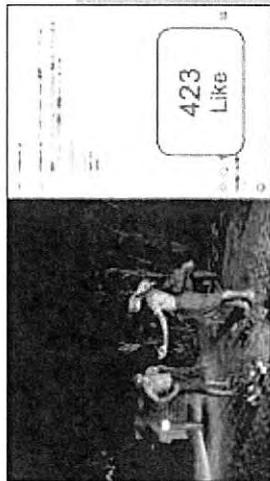


SNS HIGHLIGHT

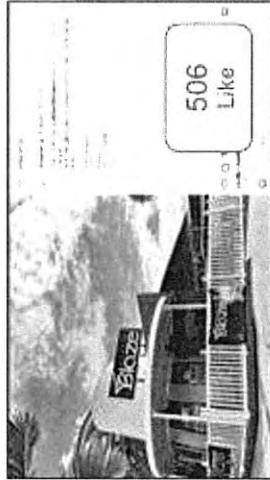


GVB1652

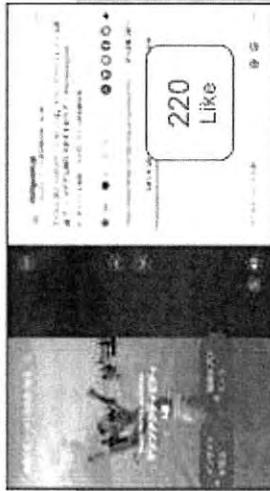
SNS HIGHLIGHT



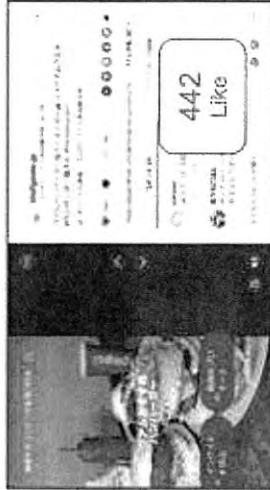
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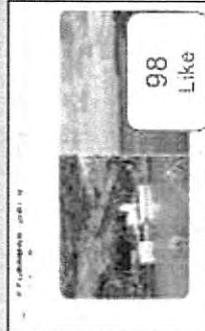
506 Like



220 Like



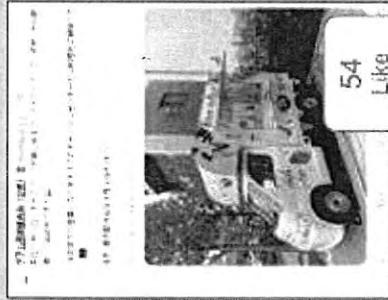
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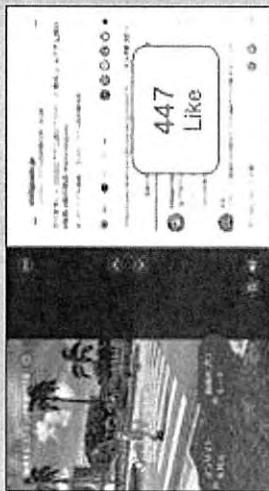
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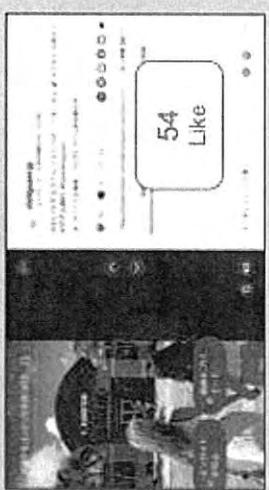
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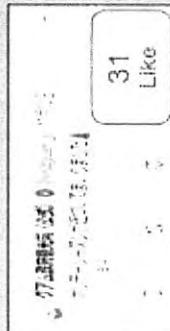
54 Like



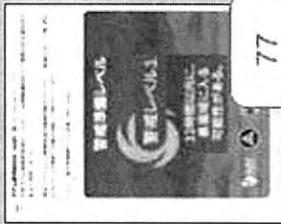
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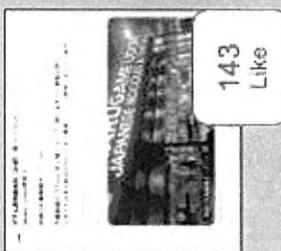
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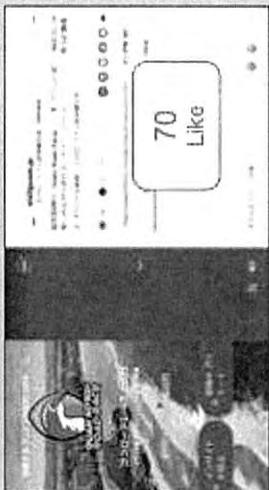
31 Like



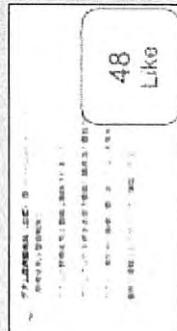
77 Like



143 Like



70 Like



48 Like

GVB1653

JAPAN MARKETING ACTIVITIES



W E E K L Y G U A M

Pancake breakfast at IHOP!

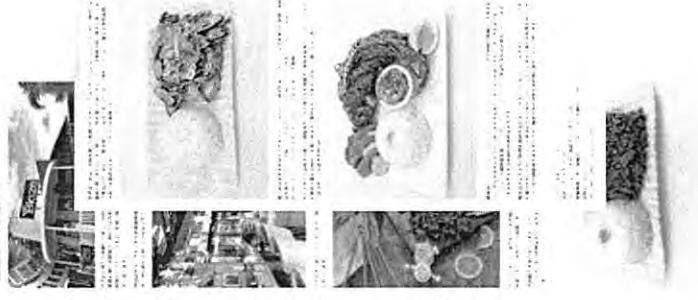
Pancakes are a popular breakfast menu item for tourists coming to Guam and there are many restaurants that serve pancakes. However, this article recommends IHOP – an American chain restaurant that specializes in breakfast, offering not only pancakes, but also waffles, French toast, omelets, and more.

In Guam, IHOP is located on the first floor of Dusit Place. Although the breakfast menu is extensive, there is also a wide selection of steaks and hamburgers. Tourists can not only enjoy an American meal, but also local Chamorro cuisine such as chicken kelaguen, denanche burgers, locally flavored omelets and more.

アイホップでパンケーキの朝食を！



ランチタイムはチャモロ料理を楽しもう



Enjoy Chamorro cuisine at lunchtime!

Chamorro cuisine is one of the things visitors should experience when they come to Guam. The flavors are often suitable for the Japanese palate. When we think of Chamorro cuisine, we tend to think of only barbecue, but there are also many dishes that we recommend visitors to try.

This article introduces a new restaurant that serves Chamorro dishes – BLAZE, located at the Acanta Mall in Tumon. It is a restaurant and bar with table seating, counter seating, and terrace seating for those who enjoy dining outdoors.

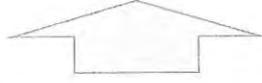
Some local dishes include Chamoru Bisteak, Tinaktak, and fried parrot fish. At BLAZE, Chamorro cuisine is only served during lunch so we highly recommend visiting during the day for a quick bite.

JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

CV Ads have been reopened.



SOUTH KOREA



KOREA MARKET INTELLIGENCE



NOVEMBER 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	10,140
Jeju Air	7C3101	DAILY	10:05	15:25	5,670
Jin Air	LJ913	DAILY	09:35	14:50	5,670
T'way Air	TW303	DAILY	08:05	13:30	5,670
TOTAL					27,150

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	4/W (MON, WED, FRI, SAT)	20:00	01:10+1	3,402
TOTAL					3,402

TOTAL OUTBOUND SEAT CAPACITY: 30,552 SEATS

GVB1657

KOREA MARKET INTELLIGENCE



DECEMBER 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	10,478
Jeju Air	7C3101	DAILY	10:05	15:25	5,859
Jin Air	LJ913	DAILY	09:35	14:50	5,859
	LJ915*	DAILY	08:30	13:50	2,457
T'way Air	TW303	DAILY	08:05	13:30	5,859
TOTAL					30,512

*LJ915: Additional flight operation from Dec 19, 2024 ~ Mar 29, 2025

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4W & DAILY	20:00	01:10+1	4,914
TOTAL					4,914

*LJ921: Operating daily during Dec 12th ~ Mar 3rd and 4/W (Mon, Wed, Fri, Sat) in winter season

TOTAL OUTBOUND SEAT CAPACITY: 35,426 SEATS

GVB1658

KOREA MARKET INTELLIGENCE



JANUARY 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	10,478
Jeju Air	7C3101	DAILY	10:05	15:25	5,859
Jin Air	LJ913	DAILY	09:35	14:50	5,859
	LJ915	DAILY	08:30	13:50	5,859
T'way Air	TW303	DAILY	08:05	13:30	5,859
TOTAL					33,914

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	DAILY	19:55	01:15+1	5,859
TOTAL					5,859

*LJ921: Operating daily during Dec 12th ~ Mar 3rd and 4/W (Mon, Wed, Fri, Sat) in winter season

TOTAL OUTBOUND SEAT CAPACITY: 39,773 SEATS

GVB1659

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

Guam introduced new G-CNMI eTA for travelers



Joonggang Ilbo



Edaily



Joongdo Ilbo



Gukje News



Digital Chosun



Biz World



Open News Agency



Korea Duty free News



News Journalism



Gukje News



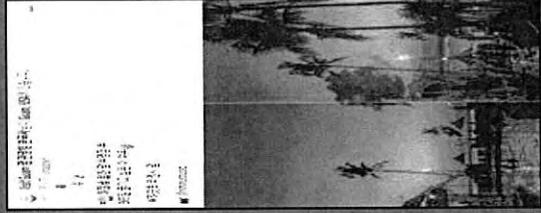
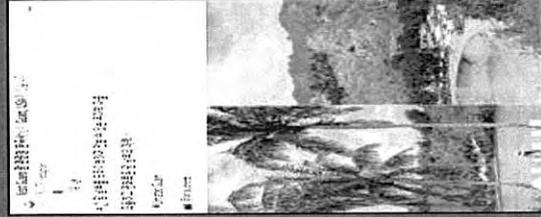
Tour Korea



News Road

GVB1660

KOREA MARKETING ACTIVITIES

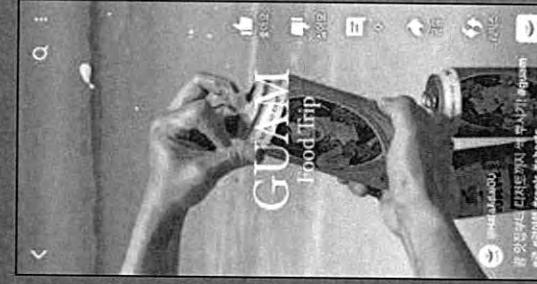
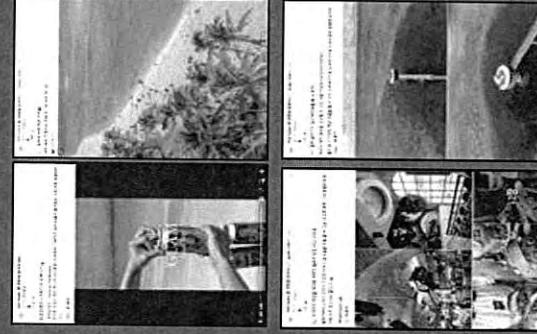
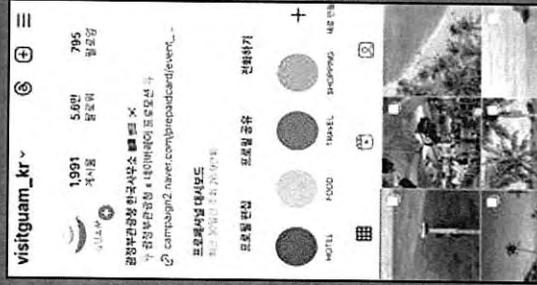


SNS WEEKLY ACTIVITY: NOVEMBER 4-8, 2024

THEME: USER GENERATED CONTENTS

GVB1661

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 11-15, 2024

THEME: TOUR OF GUAM

GVB1662

TAIWAN



GUAM
VISITORS
BUREAU



GAMB1663

TAIWAN MARKET INTELLIGENCE



US AIRLINE PLANS TAIPEI-GUAM FLIGHTS

United Airlines plans to launch direct flights between Taipei and Guam starting April 2, 2025, with two weekly flights on Wednesdays and Saturdays, subject to regulatory approval.

Guam's Lieutenant Governor Joshua Tenorio expressed hope that the new service would boost the travel market and facilitate medical travel for Guamanians. The airline aims to connect two prominent destinations in the Asia-Pacific region, with Taipei potentially serving as a transit hub for travelers from Southeast Asia.



TAIWAN'S EVA AIR SIGNS LETTER OF INTENT WITH THAI TOURISM AUTHORITY

EVA Airways has signed a letter of intent with the Tourism Authority of Thailand (TAT) to promote travel between Taiwan and Thailand over the next three years. TAT aims to attract more Taiwanese travel industry professionals, media, and influencers to visit and promote Thailand as a holiday destination.

GVB16664



CI December Operation Schedule

Location

North America	Operation Schedule	Southeast Asia	Operation Schedule	Southeast Asia	Operation Schedule
Los Angeles	Daily	Bangkok	Daily	Ho Chi Minh City	Daily
Ontario	Daily	Singapore	Daily	Hanoi	Daily
San Francisco	Daily	Jakarta	Daily	Manila	Daily
Vancouver	Daily	Kuala Lumpur	Daily	Bali	Daily
Seattle	5 flights/week	Penang	Daily	Da Nang	Daily
New York	4 flights/week	Cebu	5 flight/week	Kagoshima	2 flights/week
Guam	2 flights/week	Chiang Mai	5 flights/week	Phnom Penh	5 flights/week
		Palau	4 flights/week	Yangon	3 flights/week
				Brunei	3 flight/week

CHINA AIRLINES CHARTER FLIGHTS



CI Flight Information:

- Duration: 27th Nov - 1st Feb, 20 flights
- Flight Time
 - TPE-GUM:2110-0300(+1)
 - GUM-TPE:0430-0645
- Frequency: Every Wednesday and Saturday

Booking Information:

- Taipei-Guam Special price starting from TWD 6,713 (excluding tax)/USD 209.95 (excluding tax) .
- CI Members can use their miles to get discounts on tickets, with 3.5 miles discounted by TWD \$1.
- Additional information is available on the [official China Airlines website](#).



TAIWAN MARKETING ACTIVITIES



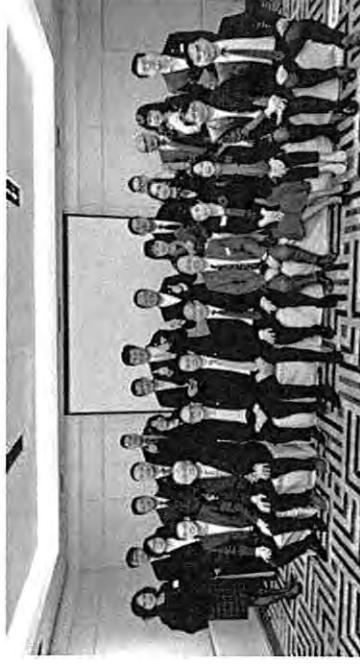
GUAM NIGHT IN TAIPEI, TAIWAN

- November 18, 2024
- GVB Taiwan hosted a Guam night and welcomed around 183 attendees, including 145 trade partners from governmental units, travel agencies, airlines, and tourism units, alongside 38 media representatives.
- Attendees expressed gratitude for GVB's efforts in fostering direct flights and strengthening Taiwan-Guam relations.
- GVB, in collaboration with United Airlines, officially announced the launch of direct flights between Taipei and Guam, beginning on April 2, 2025.
- A 2-minute announcement video showcased Guam's beauty and the new TPE-GUM direct flight via UA, earning positive feedback.



ASOA NIGHT SERIES EVENT: MEET-AND-GREET TEA GATHERING

- November 21, 2024
- ASOA, in collaboration with the Department of North American Affairs in MoFA, is hosting the 2024 annual ASOA Night Reception, featuring two series of activities.
- The first event was the Meet-and-Greet Tea Gathering with representatives from 24 U.S. States in Taiwan.
- Felix from GTO and other state reps introduced their state businesses to key industry leaders and engaged in close face-to-face matchmaking.



GVB1667

TAIWAN MARKETING ACTIVITIES



NR Monitor

For the past week (November 16–22), a total of 99 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 97
- Newspaper: 0
- Social Media: 2

1 of the news reported that Guam: America in Asia, Now Closer Than Ever with New United Airlines Direct Flights from Taipei
 1 of the news reported that Direct flights to Guam now available! Hoshino Resorts' "RISONARE Guam" joins hands with China Airlines to launch a luxury vacation in Guam, allowing you to reach the Pacific Paradise with just one flight

新聞報導 聯合航空新台北關島直飛航線 探索關島更進一步！ (1)

新聞報導 聯合航空新台北關島直飛航線 探索關島更進一步！ (1)



【本報記者報導】由關島100%所有權、與台灣直航史上首條直飛航線，由聯合航空與關島政府合作，於11月16日起，每週數次直飛台北，為關島旅遊市場帶來新契機。關島旅遊局局長表示，此次直飛航線將為關島旅遊市場帶來新契機，並為關島旅遊市場帶來新契機。此次直飛航線將為關島旅遊市場帶來新契機，並為關島旅遊市場帶來新契機。

新聞報導 marie claire (2)

新聞報導 marie claire (2)



【本報記者報導】位於25度南緯，與台灣直航史上首條直飛航線，由聯合航空與關島政府合作，於11月16日起，每週數次直飛台北，為關島旅遊市場帶來新契機。關島旅遊局局長表示，此次直飛航線將為關島旅遊市場帶來新契機，並為關島旅遊市場帶來新契機。

PHILIPPINES



PHILIPPINES MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- **Daily**
PR110 Depart MNL 22:30 / Arrive GUM 04:15
PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

CEB to GUM Dec 30-Jan 04, 2025	DAV to GUM Dec 06-14, 2024	MNL - GUM Feb 02-07, 2025
From US \$591 Round-trip Economy	From US \$641 Round-trip Business	From US \$378 Round-trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- **Daily**
UA184 Depart MNL 22:30 or 23:50 / Arrive GUM 04:15 or 5:40
UA183 Depart GUM 19:00 / Arrive MNL 21:00
- **Tues/Fri**
UA192 (Via Koror) Depart MNL 22:20 / Arrive GUM 06:10

Featured Daily Fairs for Flights from MNL to GUM

Nov 2024	Dec 2024	Jan 2025
From US \$435* Round Trip Economy	From US \$353* Round Trip Economy	From US \$353* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.
<https://etravel.gov.ph/>

PHILIPPINES MARKETING ACTIVITIES



SNS HIGHLIGHTS: NOVEMBER 8-22, 2024



GVB1672



INDUSTRY REPORT

DEC 20, 2024



GUAM
VISITORS
BUREAU



GUAM 1673

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GVB1674

DESTINATION UPDATES



GUAM
VISITORS
BUREAU



GUAM 1675

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 travelers 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



Guam is just a click away with the new electronic travel authorization.



<https://g-cnmi-eta.cbp.dhs.gov/>

GVB1676

EXPLORE GUAM - MAP



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

Give visitors better access to your business, with GVB's digital map.

EXAMPLE



Email your updated info to:
taylor.panglinan@visitguam.com

Valley of the Latte, LLC

671-789-3342

Valley of the Latte delivers a unique and once-in-a-lifetime experience. As you travel along the Talofofo and Upiom Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village, and guided through a breathtaking botanical garden and watch as carvers are hand crafted by Kiliao. The experience only gets better as our guides demonstrate how ancient Chamorro's started their fires and show you traditional basket weaving techniques. The longer you are here, the more you realize that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality fun-filled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the Talofofo and Upiom rivers with us. We take pride in being Guam's only true eco-friendly and sustainable island eco-escape filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the ultimate traveler, romantic couple escape, or childhood adventure of a lifetime. It is sure to keep you returning for more. We have also served as venue to special days such as weddings, school field trips, birthdays, company retreats, and more. Feel free to email info@valleyofthelatte.com for more information and if you have any questions, find us <http://www.valleyofthelatte.com/valleyofthelatte/contact/>



Explore Guam!

Attractions

Beaches

Big Chunks

Big School Cruise

Blue Penetration Dive Boat/Boat

Coconut Farm/Garden/Beach

Dance Performances/Musical/Cultural Shows

Fish & Powder Sand Beach

Fire Eye Marine Park

Hot Eye Tours

Guam Adventures

Guam Bike-tour/Club/Com

Guam Museum

Guam Ocean Park

Guam Plaza Airport & Spa

Guam Tropical Dive Station

Guam Zoological Botanical & Marine Gardens

Inoa (Dancers) Watching Adventure

Jordan Out Adventure

Sandcastle, Inc.

Skyline Guam, Inc.

Star Tour

Super American Circus

Talofofo Falls Heart Park

Tropical Beach House Guam

Turtle Tours

Underwater World

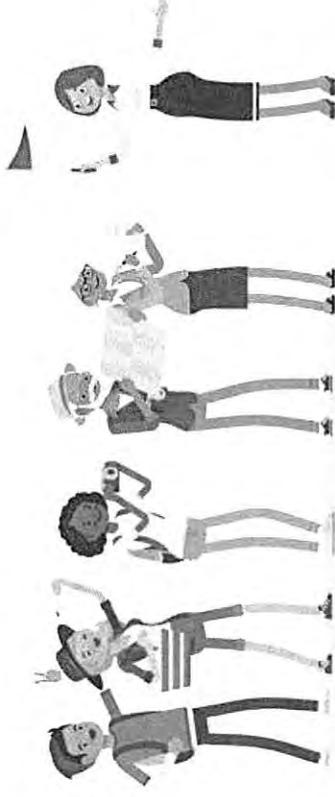
Valley of the Latte Adventure Park Guam

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



If interested, please click link
for more info

<https://www.guamvisitorsbureau.com/destination/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

MEMBERSHIP BENEFIT



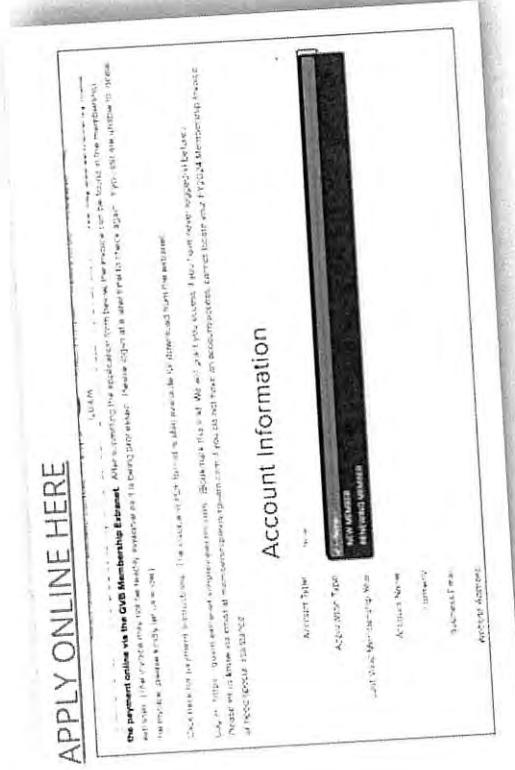
CALLOUT FOR BROCHURES

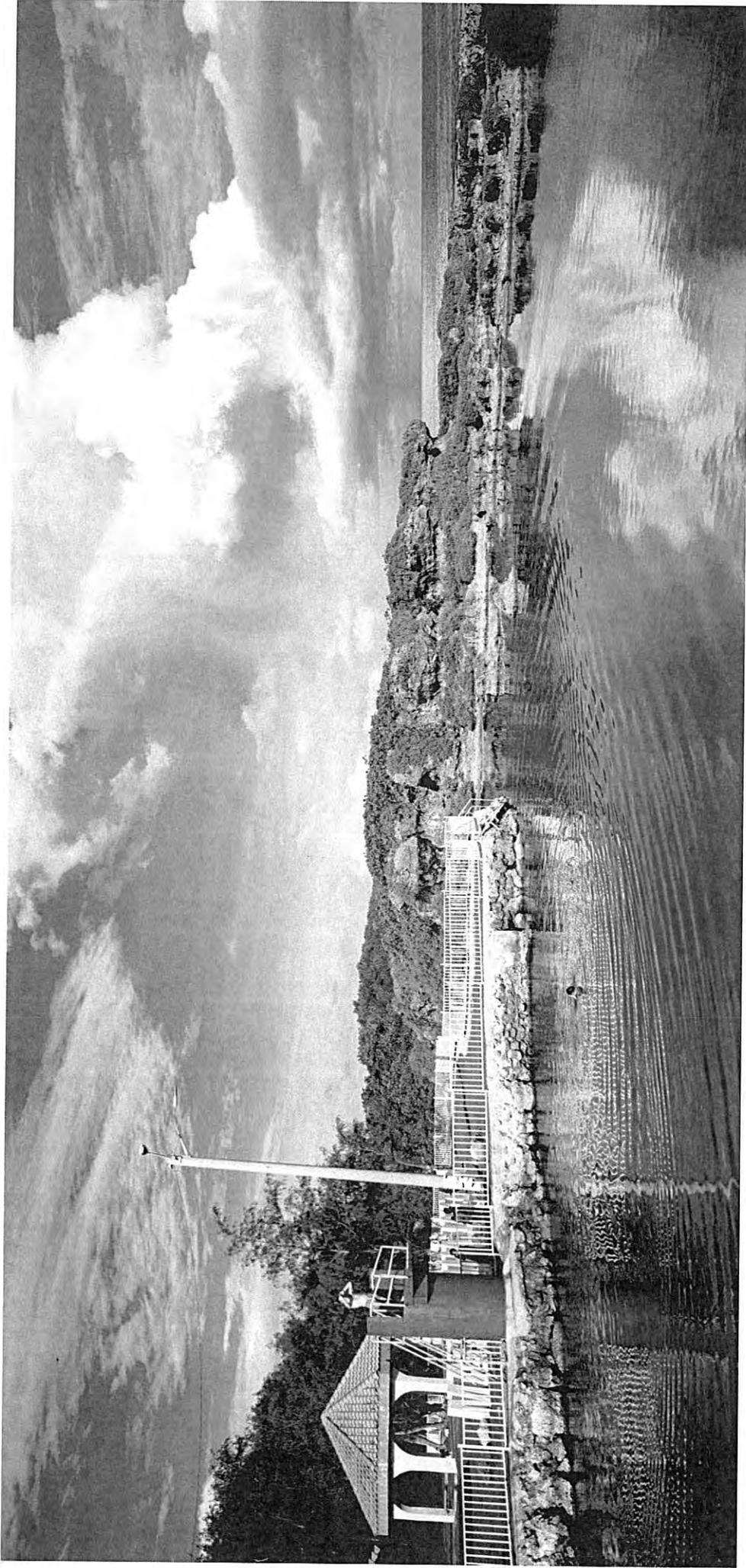
GVB will display and distribute your company brochures to visitors at the Bureau's front office and concierge service desks located at the Guam International Airport and the Guam Premium Outlets.

If interested, please provide at least 500 brochures (each language).

Download our membership application from our GVB website.

<https://www.visitguam.com/membership-application/>





MARKET INTELLIGENCE REPORT

As of December 20, 2024 and may be subject to change.



MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for December remains at 40,871; January at 37,543; and February at 34,456.
- Shown in appendix are: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

TAIWAN

- Lai stops in Guam and Hawaii
- EVA Air to launch Taipei to Dallas route in 2025
- Taiwan ranked as 'most desirable island' by UK
- Lightshow illuminates Taipei's Four Four South Village
- China Airlines continues to fly twice weekly to Guam in December 2024 and will continue to fly in January 2025
- Shown in appendix are: airline updates; marketing activities; etc.

SOUTH KOREA

- Incheon International Airport ascends as a top 3 global mega hub
- Korean Air completes \$1.4 billion merger with Asiana Airlines after 4 years
- Total outbound seat capacity for December remains at 35,426; January at 41,285; and February at 41,216.
- Shown in appendix are: media monitoring of press releases; and SNS weekly activity

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in December 2024 and are offering specials
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX

GVB1682



APPENDIX

As of December 20, 2024 and may be subject to change.



JAPAN



GUAM
VISITORS
BUREAU



GAMB1684

JAPAN MARKETING ACTIVITIES



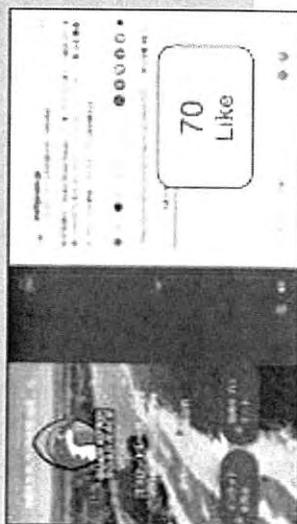
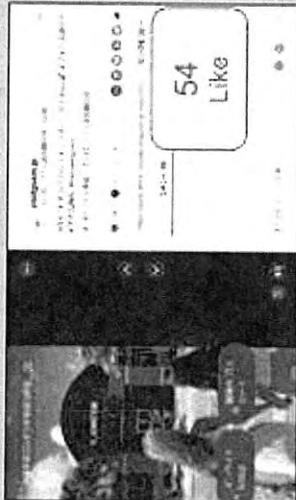
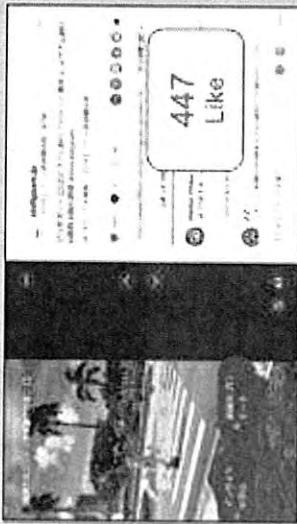
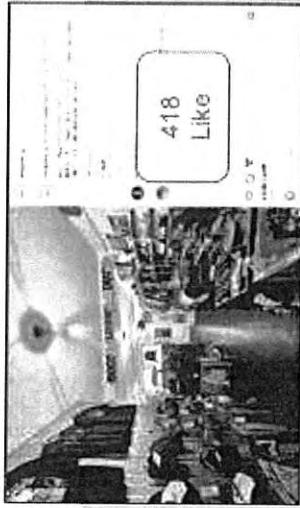
GOGO! GUAM PAY RESERVATIONS OPEN

- The electronic coupon “GOGO! GUAM PAY,” which can be used locally in Guam, are now available for reservations.
- This coupon can be used at popular restaurants, shops, and for optional tours in Guam.
- Customers who purchase eligible Guam travel packages offered by designated travel agencies will receive a \$30 coupon (approximately 4,500 JPY) per person, limited to the first 10,000 participants.
- Coupon usage period is from January 10 to April 30, 2025.
- A total of 15 travel agencies in Japan are distributing coupons.



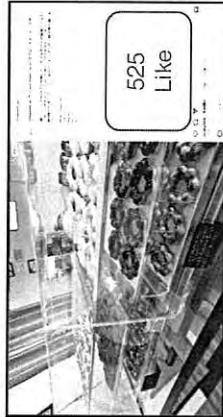
GVB1685

SNS HIGHLIGHT



GVB1686

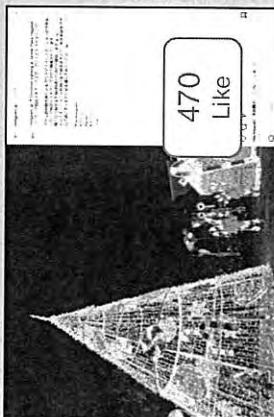
SNS HIGHLIGHT



525 Like



598 Like



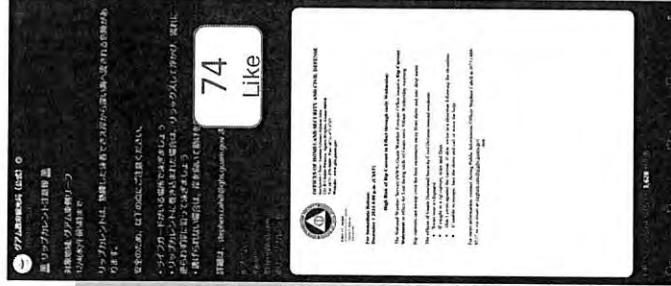
470 Like



215 Like



46 Like



74 Like



79 Like



43 Like



875 Like



563 Like



1683 Like



49 Like



79 Like

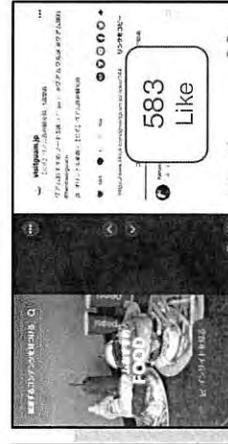


196 Like



192 Like

SNS HIGHLIGHT



JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Lovely Mural in Chamorro Village

Guam is known to have many beautiful murals all around the island. Recently, the Chamorro Village in Hagåtña has been decorated with tropical themed artwork.

One mural is near the main entrance, which can be seen when driving past Chamorro Village. Visitors can see the words "TOGETHER Micronesia is STRONG," along with an illustration of stone coins from the Micronesia region.

Outside of the main pavilion is also covered with beautiful flowers found all around Guam. The walls inside are filled with illustrations of Guam's nature, culture, and legends.

Visitors can visit the area during the day to take in the beautiful artwork that may be missed during the weekly night market.

チャモロビレッジの素敵な壁画



チャモロビレッジの素敵な壁画。入口付近には「TOGETHER Micronesia is STRONG」という文字と、ミクロネシアの石貨のイラストが描かれています。



チャモロビレッジの素敵な壁画。パビリオン外壁には、グアムの自然、文化、伝説のイラストが描かれています。



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JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Weekend Nights with a Night Breeze and Outdoor Dinner

The BG Garden Festival is currently being held on the lawn area in front of Sand Castle in the heart of Tumon. This festival is organized by the Baldyga Group, which is known for operating the Taotao Tasi Dinner Show, Kåraera Show, BIG Sunset Cruise, Anemos Restaurant, The Beach Bar, and Club ZOH.

Guests can enjoy drinks and food in the night breeze amidst the beautiful illuminated lights. Food is provided by Anemos restaurant and other food trucks. Beverages include beer, cocktails, wine, and other alcoholic beverages.

The BG Garden Festival is held Thursday to Sunday from 4:00 – 10:00pm. Beer Garden Happy Hour is held from 4:00 – 7:00pm.

Guests can enjoy a night walking around Tumon to witness the beautiful illuminations wrapped around Guam's finest hotels. We hope guests can spend a wonderful weekend night at the BG Garden Festival.

週末の夜は夜風に吹かれてアウトサイドディナーを



週末の夜は夜風に吹かれてアウトサイドディナーを



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週末の夜は夜風に吹かれてアウトサイドディナーを

SOUTH KOREA



GMB1691

INCHEON INTERNATIONAL AIRPORT ASCENDS AS A TOP 3 GLOBAL MEGA HUB

Incheon International Airport has successfully completed its Phase 4 expansion project. With the capacity to handle 106 million passengers and 6.3 million tons of cargo annually, Incheon Airport is now positioned as one of the top three global mega hub airports.

With this expansion, Incheon Airport becomes the first in the world to operate two major terminals. Terminal 1 and its concourse can handle 54 million passengers, while Terminal 2 can accommodate 52 million. The newly added fourth runway increases hourly flight operations from 90 to 107, significantly enhancing the airport's capacity to handle more flights and improve efficiency in managing international networks.

The introduction of the "Smart Pass" system, which utilizes AI and biometric recognition, eliminates the need for passengers to repeatedly present passports and boarding passes, greatly enhancing convenience. Additionally, automated security screening systems streamline the security process while maintaining high safety standards, ensuring faster and more secure immigration procedures.

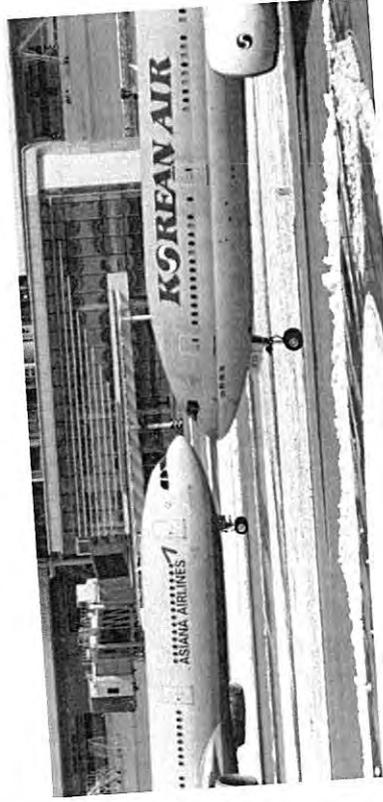


KOREAN AIR COMPLETES \$1.4 BILLION MERGER WITH ASIANA AIRLINES AFTER 4 YEARS

Korean Air completed its long-awaited merger with Asiana Airlines, marking a significant step towards positioning the airline among the world's top 10 carriers and solidifying its status as the largest in Northeast Asia.

Korean Air completed payments for Asiana shares to secure a 63.9 percent stake, putting an end to the four-year-long journey on December 11. With the merger, the airline owns a total of 238 aircrafts, including 203 passenger flights and 35 cargo planes.

Over the next two years, the two airlines will still operate independently, with Asiana functioning as a subsidiary of Korean Air as they prepare for full integration.



KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

GVB Bring the Flavors of Chamorro Cuisine at 'Taste of Guam Night' in Seoul



The Korea Travel Times



Hankyung



Dong A Ilbo



Korea Dutyfree News



Digital Chosun



Gukje News



News Journalism



Korea Duty free News



Discovery News



News Road



TTL News



Tour Korea

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

Guam Delegate on Airline Mission to Korea



Joongang Ilbo



Wikitree



Biz World



Gukje News



Korea Duty free News



Digital Chosun



Discovery News



Tour Korea



TTL News



Open News Agency

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

GVB launches online promotion 'Eat, Drink, and Enjoy in Guam!'



Joonggang Ilbo



Herald Economy



Gukje News



The Korea
Travel Times



Open News Agency



Digital Chosun



Discovery News



Korea Dutyfree
News

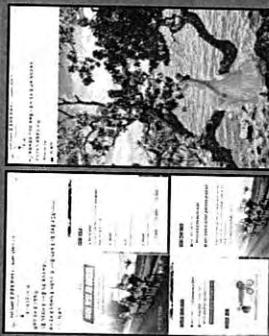
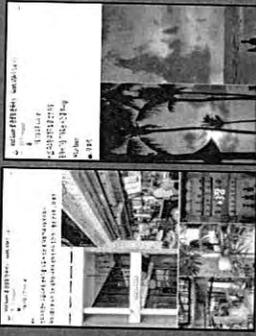


News Journalism



Tour Korea

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 18-22, 2024

THEME: GVB F&B BROCHURE & UPDATE GUIDEBOOK/ TOUR OF GUAM EVENT

GVB1697

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 25-29, 2024

THEME: THE TSUBAKI TOWER SPECIAL DINNER

GVB1698

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: DECEMBER 9-13, 2024

THEME: CHAMORRO EXPERIENCE

GVB1700

TAIWAN



GUAM
VISITORS
BUREAU



GAMB1701

TAIWAN MARKET INTELLIGENCE



LAI STOPS IN GUAM AND HAWAII

President William Lai stopped over in Guam and Hawaii during his seven-day tour of the South Pacific, which marked his first official overseas trip since taking office in May.

The Taiwanese armed forces were on high alert for potential military drills by China in response to President Lai's visit, with the air force conducting a defense exercise involving fighter jets and surface-to-air missiles.

During his tour, President Lai strengthened ties with Taiwan's diplomatic allies by meeting with the leaders of the Marshall Islands, Tuvalu, and Palau, and visiting facilities built with Taiwanese assistance.



EVA AIR TO LAUNCH TAIPEI TO DALLAS ROUTE IN 2025

EVA Air has announced plans to launch a new route from Taipei to Dallas, Texas, starting November 3, 2025, with five weekly flights. This expansion will mark Dallas as EVA Air's ninth destination in North America, aiming to capitalize on the city's status as the world's third-busiest airport and its growing business activities, particularly due to the influx of high-tech companies relocating to Texas. The new route is expected to enhance connectivity to Central and Southern America, benefiting both passenger and cargo operations.

GVB1702

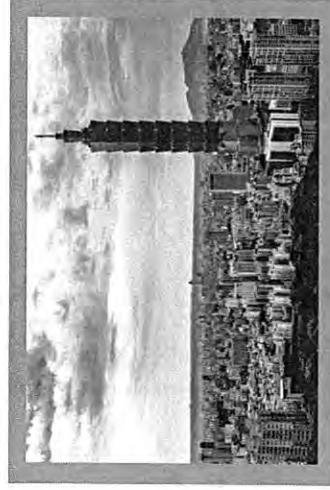
TAIWAN MARKET INTELLIGENCE



TAIWAN RANKED AS 'MOST DESIRABLE ISLAND' BY UK

For the second consecutive year, Taiwan has been awarded "The Most Desirable Island" by UK's travel magazine, Wanderlust. From January to October 2024, nearly 290,000 European tourists visited Taiwan, with approximately 60,000 coming from the UK, making it the top European source of tourists to Taiwan.

To promote tourism, Taiwan's Tourism Administration displayed advertisements at London's Paddington and Victoria stations and launched taxi ads in popular areas such as Oxford Street and Trafalgar Square.



LIGHT SHOW ILLUMINATES TAIPEI'S FOUR FOUR SOUTH VILLAGE

A light show titled "Amow is Coming!!" is being held at Taipei's Four Four South Village, featuring an alien cat named Amow exploring Earth through three chapters: "Discover," "Make a Friend," and "Future."

The exhibition combines science fiction, art, and history, with performances running from 7 p.m. to 8:30 p.m. at the central plaza, aiming to bridge visitors with the past and inspire visions for the future.

The Frees team created Amow as a virtual IP character, envisioned as an alien street artist curious about Earth's culture, language, and history.



CI December Operation Schedule



CHINA AIRLINES

Location

North America	Operation Schedule	Southeast Asia	Operation Schedule	Southeast Asia	Operation Schedule
Los Angeles	Daily	Bangkok	Daily	Ho Chi Minh City	Daily
Ontario	Daily	Singapore	Daily	Hanoi	Daily
San Francisco	Daily	Jakarta	Daily	Manila	Daily
Vancouver	Daily	Kuala Lumpur	Daily	Bali	Daily
Seattle	5 flights/week	Penang	Daily	Da Nang	Daily
New York	4 flights/week	Cebu	5 flight/week	Kagoshima	2 flights/week
Guam	2 flights/week	Chiang Mai	5 flights/week	Phnom Penh	5 flights/week
		Palau	4 flights/week	Yangon	3 flights/week
				Brunei	3 flight/week

TAIWAN MARKETING ACTIVITIES



CHINA AIRLINES' TAIPEI-GUAM DIRECT FLIGHTS PROMOTION

- November 26, 2024
- GTO was featured in an episode of “Breakfast Tang Xiang-Long Time” on UFO Radio, which is one of Taiwan’s most popular radio stations.
- The program aired on November 29 and highlighted the launch of China Airlines’ direct flights from Taipei to Guam, promoting the twice weekly flights, each lasting only 3.5 hours.
- GTO shared details about the new flight schedule, the G-CNMI ETA visa-free application process, the Guam Electronic Declaration Form, as well as Guam’s unique attractions and travel tips for visitors.



NASME TAIWAN-US SMART HEALTHCARE SME EXCHANGE CONFERENCE

- November 27, 2024
- GVB was invited to participate in the NASME Taiwan-US Smart Healthcare SME Exchange and Matchmaking Conference and served as the moderator for the panel discussion.
- The conference featured discussions on smart healthcare, focusing on the trends in U.S. smart healthcare technologies and advancements.
- Opportunities for collaboration between Taiwanese and U.S. industries in the field of smart healthcare were explored during the event.



31705

TAIWAN MARKETING ACTIVITIES



THE 68TH ANNIVERSARY CELEBRATION OF TAIWAN VISITORS ASSOCIATION (TVA)

- December 9, 2024
- GTO attended the 68th anniversary celebration of the Taiwan Visitors Association (TVA) to demonstrate our strong support and partnership.
- Many officials, such as the President of the Executive Yuan, Jung-Tai, Cho and Political Deputy Minister of Ministry of Transportation and Communication (MOTC), Yen-Po, Chen, participated in the event to show their support in Taiwan's tourism industry.



GTO ATTENDS THE 12TH GOLDEN TRAVEL AWARD EVENT

- December 12, 2024
- GTO was invited as a VIP to attend the 12th Golden Travel Award to show our support to the travel agents and the Travel Quality Assurance Association.
- The Director General of Tourism Administration, MOTC also presented at the ceremony and presented the awards to each of the travel agents and showed his support to the Travel Quality Assurance Association.
- GTO met various of the Travel Associations and mentioned the current flights with China Airlines and upcoming direct flights with United Airlines.



GVB1706

PHILIPPINES



PHILIPPINES MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- **Daily**

PR110 Depart MNL 22:30 / Arrive GUM 04:15
 PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

MNL to GUM Jan 16-20, 2025	MNL to GUM Feb 06-09, 2025	MNL – GUM Feb 21-Apr 03, 2025
From US \$744 Round-trip Business	From US \$896 Round-trip Business	From US \$897 Round-trip Business

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- **Daily**

UA184 Depart MNL 22:55 / Arrive GUM 04:40
 UA183 Depart GUM 19:55 / Arrive MNL 21:50

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:40 / Arrive GUM 06:30
 UA193 (via Koror) Depart GUM 19:55 / Arrive MNL 23:50

Featured Daily Fairs for Flights from MNL to GUM

Dec 2024	Jan 2025	Feb 2025
From US \$353* Round Trip Economy	From US \$353* Round Trip Economy	From US \$323* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>

<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.
<https://etravel.gov.ph/>

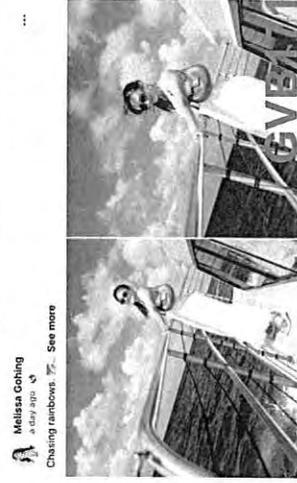
GVB1709

PHILIPPINES MARKETING ACTIVITIES



NACINO FAMILY'S U.S. VACATION IN GUAM

- GVB welcomed Rocco Nacino, a Filipino actor, and his family from November 26-29, 2024.
- Rocco and his wife Melissa, a Filipino athlete, have a combined following of 2M+ across IG, FB, and YT.
- GVB collaborated with the Nacino Family to promote Guam as an ideal, nearby, family-friendly, US destination.
- Thank you to all our GVB members for providing amazing service and support to this FAM visit.
 - United Airlines, Crowne Plaza, Nissan Rent A Car, Fish Eye Marine Park, Pacific Islands Club, Håfaloña, and Aquarium of Guam



EVER 10

PHILIPPINES MARKETING ACTIVITIES



GVB EXTENDS MARKETING EFFORTS TO CEBU

- GVB traveled to Cebu, Philippines from December 2-6, 2024 to meet with airline representatives, travel agents and associations, and other industry stakeholders to promote Guam in Cebu.
- Meetings were held with United Airlines, Land and Sky Travel Service, Golden JC Holiday Travel, and the Cebu Travel and Tours Association.
- Discussions included promoting the newly launched United Airlines CEB-NRT route as an alternative way to travel to Guam.
- As Cebu is one of the top cities with US Visa holders, it is GVB's aim to extend its marketing efforts beyond Metro Manila.



Routes	Flight No.	Departs	Arrives	Frequency
CEB - NRT	UA 33	9:30 AM	3:15 PM	Everyday
NRT - GUM	UA 197	5:00 PM	9:45 PM	
CEB - NRT	UA 33	9:30 AM	3:15 PM	Mon/Wed/Fri/Sat
NRT - GUM	UA 865	5:55 PM	10:40 PM	
GUM - NRT	UA 196	12:45 PM	3:35 PM	Everyday
NRT - CEB	UA 32	5:30 PM	10:05 PM	
GUM - NRT	UA 864	1:35 PM	4:25 PM	Tue/Thu/Fri/Sat/Sun
NRT - CEB	UA 32	5:30 PM	10:05 PM	

GVB1711



INDUSTRY REPORT

JANUARY 24, 2025



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GUAM
VISITORS
BUREAU



GUAM 714

2025 KO'KO' WEEKEND

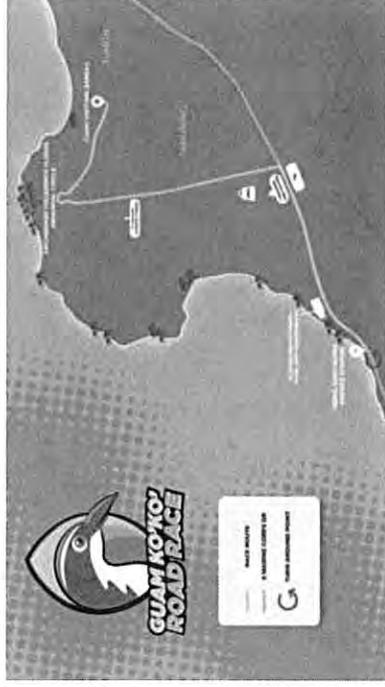


EARLY REGISTRATION NOW AVAILABLE

Join us this Ko'ko' Weekend at the Governor Joseph Flores Memorial Park in Tumon. The countdown begins for Guam's elite running event. The Guam Ko'ko' Kids Fun Run is a fun-filled family event for children ages 4-12 years old. The Guam Ko'ko' Road Race features a four-person 5K relay and a Half Marathon.

Early Registration Available until 01/31/2025

Register online at VISITGUAM.COM/KOKO. For more details contact GVB at 646-5278.



**GUAM KO'KO'
KIDS FUN RUN**

KO'KO' KIDS FUN RUN

Saturday, April 12, 2025

- .6K - Ages 4 to 6
- 1.6K - Ages 7 to 9
- 3.3K - Ages 10 to 12

\$10 registration per child



KO'KO' HALF MARATHON & 5K EKIDEN RELAY

Sunday, April 13, 2025

- Half Marathon (13.1 miles): \$35
- Ekiden Relay Race (3.1 miles): \$60 (\$15/person)

GVB1715

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 travelers prior to their arrival.

When to Apply:

- Recommended to apply at least 5 days before departure.

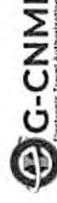
eTA Validity:

- 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.

AS OF NOVEMBER 30, 2024
HARDCOPIES OF THE I-736 FORM ARE
NO LONGER AVAILABLE OR ACCEPTED



Guam is just a click away with the new electronic travel authorization.



<https://g-cnmi-eta.cbp.dhs.gov/>

GVB1716

GUAM EDF



MANDATORY ELECTRONIC DECLARATION FORM

Effective February 4, 2025, the Guam EDF will be MANDATORY upon entry into Guam. All persons arriving in Guam must comply with United States and Guam laws prior to their arrival. For your convenience, the form may be completed up to 72 hours prior to arrival date.



Access the Guam EDF from our GVB website or the Guam CQA website.

<https://www.guamvisitorsbureau.com/>
<https://cqa.guam.gov/>

GVB1717

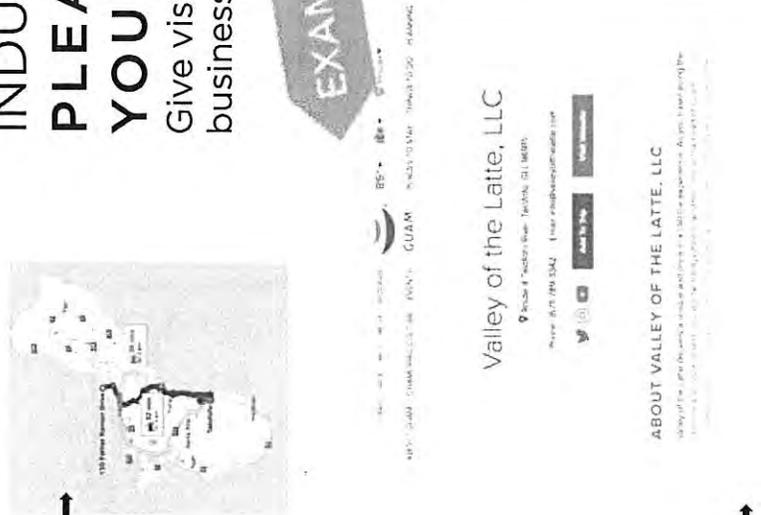
EXPLORE GUAM - MAP



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

Give visitors better access to your business, with GVB's digital map.

EXAMPLE



Email your updated info to:
taylor.panglinan@visitguam.com

Explore Guam

Explore Guam's Attractions

- 1 Valley of the Latte, LLC
- 2 Big Craters
- 3 Blue Heron Nature Sanctuary
- 4 Coco Palm Garden Beach
- 5 Dulce Nombre de Maria Cathedral Basilica
- 6 Fall in Powder Sand Beach
- 7 Fish Eye Marine Park
- 8 Fish Eye Tours
- 9 Guam Adventures
- 10 Guam Beaches & Club Com
- 11 Guam Museum
- 12 Guam Ocean Park
- 13 Guam Plaza Board & Sea
- 14 Guam Tropical Dive Station
- 15 Guam Zoological, Botanical & Marine Gardens
- 16 Inoa (Dignity) Watching Adventure
- 17 Marian Day Amariats
- 18 SandCastle, Inc.
- 19 Skyline Guam Inc.
- 20 Star Tour
- 21 Super American Circus
- 22 Tachibana Inn Resort Park
- 23 Tropical Beach House Guam
- 24 Turtle Tours
- 25 Underwater World
- 26 Valley of the Latte Adventure Park Guam

Valley of the Latte, LLC
Cherbonk
771-789-1342

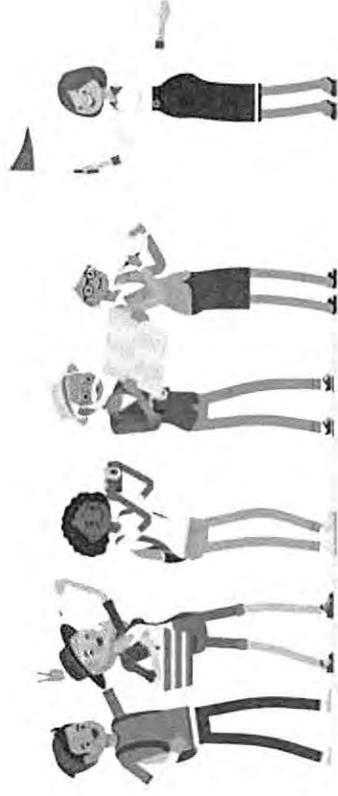
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Tajiolo and Ugiun Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village, and guided through a breathtaking botanical garden and watch as canoes are hand crafted by Utiiao. The experience only gets better as our guides demonstrate how ancient Chamorro started their fires and show you traditional basket weaving techniques. The longer you are here, the more you realize that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality, fun-filled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share its beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the Tajiolo and Ugiun rivers without. We take pride in being Guam's only true eco-friendly and sustainable island destination. We are a family owned and operated business and we are committed to providing a variety of safe and exciting tropical adventures for the entire family. Whether you are looking for a day of fun, a weekend getaway, or a special occasion, we have you covered. We have also served as venue for special days such as weddings, school field trips, birthdays, company retreats, and more. Feel free to email info@valleyofthelatte.com for more information and if you have any questions, find us at <https://www.valleyofthelatte.com/valley-of-the-latte-map/contact/>

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



If interested, please
click link for more info

<https://www.guamvisitorsbureau.com/destination/visitor-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

MEMBERSHIP BENEFIT



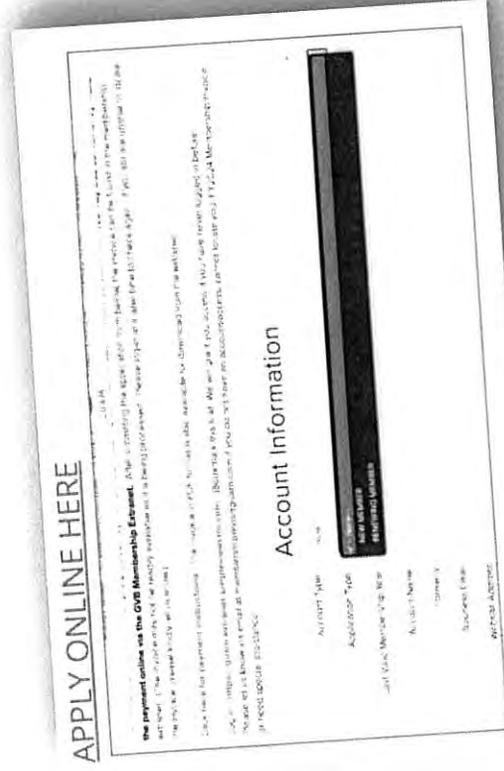
CALLOUT FOR BROCHURES

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).

Download our membership application from our GVB website.

<https://www.visitguam.com/membership-application/>





MARKET INTELLIGENCE REPORT

As of January 24, 2025 and may be subject to change.



GUAM
VISITORS
BUREAU



GUAM 1721

MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE



JAPAN

- Japan to launch 2025 passport with nationwide online applications
- Domestic travel stagnation in Japan amid rising costs
- Total outbound seat capacity for January remains at 37,543; February at 34,456; and March at 41,693.
- Shown in appendix: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

TAIWAN

- Taiwan promotes incentive travel from Vietnam
- Taiwan aims to become Asia-Pacific SAF hub
- China Airlines continues to fly twice weekly to Guam in January 2025
- Shown in appendix: airline updates; marketing activities; etc.

SOUTH KOREA

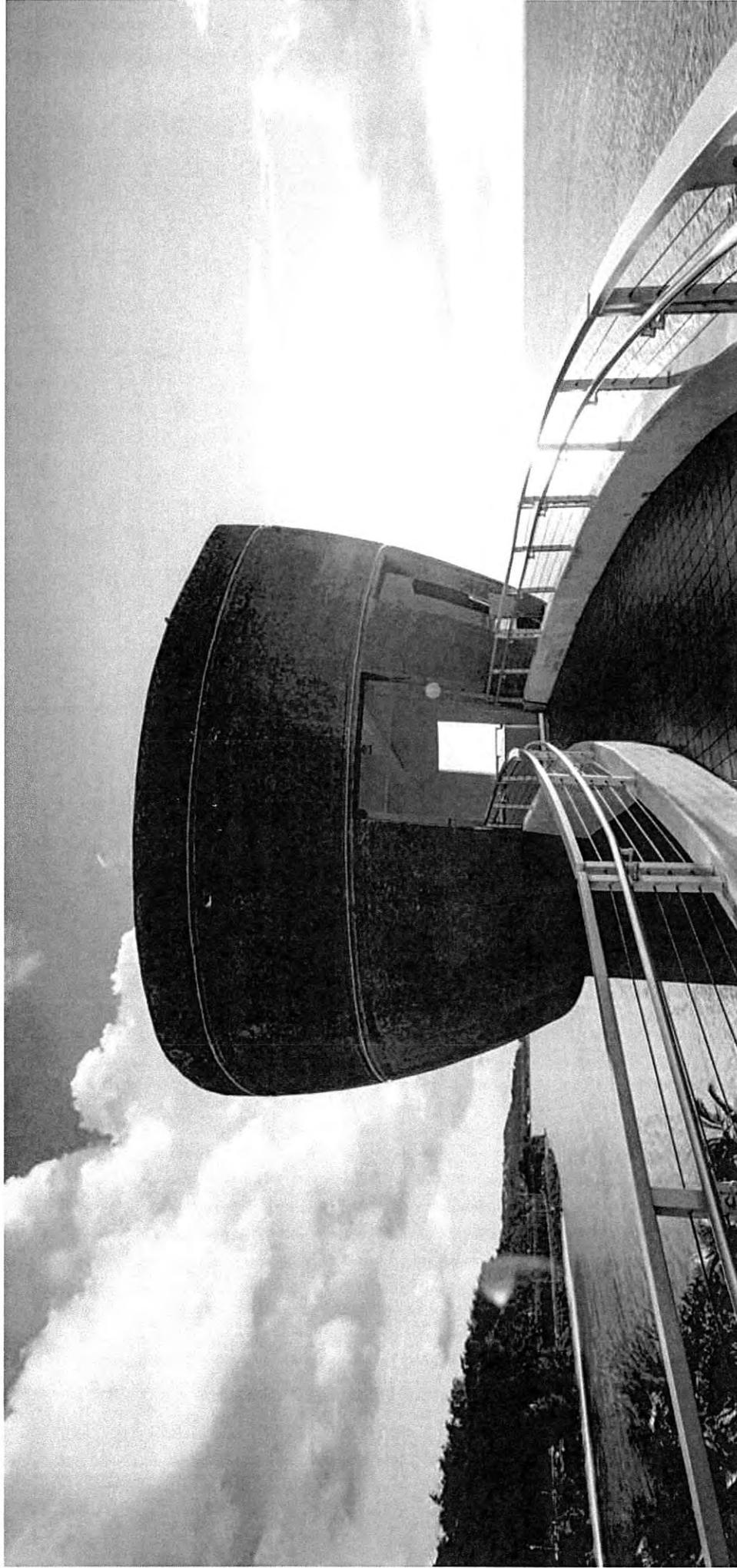
- Jeju Air flight incident at Muan International Airport
- Total outbound seat capacity for January remains at 41,285; February at 36,302; and March at 37,459.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in January 2025 and are offering specials
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX

GVB1723



APPENDIX

As of January 24, 2025 and may be subject to change.



JAPAN



JAPAN MARKET INTELLIGENCE



JAPAN TO LAUNCH 2025 PASSPORT WITH NATIONWIDE ONLINE APPLICATIONS

Starting March 24, 2025, Japan will introduce the new "2025 Passport," featuring enhanced security with IC chips and laser-engraved personal information. For the first time, online applications will be available nationwide, requiring only one visit to the passport office for pick up. The processing time for the new passport is approximately two weeks within Japan and two weeks to one month at overseas embassies and consulate offices. Passport fees will be lower for online applications. The streamlined system is expected to make international travel more convenient for Japanese citizens, offering an excellent opportunity for Guam to attract travelers with the new passport.



DOMESTIC TRAVEL STAGNATION IN JAPAN AMID RISING COSTS

Japan's domestic travel market is struggling due to soaring accommodation costs and overtourism. While inbound tourism is booming, domestic overnight stays remain low. High prices and overcrowded destinations, such as Kyoto, are pushing Japanese travelers away. Many are shifting to day trips to save on costs.

Guam has a unique opportunity to attract these travelers by promoting itself as an accessible and cost-effective destination with many cultural experiences and direct flights from regional airports.

as of 24 January 2025

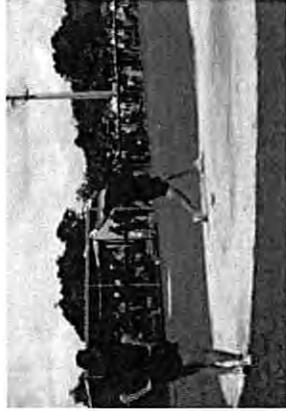
GVB1726

JAPAN MARKETING ACTIVITIES



YOMIURU GIANTS TRAINING IN GUAM

- Japan's popular professional baseball team, the Yomiuri Giants, resumed their annual training in Guam on January 9, 2025.
- The team was led by star players Sakamoto and Chono.
- On January 11, the team hosted a special community event, inviting local children to a public training session and autograph signing.
- This initiative aims to strengthen ties with the local community and is expected to encourage more professional sports teams from Japan to hold training camps in Guam in the future.



GOGO GUAM HÅFA ADAI CAMPAIGN LAUNCH WITH GUAM PAY

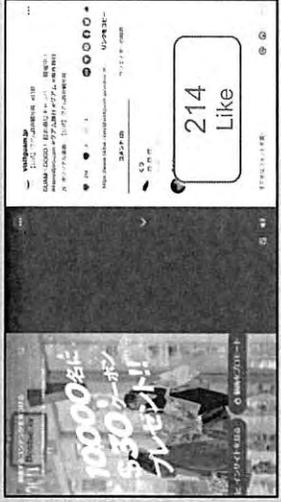
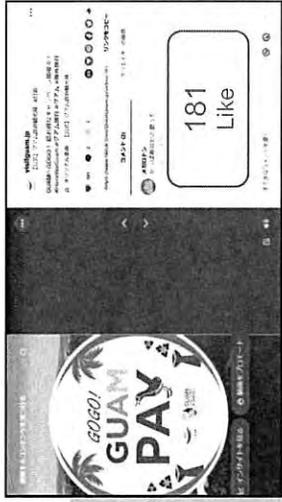
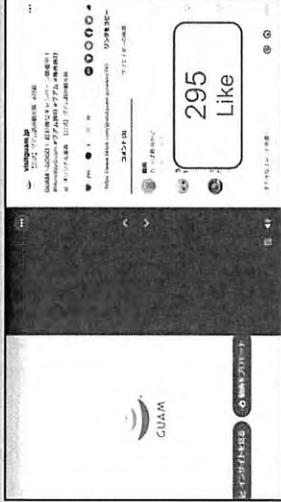
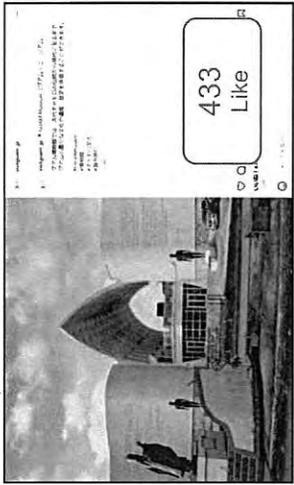
- On January 10, GVB officially launched the GOGO Guam Håfa Adai Campaign.
- GVB Japan staff visited participating stores across Guam to finalize details prior to the launch.
- The Guam Pay Program, an electronic currency, has been distributed to over 10,000 Japanese travelers.
- The campaign is expected to enhance visitor experiences and attract more travelers to Guam from Japan.



The collage displays 12 social media posts, each with a callout box showing the number of likes:

- Post 1: 412 Like
- Post 2: 562 Like
- Post 3: 288 Like
- Post 4: 1275 Like
- Post 5: 310 Like
- Post 6: 47 Like
- Post 7: 145 Like
- Post 8: 88 Like
- Post 9: 145 Like
- Post 10: 130 Like
- Post 11: 105 Like
- Post 12: 356 Like

SNS HIGHLIGHT



GVB1729

JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Guaiya Guåhan Art Exhibition

The Guaiya Guåhan art exhibition was held at the Micronesia Mall from December 1-15, 2024. Organized by a Guam-based art group called OBRA, the art exhibition aimed to bring art appreciation to the local community in Guam.

More than 100 works by 30 OBRA artists of various cultural and ethnic backgrounds were on display and for sale. Each artist depicted Guam's beautiful nature, people's warm smiles, and unique culture with expression and techniques.

Visiting art exhibitions are a great way for visitors to immerse themselves in local art and culture.

「グアイヤ・グアハン」アート展ダイジェスト



Events in Guam for 2025

2025 has officially begun and there are many exciting events planned for tourists throughout the year. Be sure to check out the following event information while planning a trip to Guam.

Some events are as follows:

- Inalåhan Gadao Festival – February 14-15
- Guam History & Chamoru Heritage Day Festival – February 28 – March 3
- Guam Ko'ko' Weekend – April 12-13
- Hågat Mango Festival – May 23-25
- King's Guam World Tennis Tour – May-June (TBD)
- Guam Micronesia Island Fair – June 7-8
- Liberation Day Parade – July 21

2025年おススメイベント情報



SOUTH KOREA



GUAM
VISITORS
BUREAU



GAMB1731

JEJU AIR FLIGHT INCIDENT AT MUAN INTERNATIONAL AIRPORT

Jeju Air flight 7C2216 with 181 passengers onboard, arriving from Bangkok, collided with the runway's outer wall during landing at Muan International Airport on December 29, 2024, due to the landing gear failure. The collision resulted in a severe explosion, marking it as the deadliest aviation disaster that occurred in Korea's history.

Fatality: 179 / Rescued: 2

Jeju Air will cut 1,878 (838 domestic and 1,040 international) flights during the winter months through March 29, which is a move aimed at enhancing its operational safety.

Previous Schedule

- Flight No: 7C3175
- Route: ICN-GUM
- Time: 22:20 - 03:50+1
- Period: January 24 - March 3, 2025
- Seat Supply: 7,371 seats (39 flights)



Updated Schedule

- Flight No: 7C3175
- Route: ICN-GUM
- Time: 22:20 - 03:50+1
- Period: January 24 - February 2, 2025
- Seat Supply: 1,890 seats (10 flights)

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE 2025 Ko'ko' Road Race Registration Now Open

▶ **Biz World**

광장투견광장, 음미러본 대회 '코코'포드 레이스 사진등록 개시



▶ **Job Post**

음미러본 대회 '코코'포드 레이스 사진등록 요원



▶ **Herald Economy**

비밀리본 어벤져스 대항마, 음미러본 4월-사진 등록 요원



▶ **Korea Dutyfree News**

광장투견광장, 음미러본 대회 '코코'포드 레이스 사진등록 요원



▶ **News Road**

음미러본 대회 '코코'포드 레이스 사진등록 요원



▶ **News Journalism**

광장투견광장, 음미러본 대회 '코코'포드 레이스 사진등록 개시



▶ **Digital Chosun**

광장투견광장, 음미러본 대회 '코코'포드 레이스 사진등록 요원



▶ **Gukje News**

광장투견광장, 음미러본 대회 '코코'포드 레이스 사진등록 요원



▶ **Discovery News**

광장투견광장, 음미러본 대회 '코코'포드 레이스 사진등록 요원



▶ **Open News Agency**

음미러본 대회 '코코'포드 레이스 사진등록 요원



▶ **Tour Korea**

음미러본 대회 '코코'포드 레이스 사진등록 요원



▶ **E-daily**

음미러본 대회 '코코'포드 레이스 사진등록 개시



KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JANUARY 6-10, 2024
 THEME: NAVER BLOG EVENT

GVB1734

TAIWAN



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BUREAU



GMB1735

TAIWAN MARKET INTELLIGENCE



TAIWAN PROMOTES INCENTIVE TRAVEL FROM VIETNAM
Taiwan's Tourism Administration hosted a promotion in Hanoi, highlighting Taiwanese tea and movies to attract Vietnamese businesses. Representatives from 50 companies attended, with strong interest from food-related businesses in exploring Taiwan's gourmet offerings.

Incentive travel from Vietnam to Taiwan grew by 20% in 2024 compared to 2023, with this segment contributing to higher earnings for Taiwan's tourism sector. Taiwan's tourism office in Ho Chi Minh City is engaging large Vietnamese enterprises in sectors like banking, insurance, and real estate to promote incentive travel plans, focusing on Vietnam's 500 largest corporations likely to organize staff trips abroad.



TAIWAN AIMS TO BECOME ASIA-PACIFIC SAF HUB

Taiwan's Ministry of Transportation and Communications (MOTC), in collaboration with CPC Corp., plans to import sustainable aviation fuel (SAF) and begin domestic production by 2026, with small-scale SAF trials already conducted using used cooking oil. The MOTC aims for airlines to use 5% SAF on international flights by 2030, targeting net-zero emissions by 2050. Taiwan Taoyuan International Airport's annual fuel supply will incorporate a planned 10% SAF blend, estimated at 300,000 kiloliters by 2030.

GVB1736

TAIWAN MARKET INTELLIGENCE



CI January Operation Schedule

Location

North America	Operation Schedule	Southeast Asia	Operation Schedule	Southeast Asia	Operation Schedule
Los Angeles	Daily	Bangkok	Daily	Ho Chi Minh City	Daily
Ontario	Daily	Singapore	Daily	Hanoi	Daily
San Francisco	Daily	Jakarta	Daily	Manila	Daily
Vancouver	Daily	Kuala Lumpur	Daily	Bali	Daily
Seattle	5 flights/week	Penang	Daily	Da Nang	Daily
New York	4 flights/week	Cebu	5 flight/week	Kagoshima	2 flights/week
Guam	2 flights/week	Chiang Mai	5 flights/week	Phnom Penh	5 flights/week
		Palau	4 flights/week	Yangon	3 flights/week
				Brunei	3 flight/week

TAIWAN MARKETING ACTIVITIES



TAOYUAN ASSOCIATION OF TRAVEL AGENTS EVENT

- January 6, 2024
- GTO was invited to participate in the 2025 Taoyuan Association of Travel Agents Year End Party, which brought together over 500 attendees, including representatives from travel agencies, airlines, and organizations. (Malaysia Tourism Promotion Board; Africa Taiwan Economic Forum, etc.)
- During the event, GTO met with many trade partners who expressed their enthusiasm for attending our upcoming CNY party.



CHINESE NEW YEAR GATHERING WITH TAIWAN TRAVEL AGENTS & MEDIA

- January 9, 2024
- GVB hosted a Chinese New Year gathering to celebrate the holiday and strengthen ties within the travel industry. The event brought together 6 travel trade partners; 52 travel agents; 6 news media outlets; and the United Airlines Taipei Office team.
- GTO provided updates on Guam's entry procedures, MICE programs, and the Travel Agent Sales Contest. A special presentation by United Airlines highlighted flight schedules and services.

GVB1738

TAIWAN MARKETING ACTIVITIES



PR/AD UPDATE - SNS CONTENT FAM TOUR

- January 11-16, 2025
- To promote Guam as a premier destination for Taiwanese travelers, GVB organized a content creation trip with two photographers and a videographer to capture the island's stunning scenery, vibrant culture, and delicious cuisine.
- The captured visuals will be utilized on social media platforms to inspire and engage the target audiences in Taiwan and showcase the best of Guam's offerings.
- The media team captured various categories such as: adventure sports; water activities; food offerings; nightlife; family activities; Guam beaches and scenery; and shopping and souvenirs.



PHILIPPINES



PHILIPPINES MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- **Daily**

PR110 Depart MNL 22:30 / Arrive GUM 04:15
 PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

DAV to GUM Feb 01-06, 2025	MNL to GUM Feb 12-17, 2025	MNL – GUM Mar 06-13, 2025
From US \$558 Round-trip Economy	From US \$323 Round-trip Economy	From US \$323 Round-trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- **Daily**

UA184 Depart MNL 22:55 / Arrive GUM 04:40
 UA183 Depart GUM 19:55 / Arrive MNL 21:50

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:40 / Arrive GUM 06:30
 UA193 (via Koror) Depart GUM 19:55 / Arrive MNL 23:50

Featured Daily Fairs for Flights from MNL to GUM

Jan 2025	Feb 2025	Mar 2025
From US \$606* Round Trip Economy	From US \$323* Round Trip Economy	From US \$323* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The e Travel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.
<https://etravel.gov.ph/>

GVB1742

PHILIPPINES MARKET INTELLIGENCE



POPULAR FILIPINO CHEF VISITS GUAM

Chef RV Manabat recently posted a vlog highlighting his birthday trip to Guam. With over 4.1M followers on social media, Chef RV's content helps promote Guam as an ideal US destination to visit in the new year.

Within 24 hours, Chef RV's YouTube video received over 130K views. Click [here](#) to watch Chef RV's Guam vlog.

- YouTube - 2.07M subscribers
- Facebook - 1.8M followers
- Instagram - 271K followers





INDUSTRY REPORT

FEBRUARY 14, 2025



GUAM
VISITORS
BUREAU



GUAM 1745

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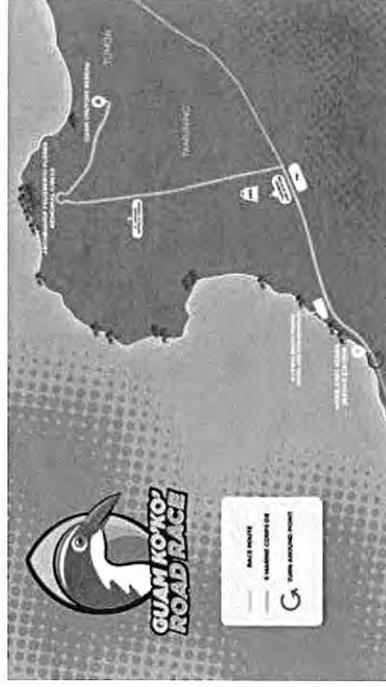
2025 KO'KO' WEEKEND



REGISTRATION NOW AVAILABLE

Join us this Ko'ko' Weekend at the Governor Joseph Flores Memorial Park in Tumon. The countdown begins for Guam's elite running event. The Guam Ko'ko' Kids Fun Run is a fun-filled family event for children ages 4-12 years old. The Guam Ko'ko' Road Race features a four-person 5K relay and a Half Marathon.

Register online at VISITGUAM.COM/KOKO. For more details contact GVB at 646-5278.



GUAM KO'KO'
VISITGUAM.COM

KO'KO' KIDS FUN RUN

Saturday, April 12, 2025

- .6K - Ages 4 to 6
- 1.6K - Ages 7 to 9
- 3.3K - Ages 10 to 12

\$10 registration per child



KO'KO' HALF MARATHON & 5K EKIDEN RELAY Sunday, April 13, 2025

- Half Marathon (13.1 miles): \$40
- Ekiden Relay Race (3.1 miles): \$80 (\$20/person)

GVB1748

GUAM-CNMI ETA



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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 travelers 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.

AS OF NOVEMBER 30, 2024 HARDCOPIES OF THE I-736 FORM ARE NO LONGER AVAILABLE OR ACCEPTED



Guam is just a click away with the new electronic travel authorization.



<https://g-cnmi-eta.cbp.dhs.gov/>

GVB1749

GUAM EDF



MANDATORY ELECTRONIC DECLARATION FORM

As of February 4, 2025, the Guam EDF is now MANDATORY upon entry into Guam. All persons arriving in Guam must comply with United States and Guam laws prior to their arrival. For your convenience, the form may be completed up to 72 hours prior to arrival date.



Access the Guam EDF from our GVB website or
the Guam CQA website.

<https://www.guamvisitorsbureau.com/>
<https://cqa.guam.gov/>

GVB1750

EXPLORE GUAM - MAP



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

Give visitors better access to your business, with
GVB's digital map.



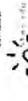
Email your updated info to:
taylor.panglinan@visitguam.com



Valley of the Latte, LLC



Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Tadjig and Ujumu Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village and guided through a breathtaking botanical garden and watch as canoes are hand crafted by Utupan. The experience only gets better as our guides demonstrate how ancient Chamorro started their fires and show you traditional basket weaving techniques. The longer you are here, the more you realize that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly island activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the Tadjig and Ujumu rivers without. We take pride in being Guam's only true eco-friendly and sustainable island extravaganza filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the intrepid traveler, romantic couple escape, or childhood adventure of a lifetime. It is sure to keep you returning for more. We have also served as venue to special days such as weddings, school field trips, birthdays, company retreats, and more. Feel free to email info@valleyofthelatte.com for more information and if you have any questions. Thank you!
https://www.valleyofthelatte.com/valley-of-the-latte-map/contact/



Explore Guam!
Attractions

- 1 Valley of the Latte, LLC
- 2 Big Crown
- 3 Blue Penetration Dive Boat Hire
- 4 Coco Palm Garden Beach
- 5 Duke Nomore de Mera Categorical Baitaca
- 6 Fall-A-Power! Sand Beach
- 7 Fire-Eye Marine Park
- 8 Ika Eye Tours
- 9 Guam Adventures
- 10 Guam Blues Island Club Com
- 11 Guam Museum
- 12 Guam Ocean Park
- 13 Guam Pura Resort & Spa
- 14 Guam Tropical Dive Station
- 15 Inua (Dignity) Watching Adventure
- 16 Pagan Dea Amantes
- 17 SandCastle, Inc.
- 18 Skydive Guam Inc
- 19 Star Tour
- 20 Super American Circus
- 21 Tadjig Falls Resort Park
- 22 Tropical Beach House Guam
- 23 Turtle Tours
- 24 Unicorn Water World
- 25 Valley of the Latte Adventure Park Guam

as of 14 February 2025

GVB1751

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



If interested, please click link
for more info

<https://www.guamvisitorsbureau.com/destination/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

MEMBERSHIP BENEFIT



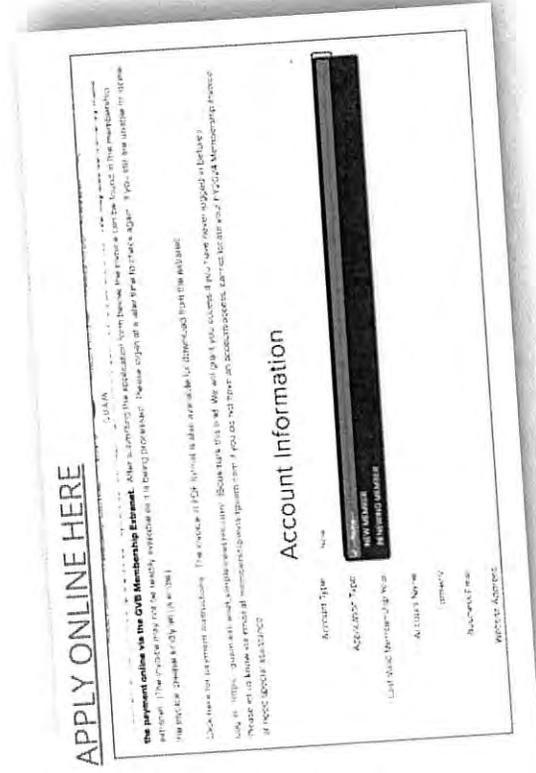
CALLOUT FOR BROCHURES

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).

Download our membership application from our GVB website.

<https://www.visitguam.com/membership-application/>





MARKET INTELLIGENCE REPORT

As of February 14, 2025 and may be subject to change.



MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for February remains at 34,456; March at 41,693; and April at 35,352.
- Shown in appendix: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

TAIWAN

- Taiwan to host its first World Masters Games
- Eased rules to attract tourists from six nations
- Shown in appendix: airline updates; marketing activities; etc.

SOUTH KOREA

- OTA Platform 'Good Choice' completes acquisition of Online Tour
- Muan International Airport closed due to Jeju Air flight accident.
- Total outbound seat capacity for February remains at 36,302; March at 36,806; and April at 28,383.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in February 2025 and are offering specials
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX

GVB1756



APPENDIX

As of February 14, 2025 and may be subject to change.



JAPAN



JAPAN MARKETING ACTIVITIES



RUN TRIP TO KO'KO' ROAD RACE 2025

- HIS launched a special tour package for Japanese runners, centered around the upcoming Ko'ko' Road Race on April 13, 2025 in Guam.
- The 3-4 day tour is priced at ¥129,000-¥174,000 (approx. \$870-\$1,170) per person, based on double occupancy.
- Special guests include Myako, an ultra marathon runner, and Haruka Shimoida, a yoga instructor and runner.
- The tour aims to increase Japanese participation in the Ko'ko' Road Race and promote Guam as a destination for sports tourism.



WEDDING PHOTO SNS CAMPAIGN

- GVB Japan launched a campaign that targeted newlyweds, friends and families to share their wedding experiences on Instagram.
- A total of 69 posts and 321 photos were received showcasing stunning locations and special moments.
- A video and SNS ads will be launched to share the wedding scene in Guam to Japanese travelers.



GVB1759

JAPAN MARKETING ACTIVITIES



PECO AS AMBASSADOR FOR 'GOGO GUAM HÁFA ADAI CAMPAIGN 2025'

- January 30, 2025
- The GOGO GUAM Háfa Adai Campaign began with celebrity Peco, with over 2.5M followers, as its ambassador.
- Peco praised Guam as Japan's closest U.S. destination, perfect for both travel and learning English.
- Moving forward, she will actively promote the island through social media.



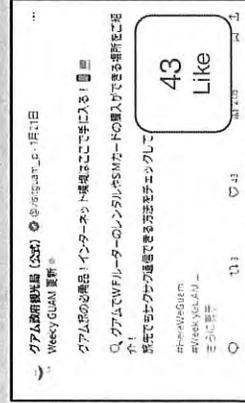
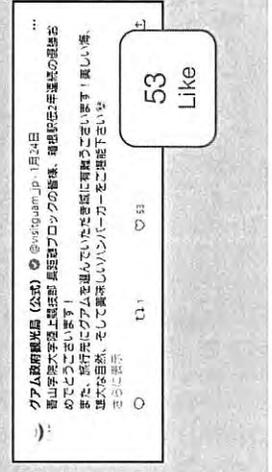
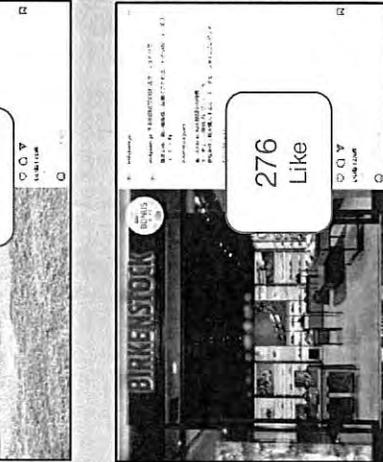
KO'KO' ROAD RACE PROMOTIONS

- February 2, 2025
- GVB Japan promoted the Ko'ko' Road Race at an Osaka Full/Half Relay Marathon
- Winners will receive 2 round-trip tickets to Guam + free entry to the Ko'ko' Road Race in April

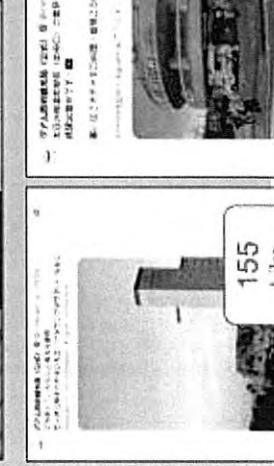
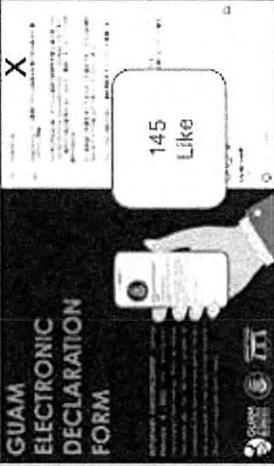
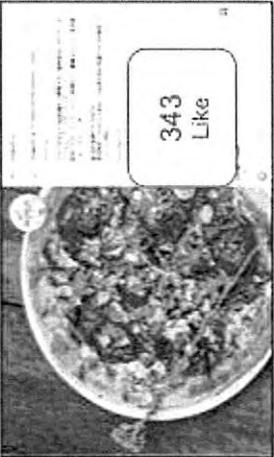
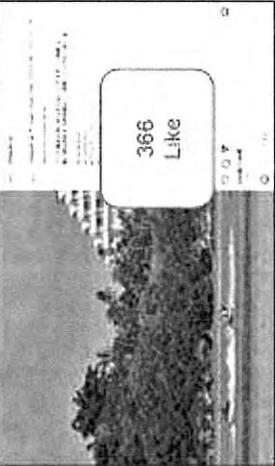
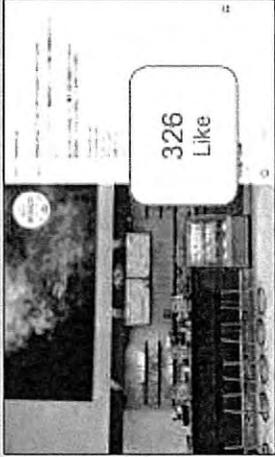


GVB1760

SNS HIGHLIGHT



SNS HIGHLIGHT



CVB1762

JAPAN MARKETING ACTIVITIES



伝統と現代が融合した
ローカルブランド誕生！

WEEKLY GUAM

A local brand in board, blending tradition and modernity!

A new local brand from Guam filled with tradition and cultural identity opened last December at Dusit Place – Heirs To Islands. The owner's creativity and passion for sustainability can be felt in every corner of the store.

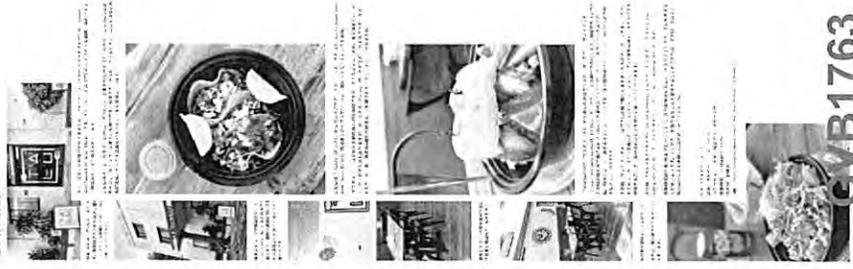
The décor and flowers are all handmade with an exquisite combination of fabric scraps and buttons. The sky projected on the ceiling makes you feel as if you are outdoors with nature.

The store has many Guam motif patches, pins, stickers, and other items that will make great souvenirs. You can also attach them to your favorite clothes and bags to make them your own original Guam item.

Be sure to visit this new, local business at Dusit Place.



ローカルが大好きな料理が盛り盛り！タールイ



A wide variety of local favorite dishes – Ta'lu Eats!

Ta'lu Eats is a restaurant that opened in July of 2024. Although it is located away from downtown Tumon, Ta'lu Eats has been highly visited by locals for its local atmosphere, menu, and food.

Located in Tamuning Plaza Hotel along Marine Drive, the restaurant can be spotted by its sign near Faith Bookstore. The interior of the restaurant is very casual with an easygoing atmosphere.

The restaurant is open until 7:00 p.m. so you can eat in or take out for lunch or early dinner.

SOUTH KOREA



KOREA MARKET INTELLIGENCE



OTA PLATFORM 'GOOD CHOICE' ACQUIRES ONLINE TOUR

An OTA platform 'Good Choice' announced the completion of its acquisition of Online Tour, a company it had invested in back in 2021, integrating it as a subsidiary to enhance synergies between the two entities. As leaders in their respective fields—travel platforms and full-service travel agencies—the two companies aim to collaborate seamlessly to elevate the quality of travel services. The operational expertise and extensive network of Online Tour are expected to significantly support the expansion of Good Choice Platform's outbound travel division.

여기어디.
온라인투어

MUAN INTERNATIONAL AIRPORT CLOSED DUE TO JEJU FLIGHT ACCIDENT

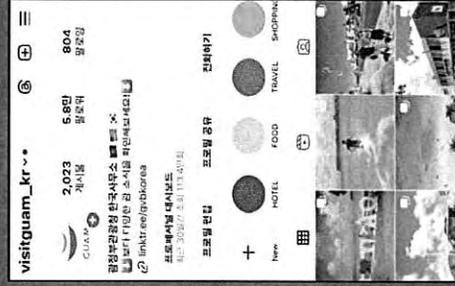
Muan International Airport will likely remain closed until October following the disaster involving a Jeju Air passenger plane as it needs to improve the localizer (a directional facility).

The prolonged closure of Muan Airport has cast a shadow over its growth, wiping out significant travel demand during the peak winter holiday season and Lunar New Year period. In response, Jeollanam-do is assessing the impact on local travel agencies and has decided to provide emergency support for their marketing expenses.



GVB1765

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JANUARY 13-17, 2025

THEME: 2025 International Education Fair

GVB1767

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JANUARY 20-24, 2025

THEME: Guam Indoor Activities & Experience

GVB1768

TAIWAN



GUAM
VISITORS
BUREAU



GMB1769

TAIWAN MARKET INTELLIGENCE



TAIWAN TO HOST ITS FIRST WORLD MASTERS GAMES

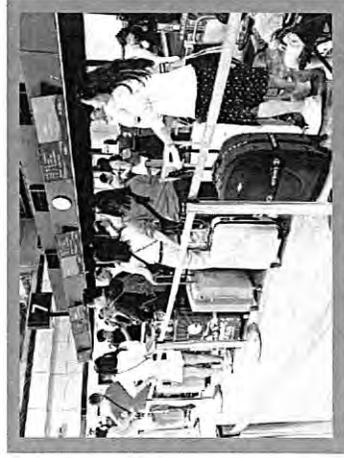
The 2025 World Masters Games, hosted in Taipei and New Taipei from May 17-30, welcomes athletes aged 30 and above, featuring 35 sports, including para-athlete events. Participants can compete individually or in teams without prior tryouts, enjoying perks such as discounted accommodations, transportation, and cultural activities.

Organizers will provide free shuttle bus routes, Uber and flight ticket discounts, and a special event fare card. Registered athletes receive a welcome package, access to ceremonies, and discounts on high-speed rail and hotel bookings.

With over 30,000 athletes from 137 countries already signed up, the event offers a unique opportunity for international competition and cultural experiences. Registration remains open until February 17.



EASED RULES TO ATTRACT TOURISTS FROM SIX NATIONS



The Tourism Administration is adjusting entry procedures and easing penalties for travel agencies to attract more tourists from India and Southeast Asia. The Kuan Hung Pilot Project, which began in 2015, allows group tourists from six countries to apply for electronic visas, but will expire in December. The new guidelines aim to simplify paperwork and reduce penalties for agencies that lose tourists. Travel agencies will have their records reset if no tourists are lost in a year, and the reporting time for lost tourists has been extended from two hours to 24 hours. Since the program started, 74,000 tourists have arrived, and the disappearance rate significantly dropped from 3/1,000 to 9/10,000 by April 2023.

GVB1770

TAIWAN MARKETING ACTIVITIES



2025 TAIPEI LANTERN FESTIVAL

- February 2-3, 2025
- GTO participated in the 2025 Taipei Lantern Festival as part of the friendly display zone and was invited to attend the opening ceremony and visit the Taipei City Government.
- During the ceremony, Taipei City Mayor Wan-An Chiang visited the Guam booth, Felix as the director of GTO shared the news of the direct TPE-GUM flight launched April 2nd, aiming to foster greater interaction between Taipei and Guam.
- At the meeting with the Taipei City Government, Deputy Mayor Yi-Hua Lin warmly invited Guam to attend the 2025 World Masters Games.



CIP'S OCEANIC MEMORIES EXHIBITION

- February 4, 2025
- GTO attended the opening of the "Oceanic Memories" exhibition at the WTC, highlighting the shared cultural ties of the Austronesian group, to which Guam belongs.
- Key figures, including CIP's Deputy Minister, Taiwan's Ministry of Culture representative, and the Ambassador of the Marshall Islands delivered remarks.
- GTO approached the Deputy Minister to discuss the upcoming Guam delegation in April, requesting CIP's support in arranging cultural activities and courtesy meetings.



Calivat Gadu, Deputy Minister of Council of Indigenous Peoples; Felix, Director of GTO



Yapasuyong, Poicon, General Planning Dept Director of Council of Indigenous Peoples; Felix, Director of GTO

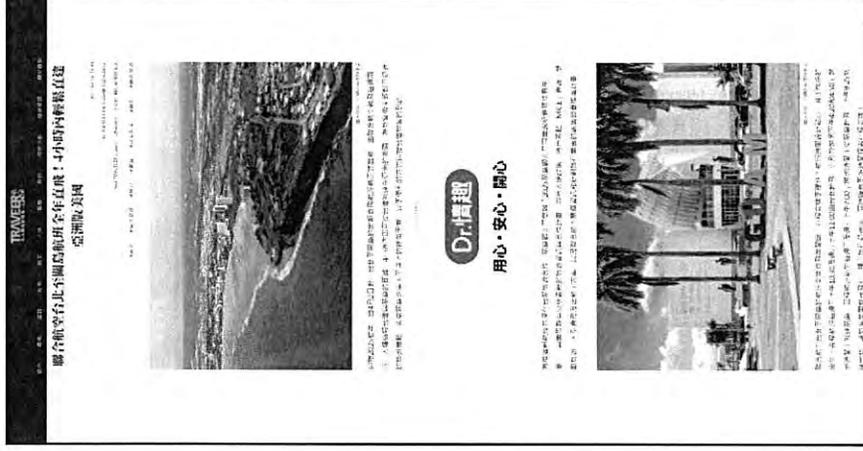
TAIWAN MARKETING ACTIVITIES



NR Monitor

For the past week (January 25-February 7), a total of 4 exposures were monitored.

1 of the news reported that United Airlines (UA) will launch year-round direct flights on April 2, with two weekly flights. New Guam visa exemptions and incentives for exhibitions and sports will further boost travel opportunities.



PHILIPPINES



PHILIPPINES MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- **Daily**

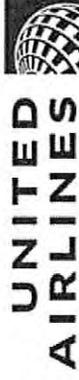
PR110 Depart MNL 22:30 / Arrive GUM 04:15
 PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

MNL to GUM Mar 10-17, 2025	MNL – GUM Mar 14-19, 2025
From US \$323 Round-trip Economy	From US \$323 Round-trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- **Daily**

UA184 Depart MNL 22:55 / Arrive GUM 04:40
 UA183 Depart GUM 19:55 / Arrive MNL 21:50

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:40 / Arrive GUM 06:30
 UA193 (via Koror) Depart GUM 19:55 / Arrive MNL 23:50

Featured Daily Fairs for Flights from MNL to GUM

Feb 2025	Mar 2025	Apr 2025
From US \$522* Round Trip Economy	From US \$355* Round Trip Economy	From US \$353* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>

<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.

<https://etravel.gov.ph/>

PHILIPPINES MARKETING ACTIVITIES



PAL MANILA-GUAM SEAT SALE

- As part of GVB's co-op with Philippine Airlines for FY2025, PAL launched a seat sale campaign for the Manila-Guam route.
- Booking period was from January 27-February 6, 2025 with a travel period on/after March 1, 2025.

Philippine Airlines

Ready for Paradise? Say Hello to Guam!
Dive into its rich culture, soak in tropical wonders, and jet off with
Philippine Airlines!
Book your adventures today at www.philippineairlines.com #FlyPAL

BOOK NOW AND SAVE BIG

GUAM

AS LOW AS
USD 319
*Per person, round-trip, taxes included

USD 709
*Per person, round-trip, taxes included

JANUARY 27 - FEBRUARY 06, 2025

Book now

FLIGHTS PHILIPPINEAIRLINES.COM

GVB ATTENDS PTAA B2B IN MANILA

- GVB delegation participated in PTAA's 10th International Travel Trade Expo from February 7-8, 2025 at the SMX Convention Center in Manila.
- GVB met with 156 agents and shared infosheets and small local delicacies.
- Guam Plaza accompanied GVB at the Guam booth.



GVB1775

PHILIPPINES MARKETING ACTIVITIES



MANILA BULLETIN COLLABORATION

January's second artcard invited Filipinos to immerse themselves in Guam's culture by connecting with friendly locals at the Chamorro Village Night Market.

Manila Bulletin Lifestyle
 Let Guam's welcoming culture guide you to the places where stories are shared and memories are made

MANILA BULLETIN
 Explore the same life a true local and connect with friendly residents who make every encounter unforgettable

Guam, a home away from home

Guam, a home away from home

UNITED AIRLINES NEWSLETTER

GVB maintains its partnership with United Airlines' GSA HT&T to distribute monthly newsletters to its consumer and travel trade networks. The January edition included ways Filipino travelers can experience the Colors of Guam, while promoting United Airlines' Cebu-Narita route as an alternative option for flights from the Philippines to Guam.

UNITED AIRLINES

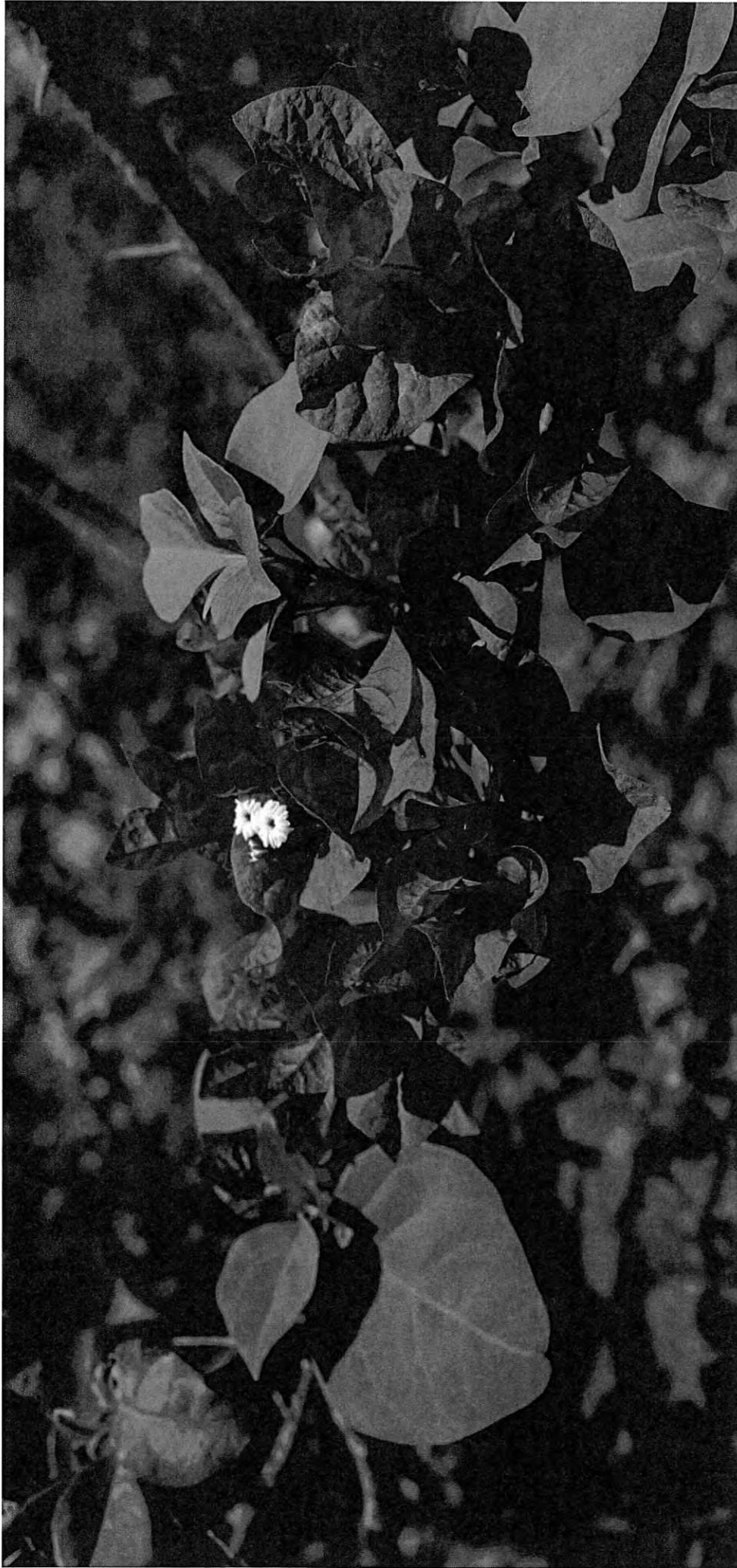
Experience the Colors of Guam
 Guam's vibrant culture, lush landscapes, and welcoming hospitality show through. Our islands are a masterpiece of nature, unspoiled in their beauty - ranging from white sandy beaches to turquoise waters. Our crew team, with their warm smiles and white apron uniforms, especially with luxury and U.S. branded goods available for free!

United Airlines offers two convenient routes from the Philippines to Guam: daily from Manila and daily flights from Cebu with a stop in Narita. Fly the friendly skies and perfect gateway to the United States. Guam is a true hidden gem of America.

Fly to this New U.S. Destination with United Airlines

From	To	Days	Time	Aircraft
CEB-NRT	LAKE	01:00AM	01:15PM	Boeing 747-400
NRT-OMM	LAKE	03:00AM	03:15PM	Boeing 747-400
OMM-NRT	LAKE	05:00AM	05:15PM	Boeing 747-400
OMM-NRT	LAKE	07:00AM	07:15PM	Boeing 747-400
NRT-CEB	LAKE	09:00AM	09:15PM	Boeing 747-400
LAKE-OMM	LAKE	11:00AM	11:15PM	Boeing 747-400
OMM-LAX	LAKE	13:00AM	13:15PM	Boeing 747-400
LAX-OMM	LAKE	15:00AM	15:15PM	Boeing 747-400
OMM-LAX	LAKE	17:00AM	17:15PM	Boeing 747-400
LAX-OMM	LAKE	19:00AM	19:15PM	Boeing 747-400
OMM-LAX	LAKE	21:00AM	21:15PM	Boeing 747-400
LAX-OMM	LAKE	23:00AM	23:15PM	Boeing 747-400

GVB1776



INDUSTRY REPORT

FEBRUARY 28, 2025



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DESTINATION UPDATES



GUAM
VISITORS
BUREAU



1-800-872-7779

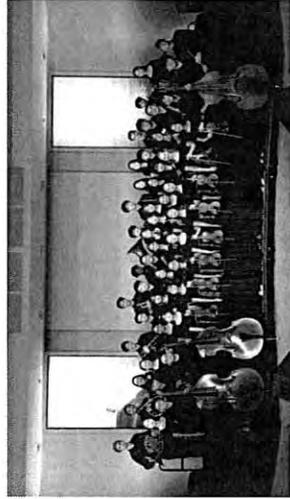
2025 TUMON BAY MUSIC FESTIVAL



TUMON BAY MUSIC FESTIVAL CELEBRATES 20 YEARS

The Guam Philharmonic Foundation, Incorporated invites the community to experience the 2025 Tumon Bay Music Festival from **February 26 to March 8, 2025**, which will take place at various locations throughout Guam.

Most events are **FREE & OPEN TO THE PUBLIC**. The latest festival information can be found at TBMFGUAM.org



FEB 26 Prelude to CHamoru Month Center Court of Micronesia Mall	FEB 27-28 Handbell and Choir Festival KAHIDA, Guam Plaza Resort
MAR 01 Solo & Small Ensemble Episcopal Church of St. John	MAR 02 Jazz, Rock & Beyond Ypao Amphitheater
MAR 03-04 Band & Orchestra Festival Grand Ballroom of the Hyatt Regency Guam	MAR 05-07 Condoria, Tumon Bay International Wind Orchestra Center Court of Micronesia Mall
MAR 08 Finale Concert & Award Ceremony Center Court of Micronesia Mall	GUAM PHILHARMONIC FOUNDATION, INC.

GVB1781

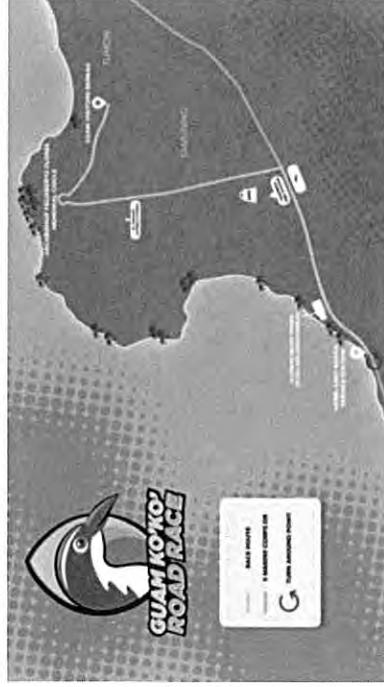
2025 KO'KO' WEEKEND



REGISTRATION NOW AVAILABLE

Join us this Ko'ko' Weekend at the Governor Joseph Flores Memorial Park in Tumon. The countdown begins for Guam's elite running event. The Guam Ko'ko' Kids Fun Run is a fun-filled family event for children ages 4-12 years old. The Guam Ko'ko' Road Race features a four-person 5K relay and a Half Marathon.

Register online at VISITGUAM.COM/KOKO. For more details contact GVB at 646-5278.



**GUAM KO'KO'
KIDS FUN RUN**

KO'KO' KIDS FUN RUN

Saturday, April 12, 2025

- .6K - Ages 4 to 6
- 1.6K - Ages 7 to 9
- 3.3K - Ages 10 to 12

\$10 registration per child



KO'KO' HALF MARATHON & 5K EKIDEN RELAY Sunday, April 13, 2025

- Half Marathon (13.1 miles): \$40
- Ekiden Relay Race (3.1 miles): \$80 (\$20/person)

GVB1782

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 travelers 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.
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AS OF NOVEMBER 30, 2024 HARDCOPIES OF THE I-736 FORM ARE NO LONGER AVAILABLE OR ACCEPTED



Guam is just a click away with the new electronic travel authorization.



<https://g-cnmi-eta.cbp.dhs.gov/>

GVB1783

GUAM EDF



MANDATORY ELECTRONIC DECLARATION FORM

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Access the Guam EDF from our GVB website or
the Guam CQA website.

<https://www.guamvisitorsbureau.com/>
<https://cqa.guam.gov/>

GVB1784

EXPLORE GUAM - MAP



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

Give visitors better access to your business, with
GVB's digital map.

EXAMPLE



Email your updated info to:
taylor.pangilinan@visitguam.com

Valley of the Latte, LLC

871.799.3342

Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Tadore and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village, and guided through a breathtaking botanical garden and watch as Canoes are hand crafted by Utaaa. The experience only gets better as our guides demonstrate how ancient Chamorros started their fires and show you traditional basket weaving techniques. The longer you are here, the more you realize that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality, fun-filled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the Tadore and Ugum rivers without "We take pride in being Guam's only true eco-friendly and sustainable island."

extravaganza filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the intrepid traveler, romantic couple escape, or childhood adventure of a lifetime. It is sure to keep you returning for more. We have also served as venue to special days such as weddings, school field trips, birthdays, company retreats, and more. Feel free to email info@valleyofthelatte.com for more information and if you have any questions. Find us: <https://www.valleyofthelatte.com/valley-latte-map>

Contact Us

Explore Guam
Explore Guam!

Attractions

- 1 Valley of the Latte, LLC
- 2 Big Cruise
- 3 Blue Penetration Dive Boat/boat
- 4 Coco Palm Garden Beach
- 5 Duke Nofre de Maria Catholic Basilica
- 6 Fall-a-Power Sand Beach
- 7 Fun Eye Marine Park
- 8 Fish Eye Tours
- 9 Guam Adventures
- 10 Guam Bikini Island Club Com
- 11 Guam Museum
- 12 Guam Ocean Park
- 13 Guam Plaza Resort & Spa
- 14 Guam Tropical Dive Station
- 15 Inaa (Dolphin) Watching Adventure
- 16 Pagan Dna Amantia
- 17 SasaCastle, Inc.
- 18 Skyline Guam LLC
- 19 Star Tour
- 20 Super American Circus
- 21 Tadore Falls Resort Park
- 22 Tropical Beach House Guam
- 23 Turtle Tours
- 24 UnderWater World
- 25 Valley of the Latte Adventure Park Guam

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



If interested, please click link
for more info

<https://www.guamvisitorsbureau.com/destination/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

MEMBERSHIP BENEFIT



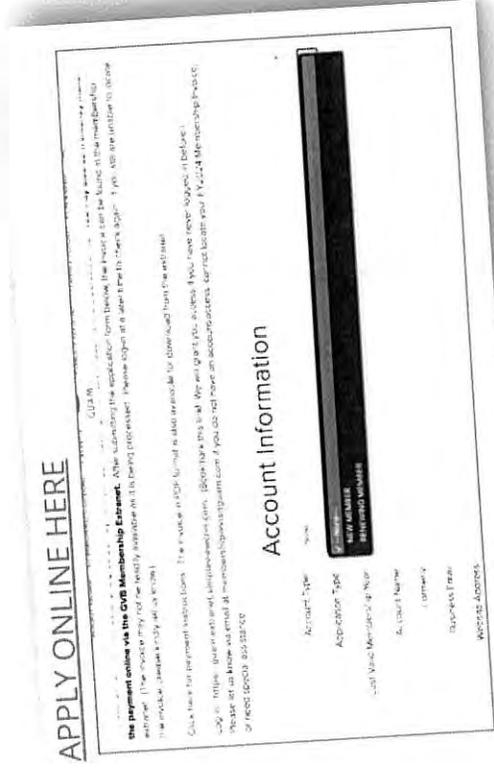
CALLOUT FOR BROCHURES

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).

Download our membership application from our GVB website.

<https://www.visitguam.com/membership-application/>





MARKET INTELLIGENCE REPORT

As of February 28, 2025 and may be subject to change.



MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for March remains at 41,693; and April at 35,352.
- Shown in appendix: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

TAIWAN

- Taiwan's China Airlines, Tourism Administration sponsor San Francisco marathon
- Tourism demand boosts Taiwan airlines' sales
- Shown in appendix: air line updates; marketing activities; etc.

SOUTH KOREA

- 2025 tourism market trend
- Total outbound seat capacity for March remains at 32,591; and April at 30,363.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in March 2025 and are offering specials
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX

GVB1790



APPENDIX

As of February 28, 2025 and may be subject to change.



JAPAN



JAPAN MARKETING ACTIVITIES



PECO AS AMBASSADOR FOR 'GOGO GUAM HÁFA ADAI CAMPAIGN 2025'

- January 30, 2025
- The GOGO GUAM Háfa Adai Campaign began with celebrity Peco, with over 2.5M followers, as its ambassador.
- Peco praised Guam as Japan's closest U.S. destination, perfect for both travel and learning English.
- Moving forward, she will actively promote the island through social media.



KO'KO' ROAD RACE PROMOTIONS

- February 2, 2025
- GVB Japan promoted the Ko'ko' Road Race at an Osaka Full/Half Relay Marathon
- Winners will receive 2 round-trip tickets to Guam + free entry to the Ko'ko' Road Race in April



GVB1793

JAPAN MARKETING ACTIVITIES



RUN TRIP TO KO'KO' ROAD RACE 2025

- HIS launched a special tour package for Japanese runners, centered around the upcoming Ko'ko' Road Race on April 13, 2025 in Guam.
- The 3-4 day tour is priced at ¥129,000–¥174,000 (approx. \$870–\$1,170) per person, based on double occupancy.
- Special guests include Myako, an ultra marathon runner, and Haruka Shimoida, a yoga instructor and runner.
- The tour aims to increase Japanese participation in the Ko'ko' Road Race and promote Guam as a destination for sports tourism.



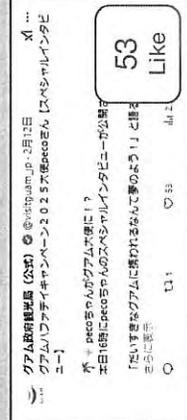
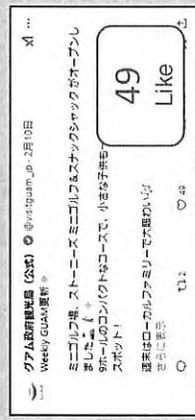
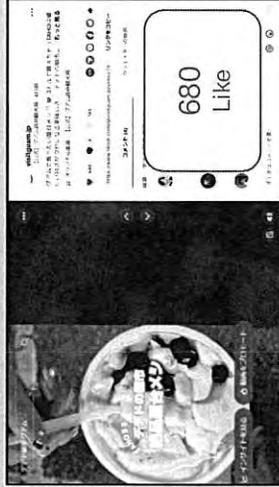
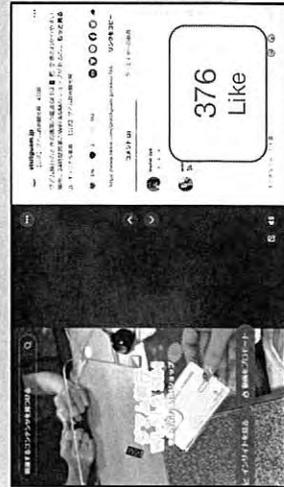
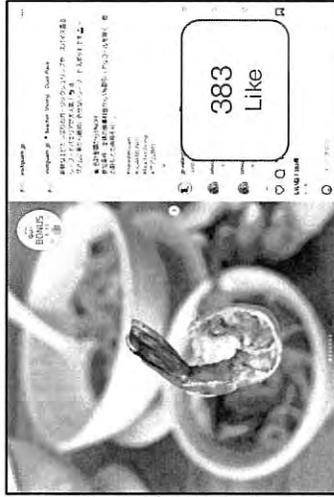
PR VIDEO SHOOTING FOR GUAM WEDDING PROGRAM

- February 18-19, 2025
- GVB Japan team visited various locations in Guam to capture content for its wedding campaign.
- The content focused on the *Jewel by the Sea* chapel and experiences for wedding groups visiting Guam.
- Promotional material to be distributed across various platforms by mid-April 2025.



GVB1794

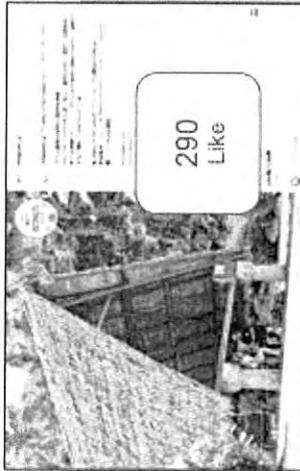
SNS HIGHLIGHT



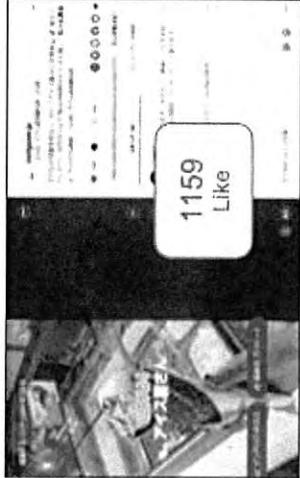
SNS HIGHLIGHT



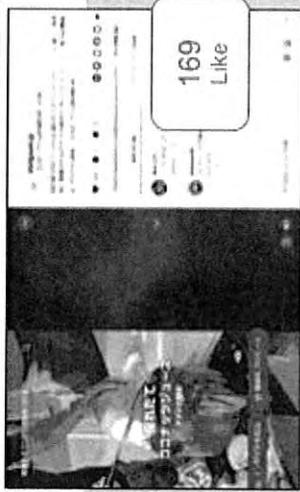
433 Like



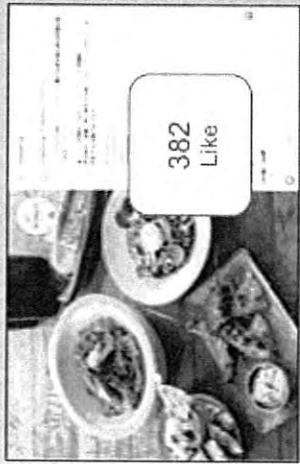
290 Like



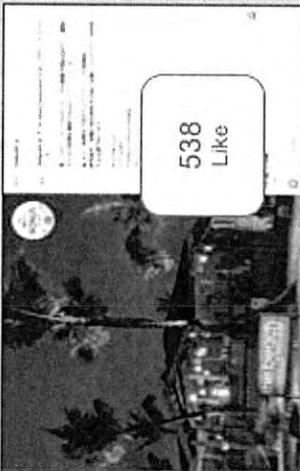
1159 Like



169 Like



382 Like



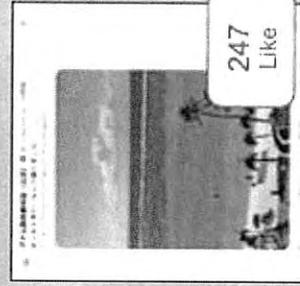
538 Like



216 Like



222 Like



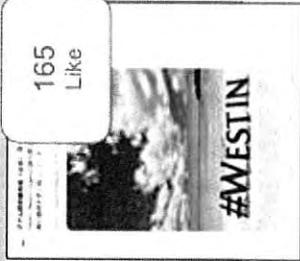
247 Like



240 Like



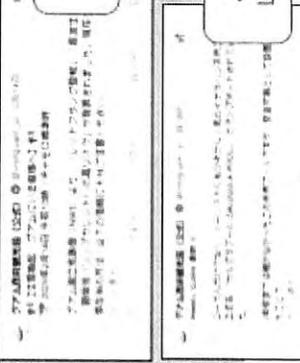
41 Like



165 Like



257 Like



59 Like



41 Like

GVB1796

JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

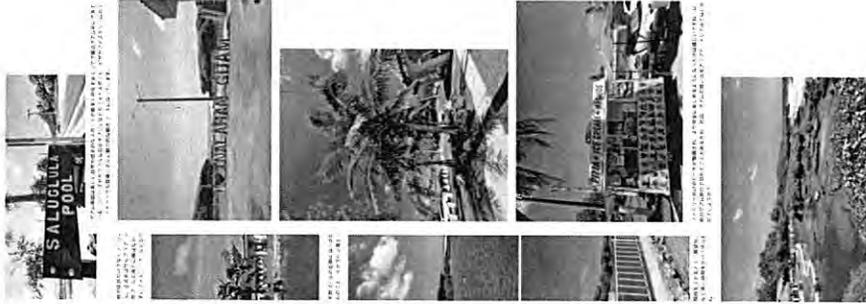
Updates at Inalåhan Natural Pools and Popular Photo Spots in Guam

Southern Guam is known for its beautiful nature and historical landmarks. The Inalåhan Natural Pool is a hidden gem popular not only among locals but also tourists. In the last two years, the natural pool has received updates such as safety barriers, making it a family-friendly spot perfect for relaxation.

Recently, photo spots such as the “1 ♡” series and vibrant stone sculptures have appeared across Guam, adding to the island’s appeal.

With beaches and other sites now equipped with family-friendly amenities, Guam is a wonderful place to have a safe and enjoyable experience.

イナラハン天然プールがアップデート



Guamのカードゲームコミュニティ



Guam’s Card Game Community
GEEKOUT, previously known to only sell cards and collectibles, now has a second location – Geek Out: Next Level. This new location serves as a gathering place for local young people to enjoy trading cards, board games, and tabletop role playing.

The spacious store is filled with collectible items such as anime figures, stuffed animals, card games, miscellaneous goods, rare and limited edition items, as well as, popular standard items.

At Geek Out: Next Level, there is a community space specifically for card game enthusiasts. Tournaments are held regularly, allowing beginners and experts to participate. Participation fees vary depending on the tournament, but those who want to play outside of the tournaments can use the space for free.

Visit Geek Out: Next Level to witness how Japanese anime is spreading beyond borders all the way in Guam.

SOUTH KOREA



KOREA MARKET INTELLIGENCE



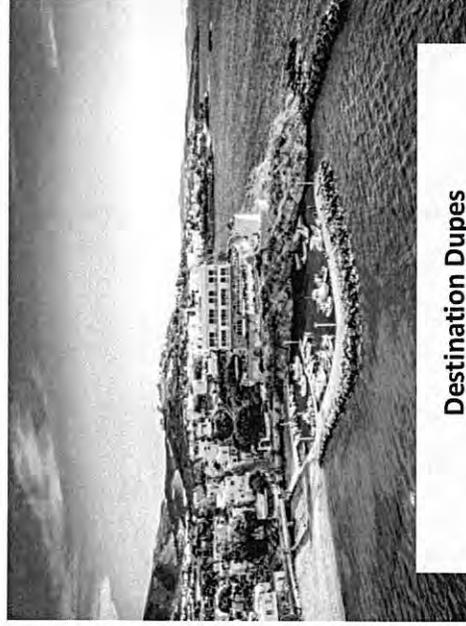
2025 TOURISM MARKET TREND



Season-Stretching

Travelers are increasingly drawn to 'season-stretching' — also known as off-peak or shoulder-season travel.

More travelers want to avoid extreme weather, overcrowding, and rising costs. This shift is driven by both practical concerns and the appeal of more affordable travel.



Destination Dupes

Travelers seek lesser-known yet similar alternatives to overcrowded and expensive hotspots.

Social media and travel operators are driving this shift, highlighting hidden gems that offer comparable experiences at a lower cost.



Frontier Tourism

Travelers seek remote, nature-rich destinations driven by a growing desire for open spaces and outdoor experiences.

Influenced by cultural trends, activities like horseback riding and camping under the stars are gaining popularity.

GVB1799

KOREA MARKETING ACTIVITIES

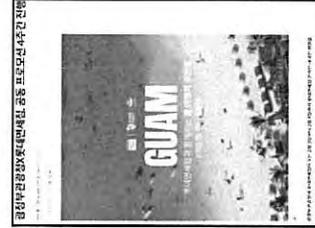


MEDIA COVERAGE

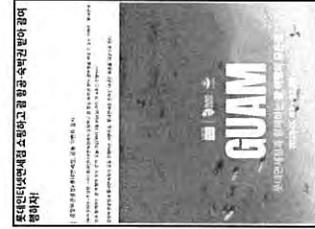
Guam Visitors Bureau and Lotte Duty Free Launch Joint Promotion



Gukje News



Digital Chosun



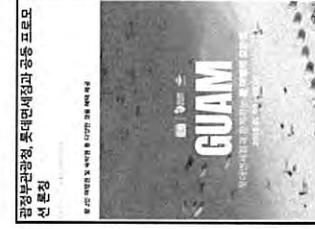
Tour Korea



News Journalism



Herald Economy



Biz World



Open News Agency



News Road



Korea Duty Free News



TTL News



Korea Travel Times



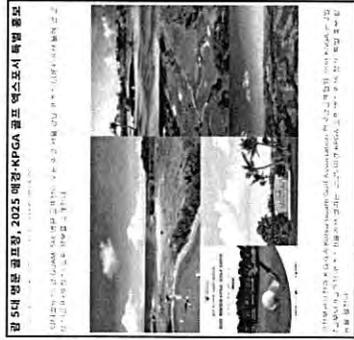
Discovery News

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

Guam Visitors Bureau accomplished 2025 Maekyung-KPGA Golf Expo



TTL News



Yeonhap News



Travel Leisure



Kookmin Ilbo

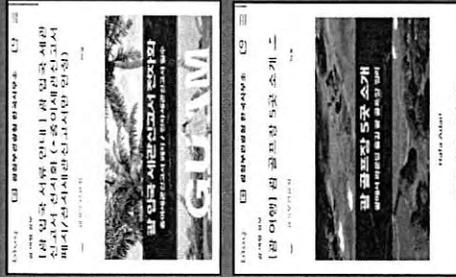


News Road



Job Post

KOREA MARKETING ACTIVITIES

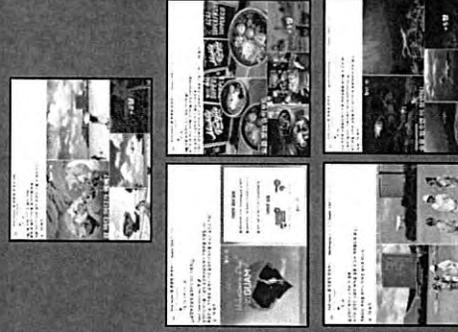
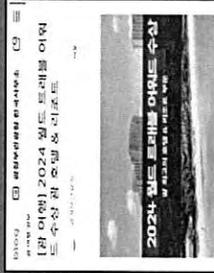


SNS WEEKLY ACTIVITY: FEBRUARY 3-7, 2025

THEME: EDF UPDATE/ LOTTE DUTY FREE PROMOTION/ GUAM GOLF CLUB & 2025 MAEKYUNG KPGA GOLF EXPO

GVB1802

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: FEBRUARY 10-14, 2025

THEME: 2024 GUAM TRAVEL AWARDS HOTEL/ VALENTINE'S DAY EVENT

GVB1803

TAIWAN



TAIWAN MARKET INTELLIGENCE

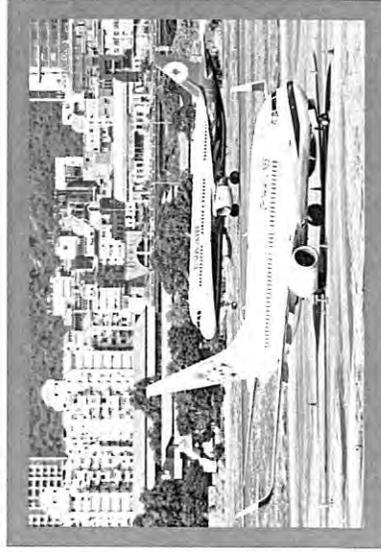


TAIWAN'S CHINA AIRLINES, TOURISM ADMINISTRATION SPONSOR SF MARATHON

China Airlines and the Tourism Administration are sponsoring the 2025 San Francisco Marathon to promote Taiwan as a premier sports tourism destination, making Taiwan the only official travel destination associated with the event.

As the official airline partner, China Airlines aims to attract international runners to participate in its Starlight Road Race and the New Taipei City Wan Jin Shi Marathon in 2026, further strengthening Taiwan's position in the global marathon scene.

With over 30,000 participants, the San Francisco Marathon's scenic route covers iconic landmarks such as the Golden Gate Bridge, Golden Gate Park, and Fisherman's Wharf, offering an unparalleled race experience.



TOURISM DEMAND BOOSTS TAIWAN AIRLINES' SALES

Taiwan's major airlines saw record-breaking revenue in January, with China Airlines (CAL) hitting NT\$19.29 billion in consolidated sales and EVA Air reaching NT\$20.045 billion, fueled by strong tourism demand during the Lunar New Year and winter vacation peak season. Regional and long-haul routes performed exceptionally well, with EVA Air's load factor on North American and European routes nearing 90%, and flights to Japan and South Korea exceeding 85%, driven by CES visitors and holiday travel demand.

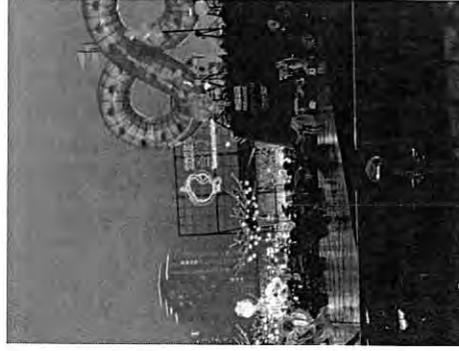
GVB1805

TAIWAN MARKETING ACTIVITIES



2025 TAIPEI LANTERN FESTIVAL

- February 12, 2025
- The 2025 Taiwan Lantern Festival opening ceremony was held in Taoyuan, with GTO attending as an invited guest from its sister city.
- President Lai Ching-te delivered the opening speech, extending blessings with the theme “Six Harmonies and Spring Serpents Bringing Prosperity.”



DAC TRADE SEMINAR IN KAOHSIUNG

- February 20, 2025
- GTO participated in the trade seminar in Kaohsiung to promote Guam and announce the launch of the direct flight to local travel agents.
- Also hosted three lucky draw prizes for the participants, enhancing interaction and excitement at the event.
- Met with Mr. Samuel Goffman, Deputy Branch Chief at AIT Kaohsiung Branch Office, and other AIT officers to express gratitude for their continued support and hospitality.



Samuel Goffman, Deputy Branch Chief at AIT Kaohsiung Branch Office, Felix, Director of GTO

GVB1806

TAIWAN MARKETING ACTIVITIES



NR Monitor

For the past week (February 15-21), a total of 6 exposures were monitored.

1 of the news reported that Unbeatable Holiday Travel Deal! Fly Direct from Taipei to Guam Starting at NT\$10,000 – No Visa Required!

(1)

聯手16城市、TERU打造國際燈光藝術饗宴！ 2025台北燈節友好燈組數量再創新高

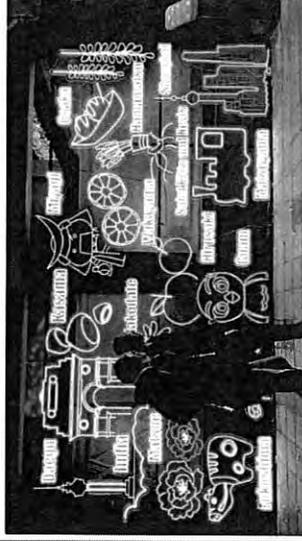


國際新聞

2025年2月15日 14:48 更新 0 次瀏覽 1334

觀點新聞Jeffrey編輯整理

「2025台北燈節，友好燈區展出燈組數量再創新高！臺北市政府觀光傳播局指出，今年共16個友好城市響應響應，其中印度、日本和歌山縣是首次參與，共展打進一等燈光的國際藝術饗宴；此外，今年也首度與日本建築大師CLAYTON KUMAMOTO合作，以玻璃燈組為靈感創作「城市豐收的集」作品，承襲了TERU對臺北友好關係的美好聯誼，邀請臺內外燈藝師即日起至2月16日，搶先揮灑到臺北西門町賞花燈，



(圖 / 臺北市政府)

PHILIPPINES



PHILIPPINES MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- **Daily**

PR110 Depart MNL 22:30 / Arrive GUM 04:15
 PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

MNL to GUM Mar 11-13, 2025	MNL to GUM Mar 14-23, 2025	CEB – GUM Apr 16-21, 2025
From US \$335 Round-trip Economy	From US \$335 Round-trip Economy	From US \$518 Round-trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- **Daily**

UA184 Depart MNL 22:55 / Arrive GUM 04:40
 UA183 Depart GUM 19:55 / Arrive MNL 21:50

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:40 / Arrive GUM 06:30
 UA193 (via Koror) Depart GUM 19:55 / Arrive MNL 23:50

Featured Daily Fairs for Flights from MNL to GUM

Mar 2025	Apr 2025	May 2025
From US \$353* Round Trip Economy	From US \$353* Round Trip Economy	From US \$353* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.
<https://etravel.gov.ph/>

AVION EXPRESS PHILIPPINES TO LAUNCH ACMI OPERATIONS

Avion Express Philippines is set to introduce its ACMI (Aircraft, Crew, Maintenance, and Insurance) services to the Philippines. The announcement was made during a high-profile industry event held on February 20. The new ACMI provider is designed to meet the Philippines' seasonal aircraft capacity needs. The intent is for airlines to optimize operations, explore new routes, and ultimately provide better travel experiences for passengers.



TRAVEL OUTLOOK FOR 2025

During an ANC Prestige interview, Philippine Travel Agencies Association (PTAA) President Mariegel Tankiang-Manotok discussed travelers' evolving preferences and behaviors amidst the rapidly changing tourism landscape. Ms. Meriegel was very optimistic about the Philippines' travel outlook for 2025. Despite inbound arrivals not matching up to its pre-covid numbers, visitor spend has increased and is a factor that the Philippines tourism industry is focusing on.



READY, JET SET, GO! TRAVEL OUTLOOK FOR 2025

15:15 MNL | WEBSITE: ABS-CBN.COM | **A/N/C** | SUBSCRIBE TO ANC ALERTS ON YOUTUBE | **A/N/C**

PHILIPPINES MARKETING ACTIVITIES



MANILA BULLETIN GUAM FEATURE

On February 20, 2025, Manila Bulletin posted an article feature highlighting luxury in Guam, from accommodations, shopping and dining, to spa treatments and personalized tours. The article was published within MB's *lifestyle section* in both print and online. February's artcard focused on Guam's rich history and unique culture that is still practiced today.



MONTHLY NEWSLETTER

- February 12, 2025
- Monthly newsletter was sent out to a total of 657 contacts, which included new connections made at the recent PTAA B2B event
- EDM highlighted places to visit and activities to experience in Guam
- Delivery rate 98.33%; Open rate 42.11%



[Click here](#) to access the Manila Bulletin article.

GVB1811



INDUSTRY REPORT

MARCH 14, 2025



GUAM
VISITORS
BUREAU



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34 PHILIPPINES

DESTINATION UPDATES



UPCOMING EVENTS



17th ANNUAL GUPOT CHAMORU/ CRAB FESTIVAL

Experience one of the island's largest annual celebrations. This event is a Chamoru celebration of southern hospitality featuring great food and barbecue, live music and dancing, Guam gifts and handcrafted items, friendly contests and carnival games for children.

For more information, please contact the Malesso' Mayor's Office at 671-828-8312 or 671-828-2941.

FOR INQUIRIES, PLEASE CONTACT THE MALESSO' MAYOR'S OFFICE AT 671.828.8312/2941.

Interested Vendors or Entertainers, please contact Angie or Genny at (671) 472-8285/6. One Village, One Family.

AGAÑA HEIGHTS COCONUT FESTIVAL

Join us in celebrating Agaña Heights' Coconut Festival. Residents and guests can expect a fun-filled weekend and will be able to support a variety of local vendors.

Games, activities, petting zoos, food trucks, more for the whole family to enjoy will be available to the public.

GVB1815

UPCOMING EVENTS



2025 KO'KO' WEEKEND

Join us this Ko'ko' Weekend at the Governor Joseph Flores Memorial Park in Tumon. The countdown begins for Guam's elite running event. The Guam Ko'ko' Kids Fun Run is a fun-filled family event for children ages 4-12 years old. The Guam Ko'ko' Road Race features a four-person 5K relay and a Half Marathon.

Register online at [VISITGUAM.COM/KOKO](https://visitguam.com/koko). For more details contact GVB at 671-646-5278.

KO'KO' KIDS FUN RUN Saturday, April 12, 2025

- .6K - Ages 4 to 6
- 1.6K - Ages 7 to 9
- 3.3K - Ages 10 to 12

\$10 registration per child

KO'KO' HALF MARATHON & 5K EKIDEN RELAY Sunday, April 13, 2025

- Half Marathon (13.1 miles): \$40
- Ekiden Relay Race (3.1 miles): \$80 (\$20/person)



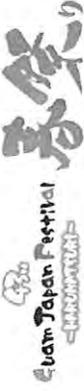
2025 KO'KO' WEEKEND!

Governor Joseph Flores Memorial Park (Ypao Beach) Tumon

KO'KO KIDS FUN RUN SATURDAY, APRIL 12, 2025



AGES 4 TO 6 .6K | AGES 7 TO 9 1.6K | AGES 10 TO 12 3.3K



KO'KO' HALF MARATHON & 5K EKIDEN RELAY SUNDAY, APRIL 13, 2025

UNTIL 03/31/2025	HALF MARATHON EKIDEN RELAY RACE	\$40
		\$80 (\$20 / PERSON)
UNTIL 04/13/2025	HALF MARATHON EKIDEN RELAY RACE	\$45
		\$100 (\$25 / PERSON)

REGISTER ONLINE AT [VISITGUAM.COM/KOKO](https://visitguam.com/koko)



For more details, go to visitguam.com/koko or call 671-646-5278
GVB1816

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 travelling.

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 travelers 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.

AS OF NOVEMBER 30, 2024 HARDCOPIES OF THE I-736 FORM ARE NO LONGER AVAILABLE OR ACCEPTED



Guam is just a click away with the new electronic travel authorization.



<https://g-cnmi-eta.cbp.dhs.gov/>

GVB1817

GUAM EDF



MANDATORY ELECTRONIC DECLARATION FORM

As of February 4, 2025, the Guam EDF is now MANDATORY upon entry into Guam. All persons arriving in Guam must comply with United States and Guam laws prior to their arrival. For your convenience, the form may be completed up to 72 hours prior to arrival date.



Access the Guam EDF from our GVB website or
the Guam COA website.

<https://www.guamvisitorsbureau.com/>
<https://cqa.guam.gov/>

GVB1818

EXPLORE GUAM - MAP



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

Give visitors better access to your business, with GVB's digital map.

EXAMPLE

Email your updated info to:
taylor.pangilinan@visitguam.com

Valley of the Latte, LLC
 711 789 7342
 info@valleyofthelatte.com

Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village, and guided through a breathtaking botanical garden and watch as canoes are hand crafted by Ullilao. The experience only gets better as our guides demonstrate how Ancient Chamorros started their fires and how you traditional basket weaving techniques. The longer you are here, the more you realize, that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco friendly destination, providing excellent service and quality, fun-filled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the Talofofo and Ugum rivers with us! We take pride in being Guam's only true eco-friendly and sustainable island extravaganza filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the intrepid traveler, romantic couple escapes, or childhood adventure of a lifetime. It is sure to keep you returning for more. We have also served as venue to special days, such as weddings, school field trips, birthdays, company retreats, and more. Feel free to email info@valleyofthelatte.com for more information and if you have any questions, find us at https://www.valleyofthelatte.com/valley-latte-map-contact/

- Explore Guam!
- Attractions
 - Valley of the Latte, LLC
 - Big Crown
 - Blue Persimmon Dive Boutique
 - Coco Palm Garden Beach
 - Duke Nofre de Marce Cathedral Basilica
 - Fuji or Pioneer Sand Beach
 - Fuji Eye Marine Park
 - Fuji Eye Tours
 - Guam Adventures
 - Guam Blinn HAWAII CLUB.COM
 - Guam Museum
 - Guam Ocean Park
 - Guam Plaza Resort & Spa
 - Guam Tropical Dive Station
 - Guam Zoological, Botanical & Marine Gardens
 - Island (Dolphin) Watching Adventure
 - Pagan Dive Adventures
 - SandCastle, Inc.
 - Skyline Guam Inc.
 - Star Tour
 - Super American Cruise
 - Talofa Falls Resort Park
 - Tropical Beach House Guam
 - Turtle Tours
 - Underwater World
 - Valley of the Latte Adventure Park Guam

as of 14 March 2025

GVB1819

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



If interested, please click link
for more info

<https://www.guamvisitorsbureau.com/destination/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

MEMBERSHIP OUTREACH



SATISFACTION SURVEY

GVB is always looking for ways to better serve its members. To accomplish this goal, kindly complete the survey link below.

Your feedback is greatly appreciated!

[Access Membership Survey here](#)



[Membership Satisfaction Survey](#)

Membership Satisfaction Survey

Dear Valued Member:

The Guam Visitors Bureau (GVB) is always looking for ways to better serve its members. To accomplish this goal, we need your assistance in completing the following survey.

taylor.panglinan@visiguam.org Switch account

* Indicates required question

Email *

Your email

Name

Your answer

Organization

Your answer

WATERBLAST AND PAINT MONTH



TUMON SPRING CLEANING

March is Waterblast & Paint Month!

We are inviting you to join us in improving Guam as part of the Tourism Recovery effort.

- **20% off at Sherwin Williams** for paint supplies
- **10% off at Murphy Enterprises, Inc.** for exterior cleaning, sign removal, and installation, plumbing, electrical, and mechanical services.
- Sponsor a high school for our Senior Mural Contest by providing prizes for our students!



TUMON Spring Cleaning

Please complete the following information and present: Sherwin Williams /Murphy Enterprises to avail of your discount.

NAME:	
COMPANY:	
BLDG LOCATION:	
PHONE:	
EMAIL:	

Signature _____ Date _____



MARKET INTELLIGENCE REPORT

As of March 14, 2025 and may be subject to change.



MARKETS AT-A-GLANCE



GUAM
VISITORS
BUREAU



GMB1824

MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for March remains at 41,693; April at 35,352; and May at 37,045.
- Shown in appendix: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

TAIWAN

- US senators introduce bill to boost US-Taiwan travel
- Taiwan sees 18% increase in foreign guest stays
- Shown in appendix: marketing activities; etc.

SOUTH KOREA

- Asiana completes cargo business sale to Air Incheon
- Daemyung Sono Group acquires T*Way Air
- Total outbound seat capacity for March remains at 32,591; April at 30,363; and May at 31,457.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in March 2025 and are offering specials
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX

GVB1825



APPENDIX

As of March 14, 2025 and may be subject to change.



GUAM
VISITORS
BUREAU



JAPAN



GUAM
VISITORS
BUREAU



GAMB1827

JAPAN AIRLINE INTELLIGENCE



AIRLINE OPERATION - MARCH

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00/15:45	Daily	5,146
	Available	UA 197	NRT	17:00/21:45	Daily	5,146
	Available	UA 874	NRT	21:20/2:05+1	Daily*	4,648
	Available	UA 865	NRT	17:25/22:30	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55/22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55/4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40/16:35	Daily	5,146
	Suspended from May 7, 2024	UA 172	NGO	20:50/12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KK	11:00/15:45	Daily	5,146
	Available	UA 178	KK	20:45/12:0+1	Tue, Thu, Sat	2,158
Route Discontinued After Oct 26, 2024						0
TTL						35,524

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30/14:35	Daily	6,159
	Suspended	7C 3B2	NRT	10:05/15:00	Daily	-
	Suspended	7C 3174	KK	10:30/14:50	Daily	-
	Suspended	7C 3194	KK	10:30/14:50	Tue	-
TTL						6,159

MARCH TOTAL OUTBOUND SEAT CAPACITY : 41,693

GVB1828

JAPAN AIRLINE INTELLIGENCE



AIRLINE OPERATION - APRIL

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00 / 15:45	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Available	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,988
	Available	UA 865	NRT	17:25 / 22:30	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:35	Mon, Tue, Thu, Fri, Sun	3,486
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 12:25+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	4,980
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 12:0+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:35	Daily	0	
				TTL		29,382
AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30 / 14:35	Daily	5,970
	Suspended	7C 1B2	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 31B4	KIX	10:10 / 14:50	Tue	-
				TTL		5,970

APRIL TOTAL OUTBOUND SEAT CAPACITY : 35,352

GVB1829

JAPAN AIRLINE INTELLIGENCE



AIRLINE OPERATION - MAY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00/15:45	Daily	5,146
	Available	UA 197	NRT	17:00/21:45	Daily	5,146
	Suspended until July 31, 2025	UA 874	NRT	21:20/2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA 865	NRT	17:25/22:30	Mon, Fri	1,494
	Available from March 1 to July 10, 2025	UA 841	NRT	17:55/22:40	Daily	5,146
	Available from May 1, 2024	UA 848	HND	23:55/4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40/16:35	Mon, Tue, Thu, Fri, Sun	3,652
	Suspended from May 7, 2024	UA 172	NGO	20:50/12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KKX	11:00/15:45	Daily	5,146
	Suspended from April 1, 2025	UA 178	KKX	20:45/12:0+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05/16:35	Daily	0	
TTL						30,876

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30/14:35	Daily	6,169
JEJUair	Suspended	7C 182	NRT	10:05/15:00	Daily	-
	Suspended	7C 374	KKX	10:10/14:50	Daily	-
	Suspended	7C 384	KKX	10:10/14:50	Tue	-
TTL						6,169

MAY TOTAL OUTBOUND SEAT CAPACITY : 37,045

GVB1830

JAPAN MARKETING ACTIVITIES



JAPANESE TV SHOW FEATURES GUAM

- March 2, 2025
- Guam was featured on an episode of *Real Totsu West*, with popular idol, Fujii Ruisei
- In collaboration with H.I.S. and GVB, the episode covered local experiences such as Two Lovers Point, Handmade Sandal Workshop (Lea Lea), Infusion Coffee & Tea, and Hotel Nikko's BBQ & Cultural Dance Show
- HIS launched a special tour package within the episode



H.I.S. TRAVEL THANKSGIVING FESTIVAL

- March 8-9, 2025
- GVB attended the H.I.S. travel thanksgiving festival in Tokyo
- The event had 10,000+ visitors and 30+ exhibitors
- GVB booth provided travel consultations, distributed ecobags and guidebooks, and promoted the upcoming Ko'ko' Road Race
- A CHamoru food truck also showcased Guam's cuisine sellin 256 food plates
- On-site bookings resulted in 17 confirmed reservations



GMB1831

JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Guam's Hottest Dining Spots

First time visitors to Guam will have many restaurant options to choose from. A conveniently placed dining spot in Tumon is Blue Lagoon Plaza.

Kai Restaurant offers authentic sake snacks, fresh sushi, tempura, and robata-yaki dishes. The casual atmosphere makes it a great place to enjoy yourself. For more information, check out their Instagram @kai_restaurantguam.

Håfaloha is popular for its colorful shaved ice, but also offers acai bowls, smoothies, and tasty food menu items like burgers and poke. Follow their Instagram at @hafaloha.

At night you can visit Molly's Irish Sports Pub or The W Nightclub. Blue Lagoon Plaza is home to many popular restaurants and nightlife spots.

グアムのホットなダイニングスポット



グアムの3月はチャモロマンス! 始まっています!



March in Guam is Chamoru Month!

In Guam, March is designated as Chamoru Month to promote the revival and preservation of the Chamoru language and culture. The main event is the Guam History & Chamoru Heritage Day Festival, held on the first week of March in Humåtak. This year, the festival took place from Friday, February 28 to Monday, March 3.

The festival featured lively cultural dance performances, singers and bands, and a vibrant atmosphere. The highlight of the event is the reenactment of Magellan's landing, which illustrates how the ancient islanders faced the landing of Magellan and his crew during the 1500s.

Several hotels in Tumon also hold special events for tourists to experience Chamoru Month.

- Hotel Nikko – carabao rides and coconut leaf weaving experiences
- PIC – Chamoru dance performances
- Hilton – Chamoru cuisine buffet every Saturday during March

SOUTH KOREA



GUAM
VISITORS
BUREAU



GAMB1833

KOREA AIRLINE 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	10,478
Jeju Air	7C3101	DAILY	10:05	15:25	5,859
Jin Air	LJ913*	DAILY	09:35	14:50	4,536
	LJ915**	DAILY	08:30	13:50	2,268
T'way Air	TW303	DAILY	08:05	13:30	5,859
TOTAL					29,000

*LJ913: Suspension from Mar 6th – Mar 12th

**LJ915: Dec 19th – Mar 12th; Daily

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	DAILY & 4/W	19:55	01:15+1	3,591
TOTAL					3,591

*LJ921: Feb 1st – Mar 3rd; Daily

Mar 4th – Mar 29th; 4/W (Mon, Wed, Fri, Sat)

TOTAL OUTBOUND SEAT CAPACITY: 32,591 SEATS

GVB1834

KOREA AIRLINE INTELLIGENCE



APRIL 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	09:45	15:15	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
T'way Air	TW505	DAILY	09:00	14:30	5,670
TOTAL					27,150

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,213
TOTAL					3,213

*LJ921: Apr 2nd- Apr 30th: 4/W (Mon, Wed, Fri, Sat)

TOTAL OUTBOUND SEAT CAPACITY: 30,363 SEATS

GVB1835

KOREA AIRLINE INTELLIGENCE



MAY 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	09:45	15:15	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
T'way Air	TW505	DAILY	09:00	14:30	5,859
TOTAL					28,055

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,402
TOTAL					3,402

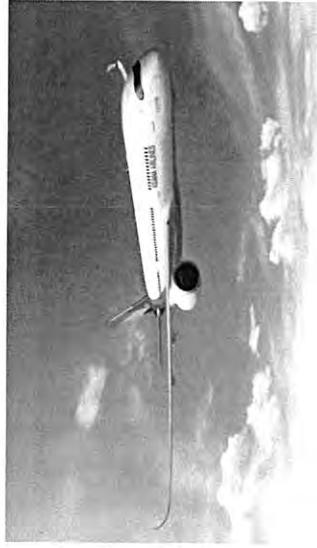
*LJ921: May 1st– Jun 22nd & August 25th – September 31st: 4/W (Mon, Wed, Fri, Sat)
Jun 23rd – August 24th & Oct 1st – Oct 12th: Daily

TOTAL OUTBOUND SEAT CAPACITY: 31,457 SEATS

GVB1836

TRAVEL TRADE UPDATE

Asiana completes cargo business sale to Air Incheon



- Asiana Airlines has received final shareholder approval to sell its cargo business to Air Incheon, fulfilling all conditions set by European competition regulators for its merger with Korean Air on Feb 25.
- The approval finalizes the January agreement to divest the cargo business for approximately \$328 million and the airline aims to finalize the transfer of assets and personnel by June 10.

Daemyung Sono Group acquires T'way Air



- Sono International, the holding company of Daemyung Sono Group, has agreed to acquire the management control of T'way Air Co. on Feb 26.
- Sono was T'way's second-largest shareholder with a 26.77 percent stake, and the agreement boosted its share in the air carrier to 54.79 percent.

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

Dusit Beach, Hyatt Regency and Abis honored with World Travel Awards 2024



News Journalism



Digital Chosun



Biz World



Tour Korea (1)



Tour Korea (2)



TTL News



Open News Agency



News Road



Discovery News



Korea Tourism News



Korea Duty Free News

GVB1838

TAIWAN



TAIWAN AIRLINE INTELLIGENCE



United Airlines, in partnership with the Guam Visitors Bureau, will launch the exciting new direct service between Taipei, Taiwan and Guam on **April 2, 2025**.

The twice-weekly nonstop service, will depart Guam at 7:00 a.m. and arrive in Taipei at 9:25 a.m. local time. Return flights from Taipei to Guam will depart at 10:30 a.m. and 11:00 a.m. on Wednesdays and Saturdays, respectively, and arrive in Guam at 4:20 p.m. and 4:50 p.m. the same day. United will operate the flights with a Boeing 737-800 aircraft, offering 166 seats, 16 of which are in business class.

Taipei (TPE) – Guam (GUM) Service, Effective April 2, 2025*

Flight No.	Depart	Time	Arrival	Time	Frequency
UA 0165	Guam (GUM)	7:00 a.m.	Taipei (TPE)	9:25 a.m.	Wednesdays and Saturdays
UA 0166	Taipei (TPE)	10:30 a.m.	Guam (GUM)	4:20 p.m.	Wednesdays
UA 0166	Taipei (TPE)	11:00 a.m.	Guam (GUM)	4:50 p.m.	Saturdays

*Schedule subject to change

For more information on booking, please visit the United Airlines office in Tiyan or access their official mobile app.

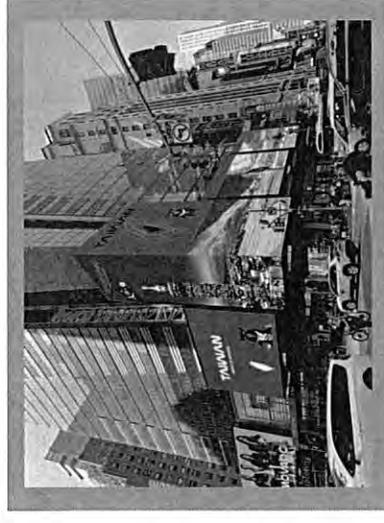
GVB1840

TAIWAN MARKET INTELLIGENCE



SENATORS INTRODUCE BILL TO BOOST US-TAIWAN TRAVEL

US Senators Marsha Blackburn and Brian Schatz introduced the Taiwan Travel and Tourism Coordination Act, which seeks to explore opportunities for stronger bilateral travel and tourism cooperation between the US and Taiwan. The bill mandates a study on the feasibility of establishing US Customs and Border Protection (CBP) preclearance facilities at Taiwan Taoyuan International Airport, which would enhance security and streamline travel for passengers flying to the US. Lawmakers argue that preclearance in Taiwan would improve homeland security and create more economic opportunities for both Taiwan and the US.



TAIWAN SEES 18% INCREASE IN FOREIGN GUEST STAYS

Taiwan's Tourism Bureau reported an 18.3% increase in foreign guest stays in 2024, while domestic guest stays declined by 6.21%, influenced by the growing popularity of one-day travel excursions. The total number of hotel guests in 2024 was 78.796 million, slightly below pre-pandemic levels. The average room rate for tourist-class hotels remained stable at NT\$2,960 (US\$90), while B&B prices dropped 4.15% to NT\$2,405. The hotel industry is adapting to post-pandemic demand for high-quality travel experiences, incorporating local cultural elements to enhance guest satisfaction and attract international visitors.

GVB1841

TAIWAN MARKET INTELLIGENCE



TAIWAN PRIORITIZES QUALITY TOURISM, AIMS FOR 10 MILLION VISITORS: MINISTER

Taiwan is shifting its tourism approach to prioritize high-quality experiences over sheer visitor numbers, while still aiming for 10 million foreign arrivals in 2024. The government is partnering with healthcare and technology sectors to promote high-end travel experiences, such as medical tourism and scenic railway tours. The number of Western travelers has been rising, with the U.S. now the fourth-largest visitor source, signaling a shift from the traditionally dominant markets of Japan, South Korea, Hong Kong, and Macao.



TAIWAN'S EVA AIR AND STARLUX PLAN FLIGHTS TO KOBE

EVA Air and Starlux Airlines will begin flights to Kobe Airport's new international terminal upon its opening on April 18. EVA Air anticipates increased demand for the Osaka-Kobe route due to Expo 2025 in Osaka, running from April 13 to October 13. EVA Air will operate four weekly flights from Taoyuan to Kobe (April 18-27) before reducing to two per week, while increasing Kaohsiung-Osaka flights to 11 per week. Starlux will launch three weekly flights from Taoyuan and seven from Taichung to Kobe.

GVB1842

TAIWAN MARKETING ACTIVITIES



SUNSHINE VIBES FESTIVAL

- February 22-23, 2025
- The Sunshine Island Vibes Festival featured over 160 brands and attracted 140,000+ visitors.
- Many Kaohsiung travelers showed interest in the Guam booth and were happy to hear about the upcoming regular direct flights between Guam and Taipei.
- The Guam booth promoted United Airlines' limited-time fares, drawing 850+ visitors.
- Guam snacks and guidebooks were passed out to visitors at the booth.



UNITED AIRLINES PRODUCT SEMINAR

- March 6, 2025
- United Airlines hosted a product seminar to introduce new flight routes for 2025, including the TPE-GUM direct flight launching in April.
- GTO was invited to give a speech introducing Guam as a travel destination, sharing the latest entry policies, and highlighting incentives for travel agents.
- Around 80 travel agents participated in the seminar.
- UA announced that the TPE-GUM direct flight promotion will be extended until June 27.



TAIWAN MARKETING ACTIVITIES

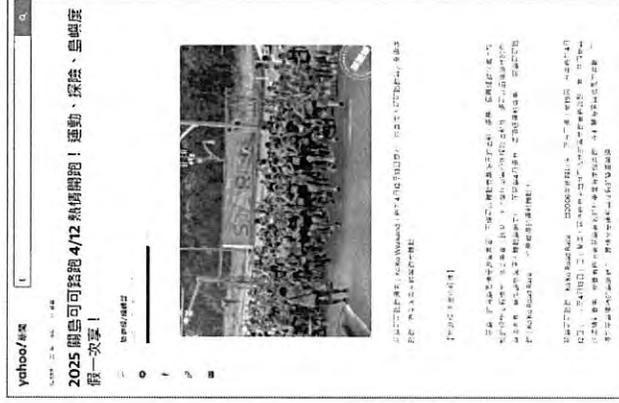


NR Monitor

For the past week (March 1-7), a total of 21 exposures were monitored.

1 of the news reported that 2025 Guam Ko'Ko Road Race Kicks Off on April 12th! Experience Island Paradise Vibes!
 1 of the news reported that United Airlines to Launch Year-Round Direct Flights to Guam on April 2; A Seamless 3.5-Hour Journey to Experience the American Charm

(1)



(2)



GVB1844

PHILIPPINES



PHILIPPINES MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- **Daily**

PR110 Depart MNL 22:30 / Arrive GUM 04:15
 PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

CEB to GUM Mar 24-27, 2025	MNL to GUM May 01-Jun 30, 2025	ILO – GUM May 30-Jun 02, 2025
From US \$697 Round-trip Economy	From US \$208 Round-trip Economy	From US \$500 Round-trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- **Daily**

UA184 Depart MNL 22:55 / Arrive GUM 04:40
 UA183 Depart GUM 19:55 / Arrive MNL 21:50

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:40 / Arrive GUM 06:30
 UA193 (via Koror) Depart GUM 19:55 / Arrive MNL 23:50

Featured Daily Fairs for Flights from MNL to GUM

Mar 2025	Apr 2025	May 2025
From US \$298* Round Trip Economy	From US \$298* Round Trip Economy	From US \$298* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>

<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.

<https://etravel.gov.ph/>

PHILIPPINES MARKETING ACTIVITIES



ADF ENDERUN 101, INC AWARDED IN-MARKET REP FOR PHILIPPINES

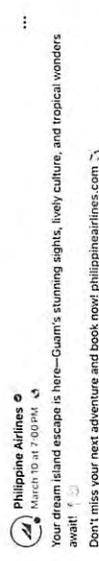
- FY2025 contract March - September
- Enderun Marketing expanded into a full-service agency in 2016
- Leverages its Enderun network (Enderun Colleges, Enderun Hotels, Enderun Events, Enderun Extension, and Enderun Coworking)



L to R: Thomas Wenger, Senior Vice President; Tricia Tensuan, Vice President for Marketing; and Cheska Dizon, Associate Director for Marketing

PAL CONTENT PROMOTION

- As part of their *Heart to Travel Series*, Philippine Airlines uploaded and boosted social content that highlights culture, scenery, and attractions in Guam



Philippine Airlines
Product/Service

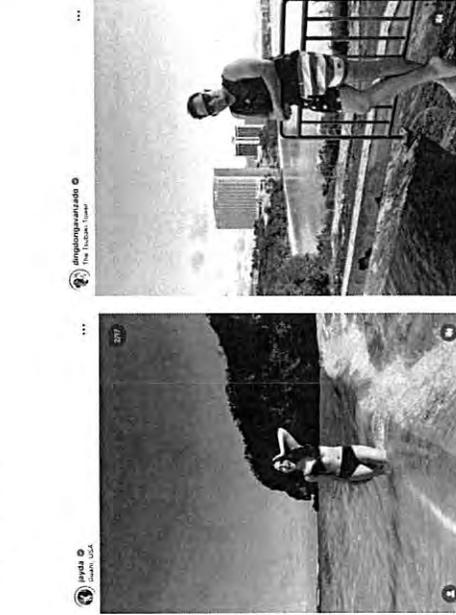
GVB1847

PHILIPPINES MARKETING ACTIVITIES



AVANZADO FAMILY IN GUAM

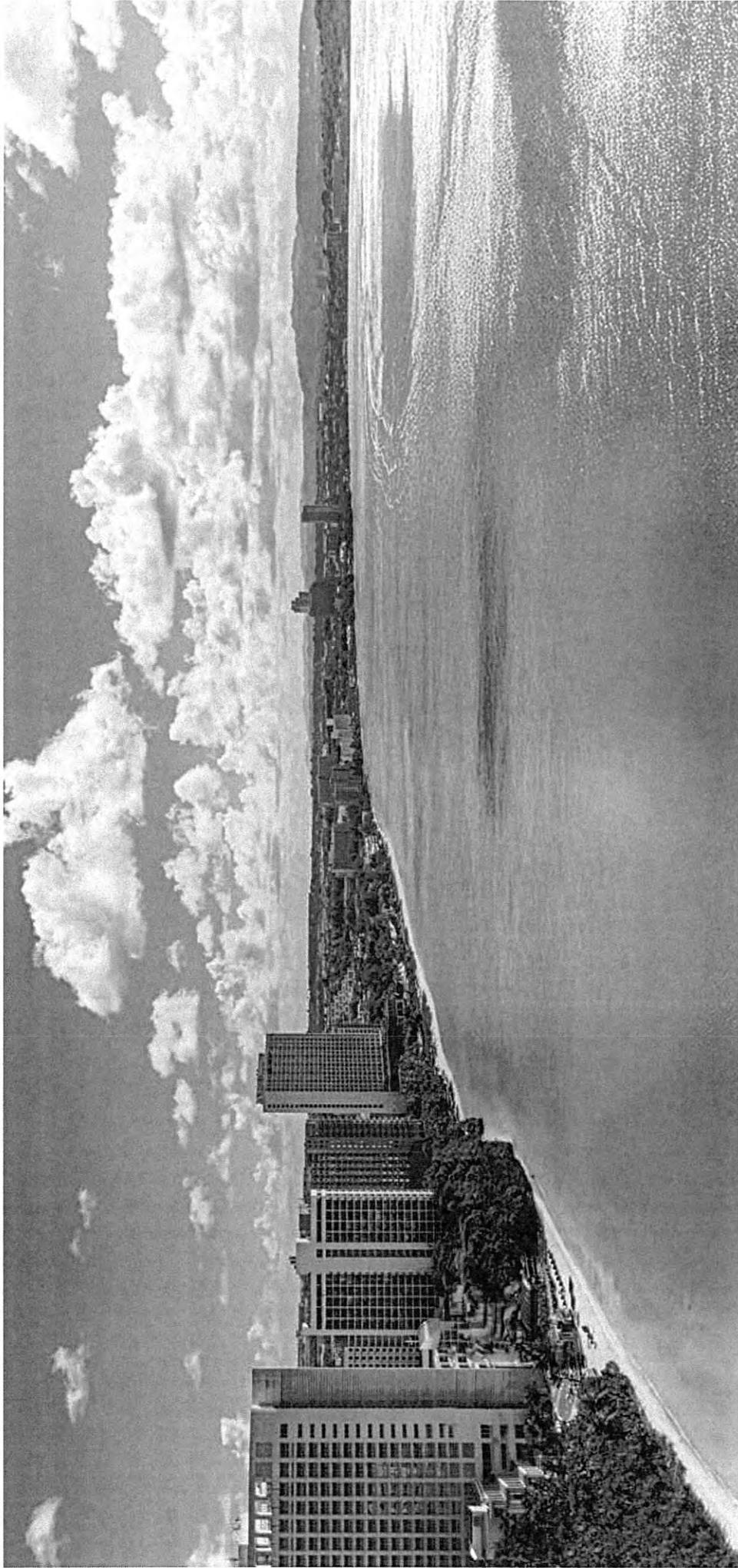
- The Avanzado Family visited Guam from March 9-11, 2025
- Posted highlights of their stay on social media platforms
- Collective following: 5M followers
 - Jayda Zaragoza 1M IG; 2.6M FB
 - Jessa Zaragoza 585k IG; 2.1M FB
 - Dingdong Avanzado 82.1k IG; 270k FB
- GVB members Tsubaki Tower and Hertz Rent A Car provided in-kind support for lodging and transportation



THE TSUBAKI TOWER



dollar



INDUSTRY REPORT

APRIL 4, 2025



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GUAM ARRIVALS



GUAM
VISITORS
BUREAU



GUAM 1851

MONTH TO DATE 2025



February 1-28, 2025

Total: 60,122 (44.7%)

% Market Mix	Origin	2019	2024	2025	% of 2019
49.7%	Korea	59,423	41,838	29,890	50.3%
34.7%	Japan	57,741	17,188	20,848	36.1%
9.0%	US/Hawaii	6,312	5,990	5,427	86.0%
1.6%	Philippines	1,281	885	988	77.1%
0.1%	Taiwan	2,535	593	90	3.6%
0.7%	China	2,645	810	413	15.6%
0.1%	Hong Kong	745	84	42	5.6%

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

Note: February 2025 Daily Arrivals reflect Civilian Air arrivals only

GVB1852

CALENDAR YEAR TO DATE 2025



January - February 28, 2025

Total: 126,127 (44.7%)

% Market Mix	Origin	2019	2024	2025	% of 2019
50.7%	Korea	128,718	88,578	63,889	49.6%
32.1%	Japan	115,762	36,143	40,460	35.0%
9.4%	US/Hawaii	14,848	14,497	11,827	79.7%
1.4%	Philippines	2,558	1,902	1,761	68.8%
1.4%	Taiwan	4,996	790	1,801	36.0%
0.9%	China	3,906	1,180	1,138	29.1%
0.1%	Hong Kong	1,199	115	83	6.9%

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

Note: February 2025 Daily Arrivals reflect Civilian Air arrivals only

GVB1853

FISCAL YEAR TO DATE 2025



October 2024 - February 28, 2025

Total: 300,978 (44.1%)

% Market Mix	Origin	2019	2024	2025	% of 2019
49.4%	Korea	310,785	191,698	148,687	47.8%
31.9%	Japan	276,545	86,716	96,117	34.8%
10.0%	US/Hawaii	37,446	34,519	30,058	80.3%
1.9%	Philippines	8,961	5,550	5,718	63.8%
1.0%	Taiwan	11,284	1,311	3,005	26.6%
0.7%	China	7,248	2,108	2,120	29.2%
0.1%	Hong Kong	3,227	354	247	7.7%

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

Note: February 2025 Daily Arrivals reflect Civilian Air arrivals only

GVB1854

DESTINATION UPDATES



GUAM
VISITORS
BUREAU



GVBM 1855

UPCOMING EVENTS



2025 KO'KO' WEEKEND

Join us this Ko'ko' Weekend at the Governor Joseph Flores Memorial Park in Tumon. The countdown begins for Guam's elite running event. The Guam Ko'ko' Kids Fun Run is a fun-filled family event for children ages 4-12 years old. The Guam Ko'ko' Road Race features a four-person 5K relay and a Half Marathon.

Register online at VISITGUAM.COM/KOKO. For more details contact GVB at 671-646-5278.

KO'KO' KIDS FUN RUN Saturday, April 12, 2025

- .6K - Ages 4 to 6
- 1.6K - Ages 7 to 9
- 3.3K - Ages 10 to 12

\$10 registration per child

KO'KO' HALF MARATHON & 5K EKIDEN RELAY Sunday, April 13, 2025

- Half Marathon (13.1 miles): \$40
- Ekiden Relay Race (3.1 miles): \$80 (\$20/person)



2025 KO'KO' WEEKEND!

📍 Governor Joseph Flores Memorial Park (Ypao Beach) Tumon

KO'KO KIDS FUN RUN

SATURDAY, APRIL 12, 2025

AGES 4 TO 6 .6K | AGES 7 TO 9 1.6K | AGES 10 TO 12 3.3K



KO'KO' HALF MARATHON & 5K EKIDEN RELAY

SUNDAY, APRIL 13, 2025

UNTIL 03/31/2025	
HALF MARATHON EKIDEN RELAY RACE	\$40 (\$20 / PERSON)
UNTIL 04/12/2025	
HALF MARATHON EKIDEN RELAY RACE	\$45 (\$22.5 / PERSON)

REGISTER ONLINE AT VISITGUAM.COM/KOKO

For more details, go to visitguam.com/koko or [visitguam](https://www.facebook.com/visitguam) | [@visitguam](https://www.instagram.com/visitguam)



GVB1856

UPCOMING EVENTS



BASKET WEAVING WORKSHOP

The Valley of the Latte Adventure Park will be holding coconut leaf weaving workshops. Create unique, handwoven Easter baskets with your family and immerse yourself in Chamoru traditions. All supplies will be provided to the participants. For more information, contact Valley of the Latte at 671-789-3342.

Dates: 4/12/25, 4/19/25

Location: Valley of the Latte in Talofofo

Time: 9:00 - 11:00 AM

Cost: \$63 Seniors (55 and older), \$70 Adults, and \$55 Children (ages 5-11)



JAPANESE SPRING FESTIVAL

Join us in celebrating the 2025 Guam Japan Festival, which will be embracing the beauty of Spring on **April 12, 2025 at the Governor Joseph Flores Memorial Park (Ypao Beach)**. Experience a rare glimpse into Japanese culture through a variety of fun activities.

Free admission and free shuttle service will be available for the event. Ticket booklets will be available for purchase for various activities.

For more information, contact 671-646-8006 or office@guamjpc.org.



GVB1857

UPCOMING EVENTS



17TH ANNUAL AGANA HEIGHTS COCONUT FESTIVAL

The Agana Heights Mayors Office will be hosting its 17th annual Coconut Festival. Residents can expect a fun-filled weekend and will be able to support a variety of local vendors.

Games, activities, petting zoos, food trucks, and activities for the whole family will be available to the public.

Join us at this three-day fun-filled weekend from **April 25-27, 2025** at the Agana Heights Mayor's Office Grounds.

For more information, contact the Agana Heights Mayors Office at 671-472-6393.



GVB1858

UPCOMING EVENTS



MAD COLLAB BLOCK PARTY

Celebrate GUAMTIME's 5th year at the MAD COLLAB BLOCK PARTY on May 3, 2025.

From live performances across different genres to culinary showcases from your favorite local eateries.

Dive into creativity with over 20 unique collaborations featuring apparel, self-care essentials, art, and locally crafted goodies!

Date: May 3, 2025

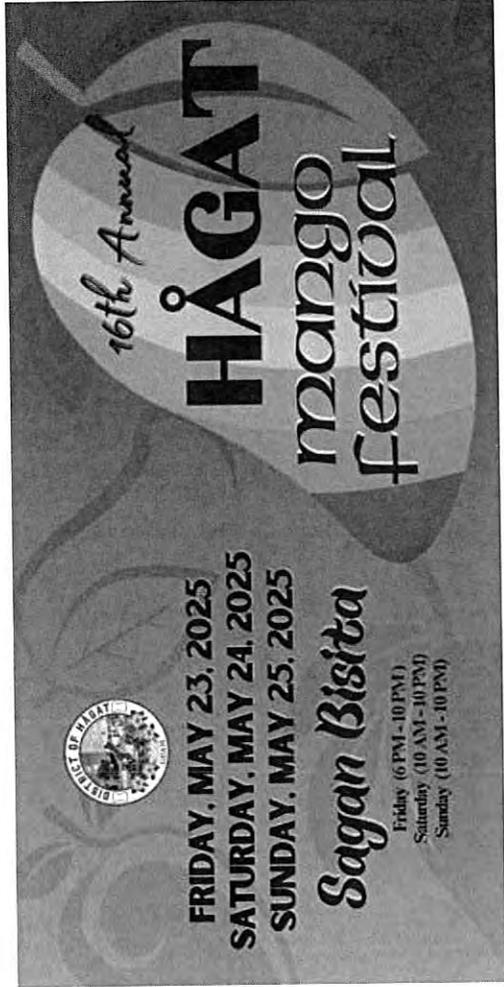
Location: Aspinall Avenue, Hagåtña

Time: 4:00 – 10:00 PM



GVB1859

UPCOMING EVENTS



The Hågat Mango Festival is a three-day event that attracts both residents and visitors. Join us in celebrating the 16th Annual Mango Festival with local vendor booths, mango displays and contests, cultural performances, live music, games, rides and more!

For more information, contact the Hågat Mayors Office at 671-565-2524.

GVB1860

UPCOMING EVENTS



GUAM MICRONESIA ISLAND FAIR

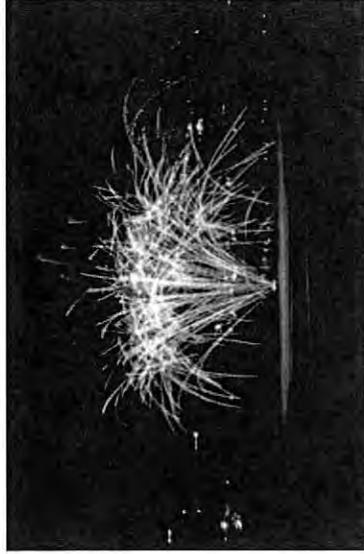
Presented by the Guam Visitors Bureau, the Guam Micronesia Island Fair is an event showcasing the unique cultural heritage of the islands of Micronesia. Join the celebration and have opportunities to experience the vibrant and diverse cultures of our neighboring islands.

Celebrate customs, traditions, food and art of Micronesia!

Dates: 6/7/25, 6/8/25

Location: Governor Joseph Flores Memorial Park (Ypao Beach)

Time: 9:00 AM - 7:00 PM



GUAM'S 81ST LIBERATION EVENT

Join us in Guam's capitol city of Hagåtña for the Liberation Parade Festival on July 21, 2025! Witness Guam's biggest parade of floats as the entire island community gathers for the annual commemoration of Guam's liberation from the Japanese occupation that ended in 1944.

GVB1861

GUAM EDF



STOP!
SCAN FOR
MANDATORY
ENTRY FORM



cqa.guam.gov

The Guam Electronic Declaration Form (Guam EDF) is a mandatory digital form, available 72 hours before arrival. Each arriving passenger or a responsible family member must fill out the form in English, with one form per family.



MANDATORY ELECTRONIC DECLARATION FORM

As of February 4, 2025, the Guam EDF is now MANDATORY upon entry into Guam. All persons arriving in Guam must comply with United States and Guam laws prior to their arrival. For your convenience, the form may be completed up to 72 hours prior to arrival date.

Access the Guam EDF from our GVB website or the Guam CQA website.

<https://www.guamvisitorsbureau.com/>

<https://cqa.guam.gov/>

GVB1862

EXPLORE GUAM - MAP



Explore Guam

- Attractions
- Valley of the Latte, LLC
- Big Cruises
- Blue Peninsula Dive Boatbase
- Coco Palm Garden Beach
- Dive Number 20 Maria Cathedral Basilica
- Fala Powder Sand Beach
- Hot LIPS Marine Park
- Hot LIPS Tours
- Guam Adventures
- Guam Island Club Com
- Guam Museum
- Guam Ocean Park
- Guam Plaza Resort & Spa
- Guam Tropical Dive Station
- Haka (Dolphin) Watching Adventure
- Hortan One Amante
- SpiceCastle, Inc.
- Sterling Guam Inc.
- Star Tour
- Suber Amaraan Cruise
- Talibah Falls Resort Park
- Tropical Beach House Guam
- Turtle Tours
- Underwater World
- Valley of the Latte Adventure Park Guam

Valley of the Latte, LLC
 711 789 1342

Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Tofolito and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village, and guided through a breathtaking botanical garden and watch as dancers are hand crafted by Ufiao. The experience only gets better as our guides demonstrate how ancient Chamorros started their fires and show you traditional basket weaving techniques. The longer you are here, the more you realize, that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality, fun-filled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share its beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the Tofolito and Ugum rivers with us. We take pride in being Guam's only true eco-friendly and sustainable island destination filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the intrepid traveler, romantic couple, family or childhood adventure of a lifetime. It is sure to keep you returning for more. We have also served as venue for special days such as weddings, school field trips, birthdays, company retreats, and more. Feel free to email info@valleyofthelatte.com for more information and if you have any questions, find us at <https://www.valleyofthelatte.com/valley-of-latte-map/contact/>



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

Give visitors better access to your business, with GVB's digital map.



Email your updated info to:
taylor.pangliinan@visitguam.com



MEMBERSHIP BENEFIT



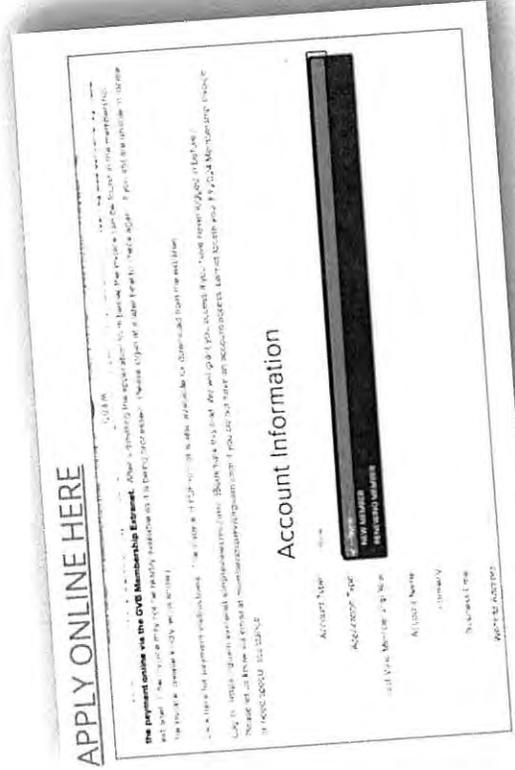
CALLOUT FOR BROCHURES

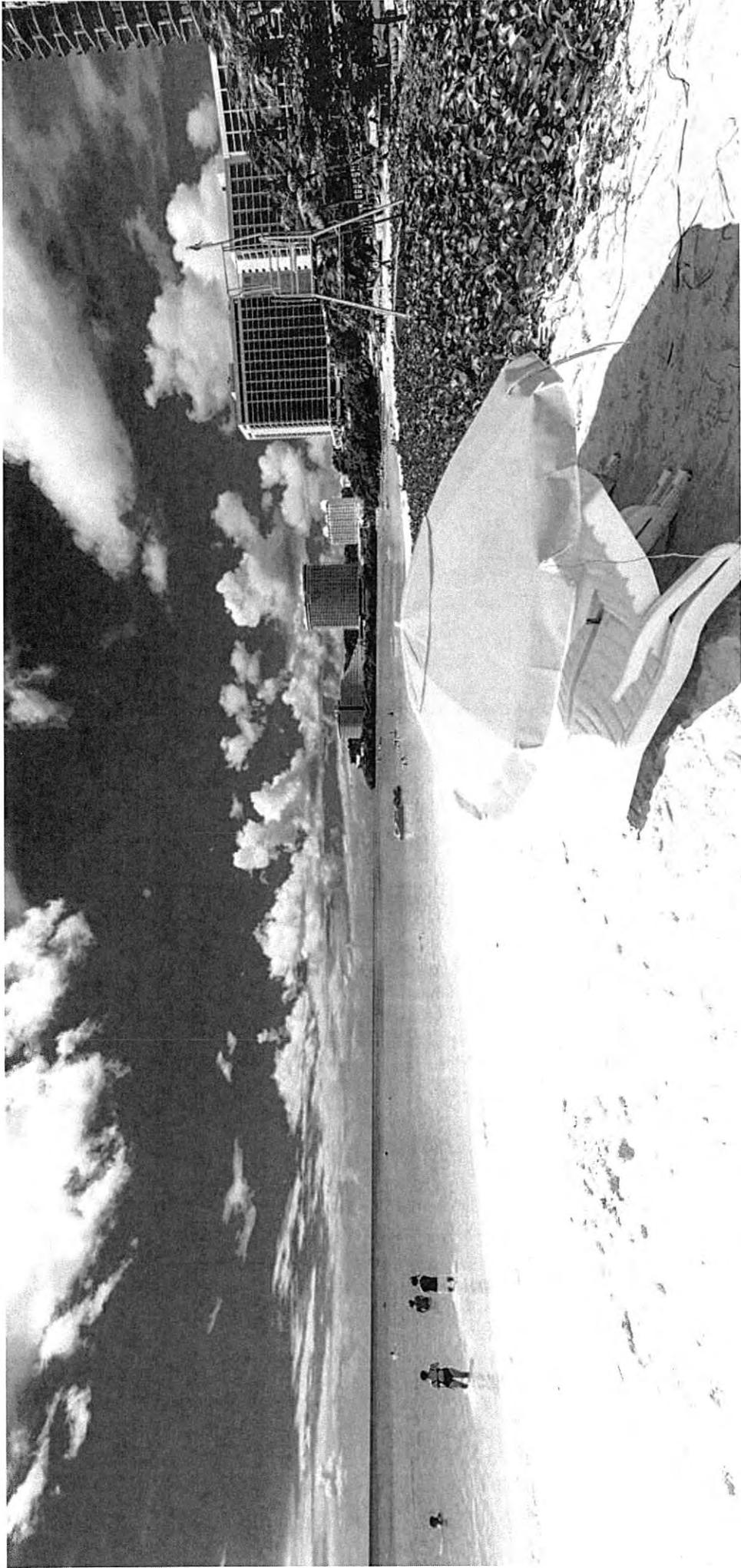
GVB will display and distribute your company brochures to visitors at the Bureau's front office and concierge service desks located at the Guam International Airport and the Guam Premium Outlets.

If interested, please provide at least 500 brochures (each language).

Download our membership application from our GVB website.

<https://www.visitguam.com/membership-application/>





MARKET INTELLIGENCE REPORT

As of April 4, 2025 and may be subject to change.



MARKETS AT-A-GLANCE



GUAM
VISITORS
BUREAU



GMB 1866

MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for April remains at 35,352; May at 37,045; and June at 36,016.
- Shown in appendix: marketing intelligence, marketing activities, and Weekly Guam digital PR articles

TAIWAN

- Taiwan's passport ranks 34th strongest in the world
- United, Tigerair launch flights to Guam, Oita
- Shown in appendix: marketing activities; etc.

SOUTH KOREA

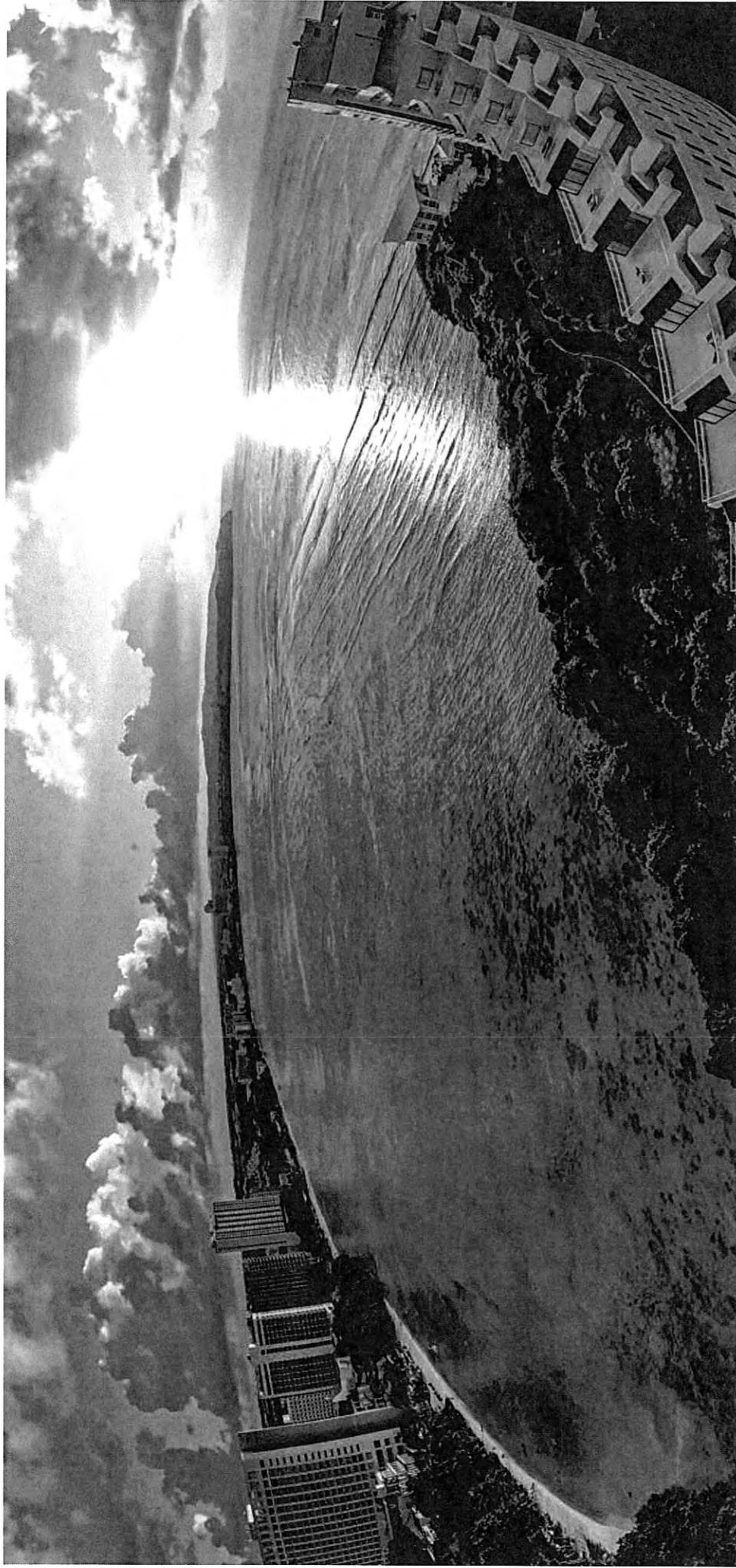
- Korean Air unveils new CI and aircraft livery at Rising Night
- Total outbound seat capacity for April remains at 30,363; May at 31,457; and June at 44,850.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in April 2025 and are offering specials
- Shown in appendix: marketing activities; etc.

DETAILS ARE FOUND IN THE APPENDIX

GV1867



APPENDIX

As of April 4, 2025 and may be subject to change.



JAPAN



JAPAN MARKET INTELLIGENCE



EXPERIENTIAL TOUR IN GUAM NOW ON SALE IN JAPAN

- A new Guam-based tour that focuses on nature, history, and spiritual culture is now on sale in Japan. The tour is designed for deeper personal reflection and connection with the Earth.
- Key features include a welcome BBQ, cultural and historical guided tour, and exchange with an indigenous shaman.
- This tour introduces a new kind of tourism and appeals to Japanese travelers seeking deeper, meaningful experiences.
- Guided by Koyakky, an urban legend expert, and Reverend Miki, a Buddhist monk.



Planned and sold by Lawson Travel

JAPAN AIRLINE INTELLIGENCE



AIRLINE OPERATION - APRIL

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:00 / 16:45	Daily	4,980
	Available	UA 87	NRT	17:00 / 21:45	Daily	4,980
	Available	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,988
	Available	UA 865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 86	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,486
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 50	KIX	11:00 / 15:45	Daily	4,980
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 12:0+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024						0
TTL						29,382

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL 941	NRT	9:30 / 14:15	Daily	5,970
	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 374	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 384	KIX	10:10 / 14:50	Tue	-
TTL						5,970

APRIL TOTAL OUTBOUND SEAT CAPACITY : 35,352

GVB1871

JAPAN AIRLINE INTELLIGENCE



AIRLINE OPERATION - MAY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Suspended until July 31, 2025	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA 865	NRT	17:25 / 22:10	Mon, Fri,	1,494
	Available from March 1 to July 10, 2025	UA 841	NRT	17:55 / 22:40	Daily	5,146
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 1:20+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0	
TTL						30,876

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL 941	NRT	9:30 / 14:15	Daily	6,169
	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 374	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 314	KIX	10:10 / 14:50	Tue	-
TTL						6,169

MAY TOTAL OUTBOUND SEAT CAPACITY : 37,045

GVB1872

JAPAN AIRLINE INTELLIGENCE



AIRLINE OPERATION - JUNE

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:00 / 15:45	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Suspended until July 31, 2025	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA 865	NRT	17:25 / 22:10	Mon, Fri,	1,494
	Available from March 1 to July 10, 2025	UA 841	NRT	17:55 / 22:40	Daily	4,980
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	4,980
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 12:0+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0	
TTL						30,046

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL 941	NRT	9:30 / 14:15	Daily	5,970
	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 3184	KIX	10:10 / 14:50	Tue	-
TTL						5,970

JUNE TOTAL OUTBOUND SEAT CAPACITY : 36,016

GVB1873

JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Rootz Café Opens - Perfect for an early morning start!

Located in the heart of Tumon, inside the Guam Plaza Resort, the brand-new Rootz Café has just opened its doors, offering a well-rounded food menu. As the café opens bright and early at 6:30 am, it is the perfect breakfast spot. It offers its lunch menu starting at 10:30 am, alongside its all-day menu items.

Guests are welcomed with a spacious and clean interior, creating a relaxing atmosphere accessible directly adjacent to the JP Superstore.

One signature dish is the Smoked Salmon Eggs Benedict, featuring a perfectly poached egg paired with smoky salmon that is topped with a rich hollandaise sauce. All menu items at Rootz Café are simply irresistible.

早朝から楽しめるルー
ツカフェオープン！



JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

The Resort Wedding of Your Dreams at Jewel by the Sea

Guam boasts high popularity as the closest overseas resort wedding destination from Japan. Many chapels in Guam are located along the oceanfront, allowing for beautiful photo sessions on the beach.

Recently, the Jewel by the Sea Chapel reopened after experiencing renovations. The chapel stands in the center of Tumon Bay, surrounded by large windows that bring in copious amounts of natural sunlight, which creates a bright, open space that is unique to Guam.

Guam is the perfect place for newly engaged couples who are seeking to have a destination wedding. Guam's beautifully adorned chapels built near white sandy beaches allow newly weds to enjoy the soothing sound of waves and warm tropical breeze. For more information about weddings at Jewel by the Sea, please contact R.I.S. Weddings.

ジュエル・バイ・ザ・シーで叶える憧れのリゾートウエディング



ジュエル・バイ・ザ・シーは、美しい自然環境と、開放的な空間が特徴的なリゾートウエディングの会場です。白砂のビーチと、穏やかな海が、新郎新婦の特別な日をより一層美しく演出します。



ジュエル・バイ・ザ・シーは、自然の光を取り入れた開放的な空間が特徴的なリゾートウエディングの会場です。白砂のビーチと、穏やかな海が、新郎新婦の特別な日をより一層美しく演出します。



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SOUTH KOREA



GUAM
VISITORS
BUREAU

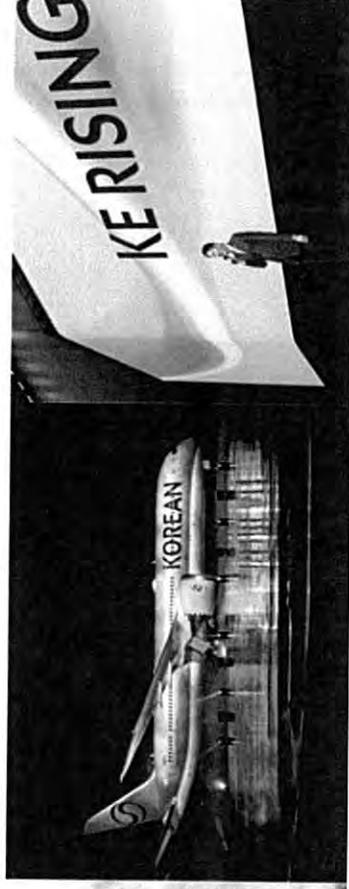


GAMB1876

KOREA MARKET INTELLIGENCE



TRAVEL TRADE UPDATE



“Korean Air unveils new CI and aircraft livery at Rising Night”

On March 11, 2025, Korean Air unveiled its new Corporate Identity (CI) for the first time in 41 years, marking its integration with Asiana Airlines. The updated CI modernizes the Taeguk emblem, symbolizing Korea's leading integrated carrier. The airline also introduced a new livery for its Boeing 787-10, featuring the bold “KOREAN” logo while maintaining its signature sky-blue color with a metallic finish. The redesigned CI, including new fonts and icons, will be gradually incorporated across all customer touchpoints.

KOREA AIRLINE INTELLIGENCE



APRIL 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	09:45	15:15	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
T*way Air	TW505	DAILY	09:00	14:30	5,670
TOTAL					27,150

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,213
TOTAL					3,213

*LJ921: Apr 2nd-Apr 30th: 4/W (Mon, Wed, Fri, Sat)

TOTAL OUTBOUND SEAT CAPACITY: 30,363 SEATS

GVB1878

KOREA AIRLINE INTELLIGENCE



MAY 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	09:45	15:15	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
T'way Air	TW505	DAILY	09:00	14:30	5,859
TOTAL					28,055

• BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,402
TOTAL					3,402

*LJ921: May 1st–Jun 22nd & August 25th – September 31st; 4/W (Mon, Wed, Fri, Sat)
Jun 23rd – August 24th & Oct 1st – Oct 12th; Daily

TOTAL OUTBOUND SEAT CAPACITY: 31,457 SEATS

GVB1879

KOREA AIRLINE INTELLIGENCE



JUNE 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	09:45	15:15	10,140
	KE423	DAILY	18:40	00:00+1	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
	LJ915	DAILY	19:30	01:00+1	5,670
T*way Air	TW505*	DAILY	09:00	14:30	3,780
TOTAL					41,070

*TW505: Jun 21st – Jul 18th; Temporary suspension

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W & Daily	21:00	02:00+1	3,780
TOTAL					3,780

TOTAL OUTBOUND SEAT CAPACITY: 44,850 SEATS

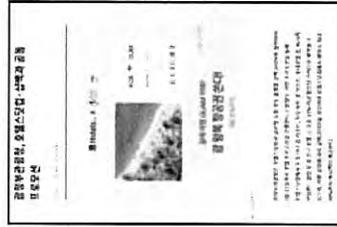
GVB1880

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

Guam Visitors Bureau Partners with Hotels.com and ShopBack for Exclusive Guam Travel Promotion



▶ JoongAng ilbo



▶ Biz World



▶ Herald Economy



▶ Open News Agency



▶ Gukje News



▶ Discovery News



▶ Korea DutyFree



▶ News Journalism



▶ Digital Chosun



▶ News Road



▶ Mael Economy



▶ TTL News

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

GVB Launches Online Promotion: "Let's Run Along the Emerald Beach in Guam"



▶ Hankyung Travel



▶ News Journalism



▶ Open News Agency



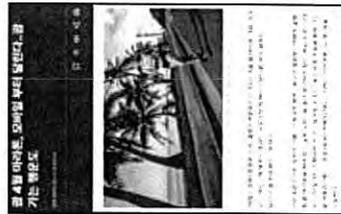
▶ Gukje News



▶ News Road



▶ Korea Duty Free



▶ Herald Economy



▶ Discovery News



▶ Tour Korea



▶ The Korea Travel News



▶ Biz World

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

Guam Visitors Bureau Participates in 24th "E:dm International Education Fair"



▶ Gukje News



▶ Discovery News



▶ Digital Chosun



▶ Open News Agency



▶ Korea Duty Free



▶ Tour Korea



▶ TTL News



▶ Maeil Economy



▶ News Road



▶ News Journalism



▶ Travel Leisure

TAIWAN



GUAM
VISITORS
BUREAU



GAMB1884

TAIWAN AIRLINE INTELLIGENCE



Operation Schedule : April

Flight	Departure (local time)	Arrival (local time)	Frequency
TPE-GUM UA 0166	10:30 a.m	4:20 p.m	Every Wednesday
	11:00 a.m	4:50 p.m	Every Saturday
GUM-TPE UA 0165	7:00 a.m	9:25 a.m	Every Wednesday, Saturday

- United Airlines started the direct flight TPE-GUM service starting April 2nd.
- The limited-time promotion for TPE-GUM route has been extended from March 4 to June 27. The promotional fares are US\$302 (TWD 10,000, tax excluded). UA launched a new discounted economy K-class fare of US\$386.5 (TWD 12,500, tax excluded) for both B2B and B2C channels.

GVB1885

TAIWAN MARKET INTELLIGENCE



TAIWAN'S PASSPORT RANKS 34TH STRONGEST IN THE WORLD

Taiwan's passport ranked 34th globally in the latest Henley Passport Index, allowing visa-free or visa-on-arrival access to 139 countries - outperforming China (60th) and the Philippines (75th). East Asia & Southeast Asia standing: Taiwan holds the 8th most powerful passport in the region, behind countries like Singapore, Japan, South Korea, and Malaysia. Foreign Minister Lin Chia-lung noted that the improved ranking reflects growing global recognition, with countries like Thailand granting visa-free entry and others - such as the US, South Korea, and Germany - offering automated customs clearance for Taiwanese passport holders.



UNITED, TIGERAIR LAUNCH FLIGHTS TO GUAM, OITA

United Airlines launches new Taipei-Guam route, operating twice weekly with Boeing 737-800 aircraft, marking strengthened tourism ties with Guam and expanding its presence in Taiwan since 1986. Tigerair Taiwan debuts Taipei-Oita service, its 21st Japanese destination and fourth route to Kyushu, with flights also operating twice weekly on Wednesdays and Saturdays. Both, inaugural flights celebrated at Taoyuan Airport, with representatives emphasizing efforts to boost tourism and connectivity between Taiwan, Guam, and Japan.

GVB1886

TAIWAN MARKETING ACTIVITIES



TWIN TAKEOFF APPRECIATION GALA

- March 27, 2025
- United Airlines invited GTO to attend the Twin Takeoff Appreciation Gala Dinner, held to express gratitude for the continued trust and support from travel agencies and industry partners.
- United Airlines also highlighted the upcoming Taipei-Guam inaugural flight.
- During the event, GTO met with several travel agencies, including ezTravel who shared that they sold over 200 seats for flights between April and June.



UNITED AIRLINES INAUGURAL GALA

- April 1, 2025
- GVB and United Airlines hosted an inaugural gala dinner ahead of the Taipei-Guam route launch, with over 90 attendees from government sectors, travel and medical partners.
- The event included remarks from UA's Kenichi Kiriyaama, who announced the launch of the Taipei-Guam route and GVB's Régine Biscoe Lee, who emphasized the cross-sector opportunities beyond tourism.
- The event marked a celebration of renewed connectivity.



GVB1887

TAIWAN MARKETING ACTIVITIES



UA INAUGURAL FLIGHT LAUNCH

- April 2, 2025
- The inaugural gate event for the Taipei-Guam route was successfully held at Taoyuan International Airport Terminal 2, Gate D3.
- Passengers were greeted with Guam's signature warm "Håfa Adai" spirit and received commemorative gifts from GVB and United Airlines.
- GVB's Ko'ko' bird mascot "Kika" made a special appearance at the gate, drawing smiles from the travelers.
- Following the arrival of UA165, a ribbon cutting ceremony was held on-site.



UA DELEGATION & MEDIA FAM TOUR

- March 31-April 5, 2025
- To celebrate the launch of United Airlines' Taipei-Guam route, GVB and UA hosted a series of events in Taiwan.
- GVB met with key stakeholders such as TVA, MoFA, and Taipei City Government.
- The delegation also joined the Taiwan Media Lunch hosted by UA to promote Guam's hidden gems and strengthen Taiwan-Guam tourism ties.
- GVB invited Guam media (KUAM, Guam Daily Post, PDN) on a 4-day fam tour to showcase Taiwan's tourism appeal.



GVB1888

TAIWAN MARKETING ACTIVITIES



(1)

NR Monitor

For the past week (March 29-April 4), a total of 19 exposures were monitored.

1 of the news reported that Just 3.5 Hours! Taiwan's Closest U.S. Route Launches Today – High-Spending Travelers with Budgets Around NT\$30,000 Expected to Return



PHILIPPINES



GUAM
VISITORS
BUREAU



GAMB1890

PHILIPPINES MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

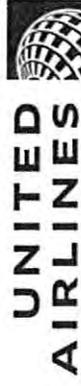
- **Daily**
PR110 Depart MNL 22:30 / Arrive GUM 04:15
PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

MNL to GUM May 08-11, 2025	CEB to GUM Jun 05-12, 2025	MNL – GUM Jul 03-07, 2025
From US \$480 Round-trip Economy	From US \$474 Round-trip Economy	From US \$435 Round-trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- **Daily**
UA184 Depart MNL 22:55 / Arrive GUM 04:40
UA183 Depart GUM 19:55 / Arrive MNL 21:50
- **Tues/Fri**
UA192 (via Koror) Depart MNL 22:40 / Arrive GUM 06:30
UA193 (via Koror) Depart GUM 19:55 / Arrive MNL 23:50

Featured Daily Fairs for Flights from MNL to GUM

Apr 2025	May 2025	Jun 2025
From US \$353* Round Trip Economy	From US \$387* Round Trip Economy	From US \$554* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.
<https://etravel.gov.ph/>

PHILIPPINES MARKETING ACTIVITIES



GVB PHILIPPINES OFFICE VISIT

- March 25, 2025
- GVB met with its newly contracted in-market representative, Enderun
- Introduced Régine Biscoe Lee as GVB's new President & CEO
- Discussed marketing strategies for FY2025
- Guam Media Event & Product Update briefing



COURTESY VISIT TO U.S. EMBASSY

- March 26, 2025
- GVB met with the U.S. Embassy Nonimmigrant Visa Chief, Long Nguyen
- Introduced Enderun as its Philippines representative
- Provided insights to U.S. visa applications, interview availabilities, and processing time



PHILIPPINES MARKETING ACTIVITIES



GUAM MEDIA EVENT IN MANILA, PHILIPPINES

- March 27, 2025
- Total of 305 attendees - 278 travel agents and associations; 10 media publications; 17 travel & lifestyle influencers/bloggers
- Celebrity guest speakers promoted Guam as an ideal destination
- Presented Guam product update and launched travel agent incentive program
- Raffle roundtrip tickets to Guam for two (2)



Celebrity Guest Speakers: Dingdong Avanzado, Jessa Zaragoza, and Herbie Arabelo



Celebrity Guest Appearance: Rocco and Melissa Nacino



Rowena Mijares of ITATOA



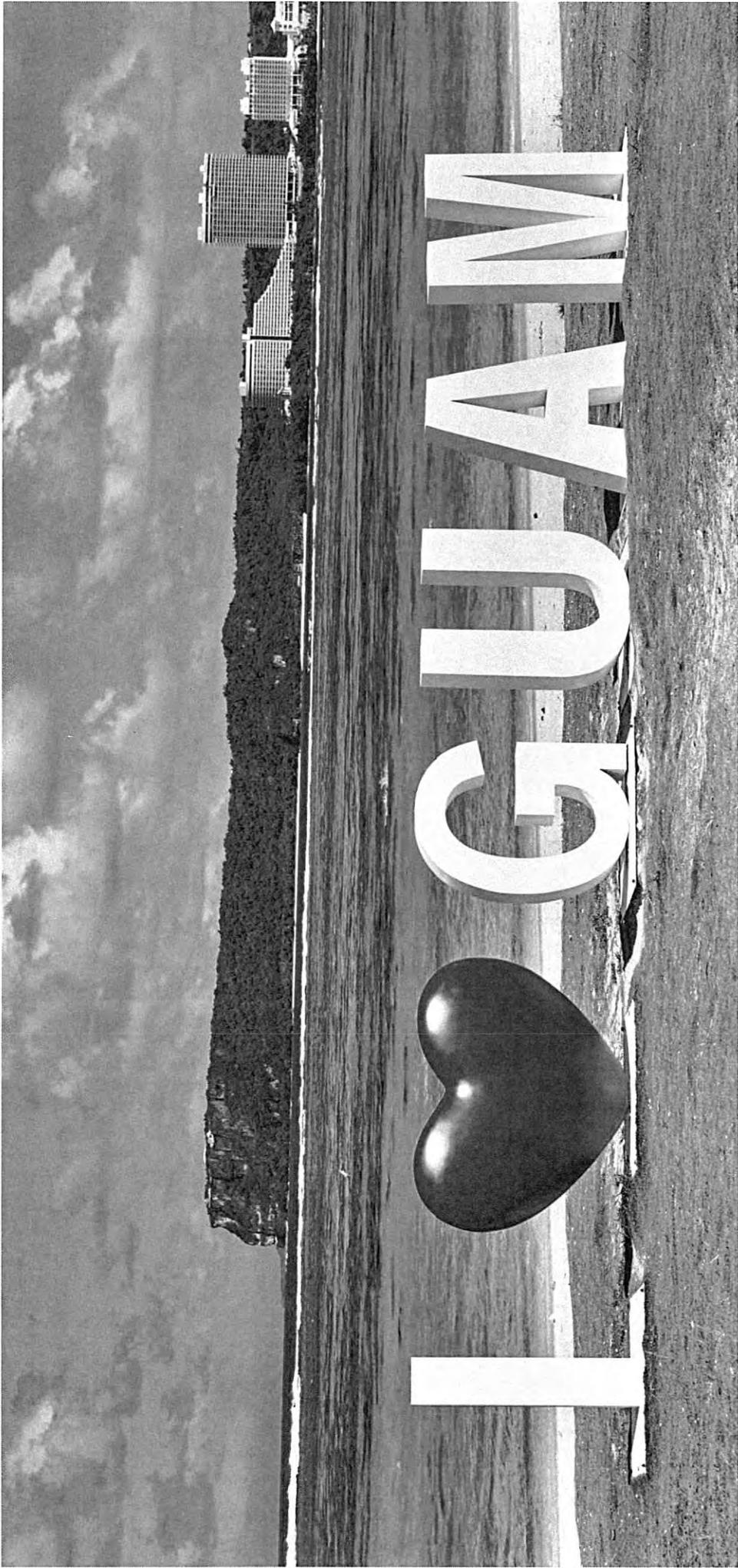
Arddie Novabos of Higher Ground Travel & Tours



Guma Taotao Tano

as of 4 April 2025

B1893



INDUSTRY REPORT
APRIL 18, 2025



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DESTINATION UPDATES



UPCOMING EVENTS



BASKET WEAVING WORKSHOP

The Valley of the Latte Adventure Park will be holding coconut leaf weaving workshops. Create unique, handwoven Easter baskets with your family and immerse yourself in Chamoru traditions. All supplies will be provided to the participants. For more information, contact Valley of the Latte at 671-789-3342.

Dates: 4/19/25

Location: Valley of the Latte in Talofofo

Time: 9:00 - 11:00 AM

Cost: \$63 Seniors (55 and older), \$70 Adults, and \$55 Children (ages 5-11)



GVB1897

UPCOMING EVENTS



17TH ANNUAL AGANA HEIGHTS COCONUT FESTIVAL

The Agana Heights Mayors Office will be hosting its 17th annual Coconut Festival. Residents can expect a fun-filled weekend and will be able to support a variety of local vendors.

Games, activities, petting zoos, food trucks, and activities for the whole family will be available to the public.

Join us at this three-day fun-filled weekend from **April 25 to 27, 2025** at the Agana Heights Mayor's Office Grounds.

For more information, contact the Agana Heights Mayors Office at 671-472-6393.



GVB1898

UPCOMING EVENTS



MAD COLLAB BLOCK PARTY

Celebrate GUAMTIME's 5th year at the MAD COLLAB BLOCK PARTY on May 3, 2025.

From live performances across different genres to culinary showcases from your favorite local eateries.

Dive into creativity with over 20 unique collaborations featuring apparel, self-care essentials, art, and locally crafted goodies!

Date: May 3, 2025

Location: Aspinall Avenue, Hagåtña

Time: 4:00 – 10:00 PM

MAD COLLAB BLOCK PARTY

GuamTime

MAY 3, 2025 | 4 PM - 10 PM
Aspinall Ave, Hagåtña
FREE TICKETS AT WWW.GUAMTIME.NET

MUSIC COLLABS
THE JOHN DANK SHOW & DJ SYLNT • TAJ & STRAIGHTUPJED
PACIFIC COOL & JOE GARRIDO • SKIP ENTERTAINMENT & DJ LEZBAH & TUESDAY
INETNON GEPPAGO & SEN GUAIYA HAO GUAHAN YOUTH ACADEMY • RONNIE PEREZ & 12

RETAIL COLLABS
CROWNS & FOXAI • PAY-LESS SUPERMARKETS & BLADES BY CRANK
GUAM ARMY NATIONAL GUARD & HAFALOHA • GTA & BLUE LATITUDE
OPAKE & LONG LIVE • THE LOCAL SHOP & CROOK
PARADISE FITNESS & SHUT UP AND LIFT • WEEK TO WEEKEND & DEAR TREE LEARNING
CENTER • GUAM WOMEN'S CHAMBER OF COMMERCE & NEMIN GUAM
TINANOM SOAP COMPANY & OILFACTORY CREATIVE • STONESTYLEE & LOTUS SURE
SHOP • NATALIE'S COLLECTION 888 & RUMALI BEYOND CREATION
THE NENPIRE & BONITA BABY • HIBISCUS GUAM & SALTY SWELLS
EARTH STAR HOLISTIC HEALTH & RM SPORTS • HAFÁ ADAI LIFE & FISH ON GUAM
THE DOLLYHOUSE & LOLE HANDMADE • DANNIE'S VANITY & JBEAUTY
MSKP & UNITY DESIGN • STOICH PROVISION & SAVAGE SANDWICH CO
TOTOT ISLAND & SURF YOUR SOUL • MAPLEK MILES REWARDS & GUAM GEAR

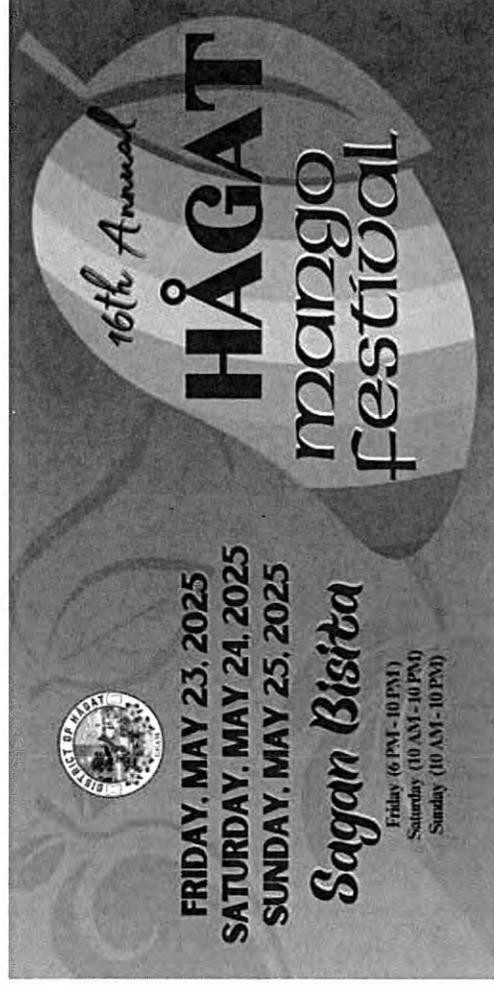
FOOD COLLABS
CARABAD BREWING & POND • BANK OF GUAM & SUNDAYS ICE CREAM & SHELLE
PATISSERIE PARISCO & PUFF SUPPLY • STAX SMASH BURGERS & MOWAROO
RICE & RAMEN & DENANCHE DRIZZLE • FRANCES BAKEHOUSE & FIRE SLAVE BOO
SHUT UP & FISH & HAFALOHA • THE COCONUT TREE COMPANY & MARKET DELI &
DENANCHE DRIZZLE • COFFEE SLUT & CROOK • THE FOOD TRUCK & CLOSET NO. 31

PLUS
GTA CREATIVE COLLAB SPACE
BANK OF GUAM CARNIVAL
GUAMTIME BEER

HOSTED BY
SHANICE POE & VICTORIO'S PILLAW

GVB1899

UPCOMING EVENTS



The Hågat Mango Festival is a three-day event that attracts both residents and visitors. Join us in celebrating the 16th Annual Mango Festival with local vendor booths, mango displays and contests, cultural performances, live music, games, rides and more!

For more information, contact the Hågat Mayors Office at 671-565-2524.

GVB1900

UPCOMING EVENTS



GUAM MICRONESIA ISLAND FAIR

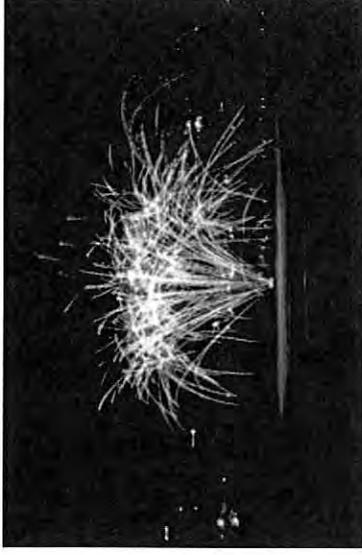
Presented by the Guam Visitors Bureau, the Guam Micronesia Island Fair is an event showcasing the unique cultural heritage of the islands of Micronesia. Join the celebration and have opportunities to experience the vibrant and diverse cultures of our neighboring islands.

Celebrate customs, traditions, food and art of Micronesia!

Dates: 6/7/25, 6/8/25

Location: Governor Joseph Flores Memorial Park

Time: 9:00 AM - 7:00 PM



GUAM'S 81ST LIBERATION EVENT

Join us in Guam's capitol city of Hagåtña for the Liberation Parade Festival on July 21, 2025! Witness Guam's biggest parade of floats as the entire island community gathers for the annual commemoration of Guam's liberation from the Japanese occupation that ended in 1944.

GV&B1901

GUAM EDF



cqa.guam.gov

The Guam Electronic Declaration Form (Guam EDF) is a mandatory digital form, available 72 hours before arrival. Each arriving passenger or a responsible family member must fill out the form in English, with one form per family.



MANDATORY ELECTRONIC DECLARATION FORM

As of February 4, 2025, the Guam EDF is now **MANDATORY** upon entry into Guam. All persons arriving in Guam must comply with United States and Guam laws prior to their arrival. For your convenience, the form may be completed up to 72 hours prior to arrival date.

Access the Guam EDF from our GVB website or the Guam CQA website.

<https://www.guamvisitorsbureau.com/>

<https://cqa.guam.gov/>

GVB1902

EXPLORE GUAM - MAP



Explore Guam

Attractions

- 1 Valley of the Laitte, LLC
- 2 Big Chungus
- 3 Big Summit Cruise
- 4 Blue Heron Nature Overlook
- 5 Coco Palm Garden Beach
- 6 Duke's Number 20 Mark Catholic of Bantua
- 7 Fall & Powder Sand Beach
- 8 First Eye Marine Park
- 9 First Eye Tours
- 10 Guam Adventure
- 11 Guam Beach Impact Club Com
- 12 Guam Museum
- 13 Guam Ocean Park
- 14 Guam Plaza Resort & Spa
- 15 Guam Tropical Dive Station
- 16 Guam Zoological Botanical & Marine Gardens
- 17 Inoa (Daigoh) Wedding Adventure
- 18 Pardon Our Ancestry
- 19 SandCastle, Inc.
- 20 Skyline Guam, Inc.
- 21 Star Tour
- 22 Super American Circus
- 23 Tabledollz Art Resort Park
- 24 Tropical Beach House Guam
- 25 Turtle Tours
- 26 Underwater World
- 27 Valley of the Laitte Adventure Farm Guam

Valley of the Laitte, LLC



Valley of the Laitte delivers a unique and once-in-a-lifetime experience. As you travel along the Laitte and Ugaun Rivers, you will be transported to another time at the heart of Chamorro, Pohnpeyan, Spanish, and Germanic heritage. Laitte is a rich history and culture of the people of Chamorro, Pohnpeyan, Spanish, and Germanic heritage that you are sharing from start to finish. You will be welcomed by our living artists and guided through a lush and vibrant landscape with art installations and a variety of activities. The experience only gets better as you learn about the rich cultural heritage of Chamorro, Pohnpeyan, Spanish, and Germanic heritage. This is the place where the more you know, the more you love. Valley of the Laitte is Chamorro, Pohnpeyan, Spanish, and Germanic heritage, providing a unique and quality, fun-filled activities for travelers of all ages. Valley of the Laitte was awarded the Golden Laitte Award for the Most Outstanding Cultural Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the "Valley of the Laitte" with us. We take pride in being Guam's only eco-friendly and sustainable island.

Imagine an island and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the whole family. Enjoy a unique and quality, fun-filled experience. We have also several eco-friendly activities such as waterfalls, school field trips, birthday's company retreats, and more. Feel free to email info@valleyofthelaitte.com for more information and if you have any questions, find us at <https://www.valleyofthelaitte.com/valley-laitte-map>

CONTACT



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

MEMBERSHIP BENEFIT



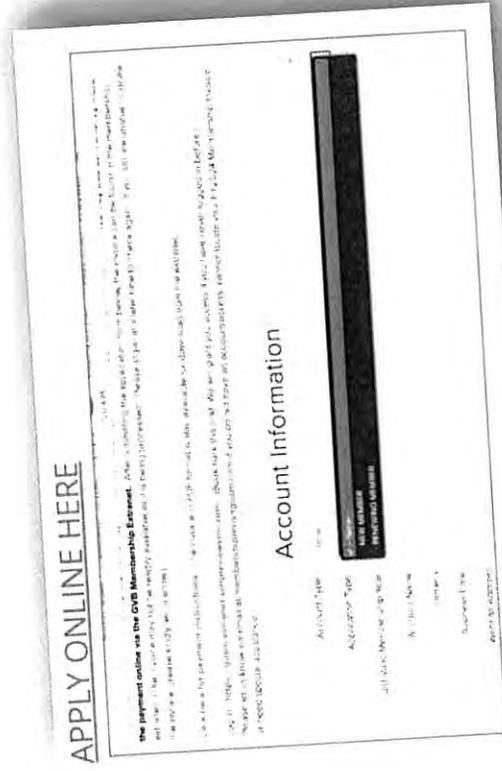
CALLOUT FOR BROCHURES

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).

Download our membership application from our GVB website.

<https://www.visitguam.com/membership-application/>





MARKET INTELLIGENCE REPORT

As of April 18, 2025 and may be subject to change.



MARKETS AT-A-GLANCE



GUAM
VISITORS
BUREAU



GMB1906

MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for April remains at 35,352; May at 37,045; and June at 36,016.
- Shown in appendix: marketing intelligence, marketing activities, and Weekly Guam digital PR articles

TAIWAN

- Taiwan welcomes 2.1 million visitors during Q1
- Taiwan ranked cheapest place to travel for Americans in 2025
- Shown in appendix: marketing activities; etc.

SOUTH KOREA

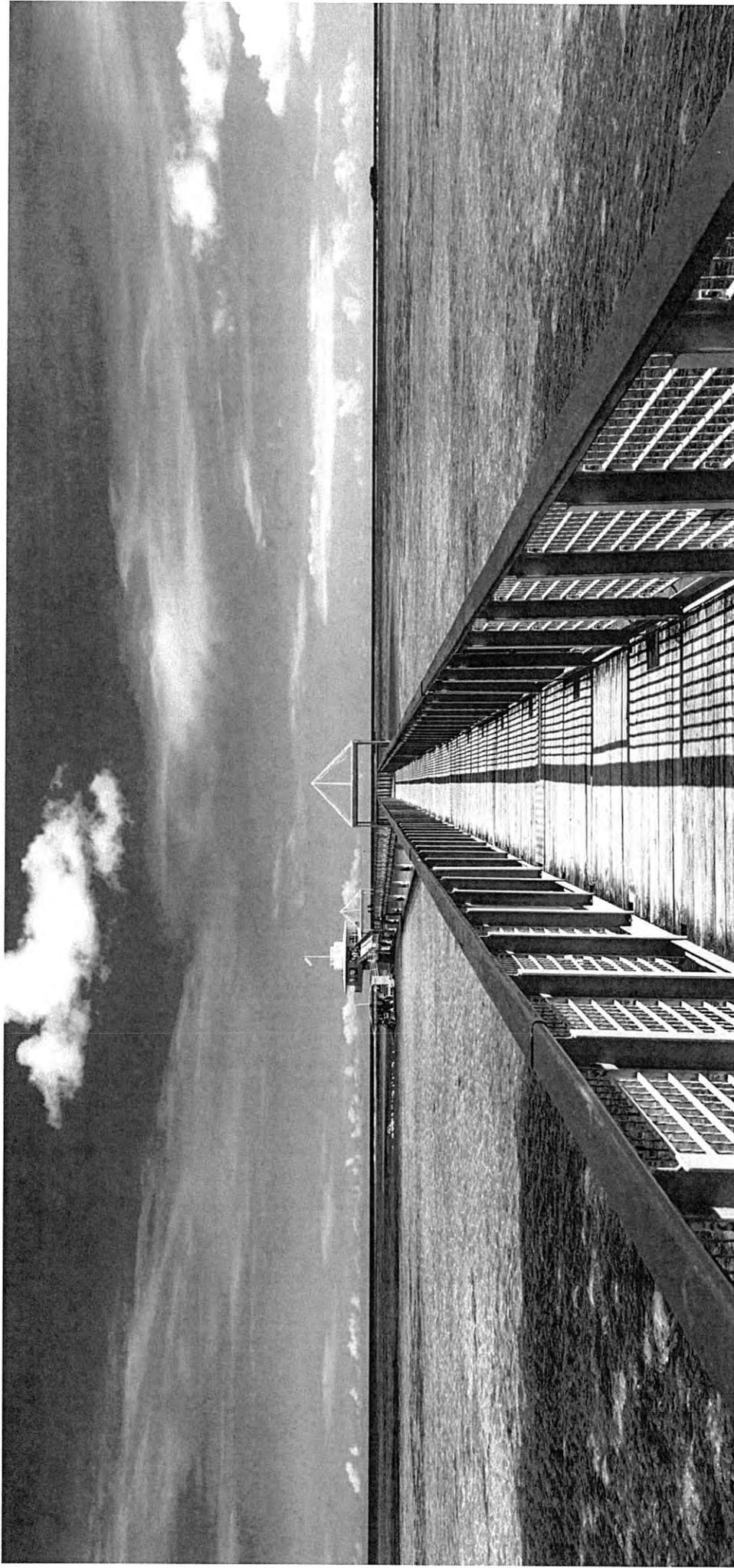
- Korean Air unveils new CI and aircraft livery at Rising Night
- Total outbound seat capacity for April remains at 30,363; May at 31,457; and June at 44,850.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in April 2025 and are offering specials
- Shown in appendix: marketing activities; etc.

DETAILS ARE FOUND IN THE APPENDIX

GVB1907



APPENDIX

As of April 18, 2025 and may be subject to change.



JAPAN



GUAM
VISITORS
BUREAU



GAMB1909

JAPAN AIRLINE INTELLIGENCE



AIRLINE OPERATION - APRIL

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:00 / 15:45	Daily	4,980
	Available	UA 117	NRT	17:00 / 21:45	Daily	4,980
	Available	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,988
	Available	UA 865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,486
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	4,980
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 12:0+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024						0
TTL						29,382

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL 941	NRT	9:30 / 14:15	Daily	5,970
	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						5,970

APRIL TOTAL OUTBOUND SEAT CAPACITY : 35,352

GVB1910

JAPAN AIRLINE INTELLIGENCE



AIRLINE OPERATION - MAY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 107	NRT	17:00 / 21:45	Daily	5,146
	Suspended until July 31, 2025	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,494
	Available from March 1 to July 10, 2025	UA841	NRT	17:55 / 22:40	Daily	5,146
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 106	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 125+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 120+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024						0
TTL						30,876

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	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						6,169

MAY TOTAL OUTBOUND SEAT CAPACITY : 37,045

GVB19111

JAPAN AIRLINE INTELLIGENCE



AIRLINE OPERATION - JUNE

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00 / 16:45	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Suspended until July 31, 2025	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA 865	NRT	17:25 / 22:10	Mon, Fri,	1,494
	Available from March 1 to July 10, 2025	UA 841	NRT	17:55 / 22:40	Daily	4,980
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 166	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	Available	UA 160	KIX	11:00 / 16:45	Daily	4,980
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 1:20+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024						0
TTL						30,046
AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30 / 14:15	Daily	5,970
	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
JEJUair	Suspended	7C 374	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 384	KIX	10:10 / 14:50	Tue	-
TTL						5,970

JUNE TOTAL OUTBOUND SEAT CAPACITY : 36,016

GVB1912

JAPAN MARKETING ACTIVITIES



SHINJI TAKEDA SHINES AT KO'KO' ROAD RACE

- April 13, 2025
- Japan actor and official ambassador Shinji Takeda participated in the 2025 Ko'ko' Road Race
- Takeda ran as the first runner in the newly introduced Ekiden Relay
- Prior to the event, Takeda made an appearance at the Japanese Spring Festival and gave a speech about his excitement for the race and being on Guam



JAPAN MARKETING ACTIVITIES



W E E K L Y G U A M

Dinner Buffet at Crowne Plaza

This article introduces a long-awaited hotel dinner buffet – The Terrace at Crowne Plaza Resort Guam. The dinner buffet is open daily, with two rotating themes: 1. Pacific Inspired Buffet (Monday-Wednesday) and 2. Surf & Turf (Thursday-Sunday).

This feature will highlight the Surf & Turf menu at The Terrace where guests can find a delicious lineup of lobster tails, snow crab legs, oysters, and mussels. Locals absolutely love seafood as their plates are always piled high. The selection also includes sashimi, sushi, ceviche, and seafood boils.

The meat offerings are just as impressive. At the carving station, guests will find three kinds of beef roasts. Other grilled meats and vegetables are available and can be cooked on the spot by the talented chefs.

The Terrace dinner buffet offers something for everyone. There's a wide selection of salads, pasta, ramen, barbecue dishes, grilled and fried vegetables, and freshly baked bread. With all these selections, the dinner buffet is worth a visit! Reservations are highly recommended on the weekends.

シーフードもお肉も！
クラウンプラザのディ
ナーブッフェ



THE TERRACE AT CROWNNE PLAZA RESORT GUAM IS A NEW DINNER BUFFET THAT OFFERS A WIDE SELECTION OF MEATS, SEAFOOD, VEGETABLES, PASTA, SALADS, AND FRESHLY BAKED BREAD. WITH ALL THESE SELECTIONS, THE DINNER BUFFET IS WORTH A VISIT! RESERVATIONS ARE HIGHLY RECOMMENDED ON THE WEEKENDS.

THE TERRACE AT CROWNNE PLAZA RESORT GUAM IS A NEW DINNER BUFFET THAT OFFERS A WIDE SELECTION OF MEATS, SEAFOOD, VEGETABLES, PASTA, SALADS, AND FRESHLY BAKED BREAD. WITH ALL THESE SELECTIONS, THE DINNER BUFFET IS WORTH A VISIT! RESERVATIONS ARE HIGHLY RECOMMENDED ON THE WEEKENDS.

JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Gateway to a tropical paradise: Guam International Airport

Just 3.5 hours from Japan, the Guam International Airport is the gateway to a tropical resort island. The airport's exterior features a unique design inspired by latte stones, which is a traditional symbol of Guam.

The airport is compact and easy to navigate, making it ideal for first-time travelers. There are only two exits: East and West, allowing travelers to find their way without confusion.

Located in the central part of the island, Tumon's hotel district is about 15 minutes away by car. Even if hotel transportation is not prearranged, there are rental car kiosks and taxis available right outside the arrivals area.

Whether you are in Guam to relax at beautiful beaches, the island promises unforgettable experiences. We hope you'll visit Guam soon to begin your own tropical adventure.

南国リゾートへの玄関 ロ Guam 国際空港



SOUTH KOREA



GUAM
VISITORS
BUREAU

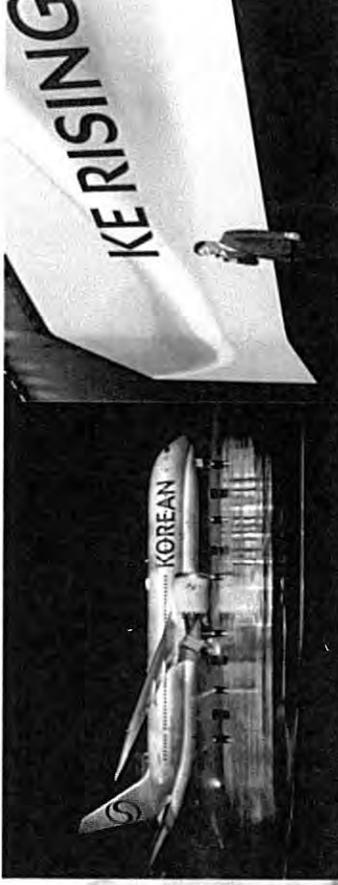


GMB1916

KOREA MARKET INTELLIGENCE



TRAVEL TRADE UPDATE



“Korean Air unveils new CI and aircraft livery at Rising Night”

On March 11, 2025, Korean Air unveiled its new Corporate Identity (CI) for the first time in 41 years, marking its integration with Asiana Airlines. The updated CI modernizes the Taeguk emblem, symbolizing Korea's leading integrated carrier. The airline also introduced a new livery for its Boeing 787-10, featuring the bold "KOREAN" logo while maintaining its signature sky-blue color with a metallic finish. The redesigned CI, including new fonts and icons, will be gradually incorporated across all customer touchpoints.

KOREA AIRLINE INTELLIGENCE



APRIL 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	09:45	15:15	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
T'way Air	TW505	DAILY	09:00	14:30	5,670
TOTAL					27,150

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,213
TOTAL					3,213

*LJ921: Apr 2nd- Apr 30th; 4/W (Mon, Wed, Fri, Sat)

TOTAL OUTBOUND SEAT CAPACITY: 30,363 SEATS

GVB1918

KOREA AIRLINE INTELLIGENCE



MAY 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	09:45	15:15	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
T'way Air	TW505	DAILY	09:00	14:30	5,859
TOTAL					28,055

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,402
TOTAL					3,402

*LJ921: May 1st-Jun 22nd & August 25th-September 31st: 4/W (Mon, Wed, Fri, Sat)
Jun 23rd-August 24th & Oct 1st-Oct 12th: Daily

TOTAL OUTBOUND SEAT CAPACITY: 31,457 SEATS

GVB1919

KOREA AIRLINE INTELLIGENCE



JUNE 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	09:45	15:15	10,140
	KE423	DAILY	18:40	00:00+1	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
	LJ915	DAILY	19:30	01:00+1	5,670
T'way Air	TW505*	DAILY	09:00	14:30	3,780
TOTAL					41,070

*TW505: Jun 21st – Jul 18th; Temporary suspension

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W & Daily	21:00	02:00+1	3,780
TOTAL					3,780

TOTAL OUTBOUND SEAT CAPACITY: 44,850 SEATS

GVB1920

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

Guam Visitors Bureau Partners with Hotels.com and ShopBack for Exclusive Guam Travel Promotion



▶ JoongAng Ilbo



▶ Biz World



▶ Herald Economy



▶ Open News Agency



▶ Gukje News



▶ Discovery News



▶ Korea DutyFree



▶ News Journalism



▶ Digital Chosun



▶ News Road



▶ Maeil Economy



▶ TTL News

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

GVB Launches Online Promotion: "Let's Run Along the Emerald Beach in Guam"



▶ Hankyung Travel



▶ News Journalism



▶ Open News Agency



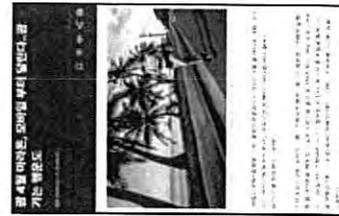
▶ Gukje News



▶ News Road



▶ Korea Duty Free



▶ Herald Economy



▶ Discovery News



▶ Tour Korea



▶ The Korea Travel News



▶ Biz World

KOREA MARKETING ACTIVITIES

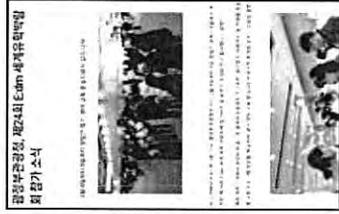


MEDIA COVERAGE

Guam Visitors Bureau Participates in 24th "E:dm International Education Fair"



▶ Gukje News



▶ Discovery News



▶ Digital Chosun



▶ Open News Agency



▶ Korea Duty Free



▶ Tour Korea



▶ TTL News



▶ Maeil Economy



▶ News Road



▶ News Journalism



▶ Travel Leisure

TAIWAN



TAIWAN AIRLINE INTELLIGENCE



Operation Schedule : April

Flight	Departure (local time)	Arrival (local time)	Frequency
TPE-GUM UA 0166	10:30 a.m	4:20 p.m	Wednesdays
	11:00 a.m	4:50 p.m	Saturday
GUM-TPE UA 0165	7:00 a.m	9:25 a.m	Wednesdays and Saturdays

- United Airlines started the direct flight TPE-GUM service starting April 2nd.
- The limited-time promotion for TPE-GUM route has been extended from March 4 to June 27. The promotional fares are US\$302 (TWD 10,000, tax excluded). UA launched a new discounted economy K-class fare of US\$386.5 (TWD 12,500, tax excluded) for both B2B and B2C channels.

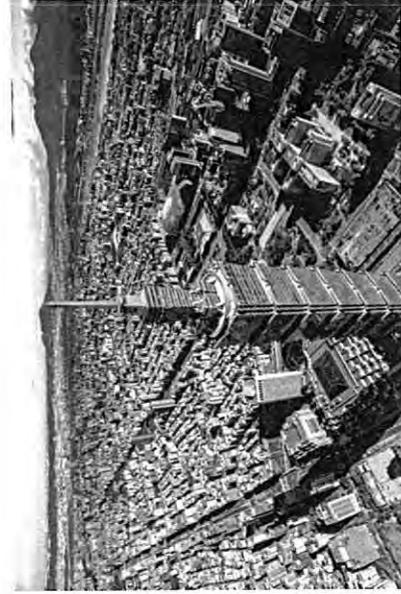
GVB1925

TAIWAN MARKET INTELLIGENCE



TAIWAN WELCOMES 2.1 MILLION VISITORS DURING Q1

Taiwan welcomed 2.1 million international visitors in Q1 2025, with a projected 3% growth in the following quarter, according to Transportation Minister Chen Shih-kai. Only 7.85 million overseas arrivals were recorded in 2024, well below the anticipated 10-12 million, partly due to the April 3 earthquake and low brand awareness among young Southeast Asian travelers. To strengthen industry talent and enhance the travel experience, Taiwan will establish a Tourism Research and Training Institute by the end of 2025.



TAIWAN RANKED CHEAPEST PLACE TO TRAVEL FOR AMERICANS IN 2025

Ranked No. 1 in NerdWallet's 16 Cheap Places to travel in 2025, Taiwan was praised for its affordability in meals, transportation, and visa-free access for U.S. travelers. With meals under US\$10, bus fares under 50 cents, and a user-friendly mass transit system, Taiwan offers both cost efficiency and ease of travel, ideal for budget-conscious tourists. From iconic Taipei 101 and hot springs to night markets and national parks, Taiwan offers diverse attractions - plus convenient direct flights from major U.S. cities via Delta, United Airlines, EVA Air, China Airlines, and Starlux.

GVB1926

TAIWAN MARKETING ACTIVITIES



2025 ANTOR GENERAL MEETING

- April 11, 2025
- The ANTOR General Meeting gathered the members and chairpersons of various travel associations and extended a warm invitation for Taiwan's travel associations to join as official members.
- GTO took the opportunity to share that the Taipei-Guam direct flight commenced on April 2nd.
- During the meeting, GTO also actively promoted Guam as a travel destination, highlighting the convenience of the direct flight to association members and travel industry leaders.



GVB1927

TAIWAN MARKETING ACTIVITIES



NR Monitor

For the past week (April 5-11), a total of 15 exposures were monitored.

1 of the news reported that Guam Visitors Bureau Welcomes New President & CEO, Former Guam Senator Régine Biscoe Lee Takes Lead Role in Tourism

1 of the news reported that International flights have recovered to 73% of pre-pandemic levels, with 11 new routes and new carriers like Starlux and United joining routes to Ontario and Guam.

(1)



關島觀光局迎來新任局長暨執行長 前關島參議員雷珍·畢斯柯·李接掌觀光推動重任



【本報記者王怡蓁報導】關島觀光局(Guam Visitors Bureau)日前正式宣布，由前關島參議員雷珍·畢斯柯·李(Régine Biscoe Lee)接任觀光局局長暨執行長一職，負責推動關島觀光發展。雷珍·畢斯柯·李在新聞發布會上表示，她對能領導觀光局感到榮幸，並承諾將致力於提升觀光品質，吸引更多國際旅客。她指出，觀光局將與各航空公司合作，推動更多國際航線，並加強與旅遊代理商的合作，為旅客提供更完善的服務。雷珍·畢斯柯·李在政壇擁有豐富經驗，曾擔任關島參議員多年，並在多個國際組織中擔任要職。她擁有旅遊管理學位，並曾在旅遊業工作多年。觀光局表示，雷珍·畢斯柯·李的加入將為觀光局帶來新的活力與發展契機。觀光局將繼續致力於推廣關島的旅遊資源，並與各航空公司合作，推動更多國際航線，為旅客提供更完善的服務。

(2)



國際航班恢復前73% 今夏再增11航點拚千萬客目標



【本報記者王怡蓁報導】關島觀光局日前正式宣布，由前關島參議員雷珍·畢斯柯·李(Régine Biscoe Lee)接任觀光局局長暨執行長一職，負責推動關島觀光發展。雷珍·畢斯柯·李在新聞發布會上表示，她對能領導觀光局感到榮幸，並承諾將致力於提升觀光品質，吸引更多國際旅客。她指出，觀光局將與各航空公司合作，推動更多國際航線，並加強與旅遊代理商的合作，為旅客提供更完善的服務。雷珍·畢斯柯·李在政壇擁有豐富經驗，曾擔任關島參議員多年，並在多個國際組織中擔任要職。她擁有旅遊管理學位，並曾在旅遊業工作多年。觀光局表示，雷珍·畢斯柯·李的加入將為觀光局帶來新的活力與發展契機。觀光局將繼續致力於推廣關島的旅遊資源，並與各航空公司合作，推動更多國際航線，為旅客提供更完善的服務。

PHILIPPINES



GUAM
VISITORS
BUREAU



GAMB1929

PHILIPPINES MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- **Daily**

PR110 Depart MNL 22:30 / Arrive GUM 04:15
 PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

CEB to GUM Jul 02-07, 2025	MNL to GUM Jul 09-18, 2025	MNL – GUM Jul 10-14, 2025
From US \$474 Round-trip Economy	From US \$456 Round-trip Economy	From US \$456 Round-trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- **Daily**

UA184 Depart MNL 22:55 / Arrive GUM 04:40
 UA183 Depart GUM 19:55 / Arrive MNL 21:50

- **Tues/Fri**

UA192 (Via Koror) Depart MNL 22:40 / Arrive GUM 06:30
 UA193 (Via Koror) Depart GUM 19:55 / Arrive MNL 23:50

Featured Daily Fairs for Flights from MNL to GUM

Apr 2025	May 2025	Jun 2025
From US \$354* Round Trip Economy	From US \$378* Round Trip Economy	From US \$412* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.

<https://etravel.gov.ph/>

PHILIPPINES MARKETING ACTIVITIES



MANILA BULLETIN FEATURE

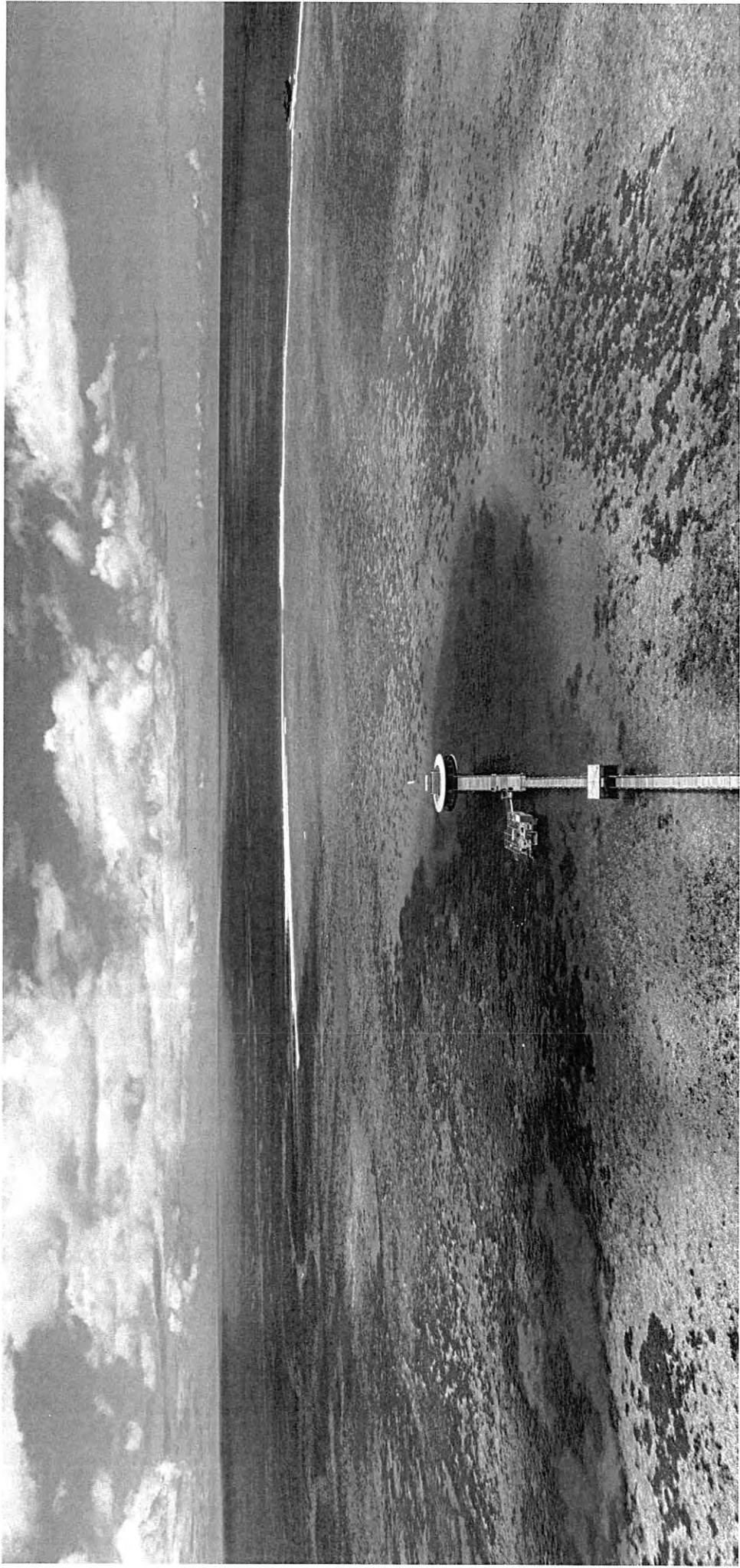
- April 15, 2025
- GVB's collaboration with Manila Bulletin continues with an album uploaded onto both MB's main and lifestyle Facebook pages
- April's feature highlighted the ultimate summer adventure in Guam



JUNIOR GOLFERS GOODWILL CUP

- Guam welcomed a total of 11 players and 12 booster fans from the Philippines for the Junior Golfers Goodwill Cup
- Event to take place on April 18-20 at the Country Club of the Pacific
- GVB provided welcome gifts to the players upon their arrival on April 16
- Philippines Sports Director Gideon Diestro brought three junior golf groups
 - Aged 8 and below; 9-12; and 13-18





INDUSTRY REPORT

MAY 2, 2025



GUAM
VISITORS
BUREAU



GUAM 1932

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GUAM ARRIVALS



GUAM
VISITORS
BUREAU



GUAM 1934

MONTH TO DATE 2025



March 1-31, 2025

Total: 61,249 (42.5%)

% Market Mix	Origin	2019	2024	2025	% of 2019
36.3%	Korea	53,980	32,670	22,224	41.2%
44.8%	Japan	72,603	22,194	27,467	37.8%
11.3%	US/Hawaii	8,170	6,720	6,905	84.5%
2.0%	Philippines	1,365	1,354	1,229	90.0%
0.2%	Taiwan	1,962	139	97	4.9%
0.4%	China	693	305	227	32.8%
0.1%	Hong Kong	416	54	67	16.1%

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

Note: March 2025 Daily Arrivals reflect Civilian Air arrivals only

GVB1935

CALENDAR YEAR TO DATE 2025



January – March 31, 2025

Total: 187,770 (43.8%)

% Market Mix	Origin	2019	2024	2025	% of 2019
45.9%	Korea	182,704	121,263	86,114	47.1%
36.2%	Japan	189,398	58,749	67,999	35.9%
10.1%	US/Hawaii	23,964	22,049	18,944	79.1%
1.6%	Philippines	3,923	3,257	2,990	76.2%
1.0%	Taiwan	6,958	929	1,898	27.3%
0.7%	China	4,603	1,485	1,367	29.7%
0.1%	Hong Kong	1,615	169	150	9.3%

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

Note: March 2025 Daily Arrivals reflect Civilian Air arrivals only

GVB1936

FISCAL YEAR TO DATE 2025



October 2024 – March 31, 2025

Total: 362,621 (43.7%)

% Market Mix	Origin	2019	2024	2025	% of 2019
47.1%	Korea	364,771	224,383	170,912	46.9%
34.1%	Japan	350,181	109,322	123,656	35.3%
10.3%	US/Hawaii	46,562	42,071	37,175	79.8%
1.9%	Philippines	10,326	6,905	6,947	67.3%
0.9%	Taiwan	13,246	1,450	3,102	23.4%
0.6%	China	7,945	2,413	2,349	29.6%
0.1%	Hong Kong	3,643	408	314	8.6%

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

Note: March 2025 Daily Arrivals reflect Civilian Air arrivals only

GVB1937

DESTINATION UPDATES



UPCOMING EVENTS



GVB Quarterly Membership Meeting

Help us celebrate Tourism Month by joining us for our next GVB Membership Meeting!

To RSVP, please fill out the form here --

<https://www.visitguam.com/membership-meeting-rsvp/>

Date: Thursday, May 15, 2025

Location: Hilton Guam Resort & Spa, Micronesia Ballroom

Time: 11:00 AM – 2:00 PM



Thursday, May 15, 2025
11:00 AM - 2:00 PM
Micronesia Ballroom, Hilton Hotel Guam

QUARTERLY MEMBERSHIP MEETING

AGENDA

CALL TO ORDER
Michelle Merfalen, Membership Committee Chair

RESOLUTION PRESENTATION
Senator Jesse Lujan

RECOVERY COMMITTEE UPDATE
Mr. Mark Baldyga, Recovery Committee Chair

SOURCE MARKET SURVEY
Mr. Chris Kam, President & COO
OmniTrak TravelTalk America

MANAGEMENT REPORT
Régine Bigcoe Lee, GVB President & CEO

ADJOURNMENT

You may join the meeting from your computer, tablet, or smartphone at

us02web.zoom.us/j/82876630785
Meeting ID: 828 7663 0785



For more information, please contact:
■ taylor.pancillinan@visitguam.com
☎ (671) 646-5278

GVB1939

UPCOMING EVENTS



MAD COLLAB BLOCK PARTY

Celebrate GUAMTIME's 5th year at the MAD COLLAB BLOCK PARTY on May 3, 2025.

From live performances across different genres to culinary showcases from your favorite local eateries.

Dive into creativity with over 20 unique collaborations featuring apparel, self-care essentials, art, and locally crafted goodies!

Date: May 3, 2025

Location: Aspinall Avenue, Hagåtña

Time: 4:00 – 10:00 PM



GVB1940

UPCOMING EVENTS



16th Annual Talo'fo'fo' Banana Festival

Friday, May 09th 5:30pm-9:00pm
Saturday, May 10th 10:00am - 10:00pm
Sunday, May 11th 9:00am - 9:00pm

Location: Ipan Beach Park

Make it a weekend for you and your family to relax and enjoy by the beach side, enjoying the 16th Annual Talo'fo'fo' Banana Festival. Great food, rides, games, novelties, entertainment, and so much more. We hope to see you all there!

Special Thanks to our Sponsors & to All who supported our Festival!

- Guam Visitors Bureau
- GTA Tele Guam
- Office of Guam Peace
- Nissan Guam
- Coast 360
- Family Finance
- Bank Pacific
- Ambros Guam
- Pepsi
- Coca Cola
- West Regency Guam
- Guam Parks & Recreation
- Pay-Less Supermarkets
- Influsion Coffee & Tea Guam
- McDonald's
- East Island Tinting
- Jeff's Pirates Cove
- Pacific LP Gas
- Dept. of Parks & Recreation
- Guam Power Authority
- Vendors & Entertainment

The Community of Talo'fo'fo'/Ipan. Our hardworking staff and all who supported our Festival one way or another!

16TH ANNUAL BANANA FESTIVAL

Join us for this fun-filled three-day Banana Festival at Ipan Beach Park! Enjoy great food, rides, games, novelties, entertainment, and so much more!

- Day 1: Friday, May 9, 2025 – 5:30-9:00 pm
- Day 2: Saturday, May 10, 2025 – 10:00am-10:00pm
- Day 3: Sunday, May 11, 2025 – 9:00am-9:00pm

GVB1941

UPCOMING EVENTS



FRIDAY MARKET PLACE

For a limited time, Fish Eye will host a Friday Market Place to showcase local vendors and small businesses set inside the Island Cultural Dinner Show venue,

Every Friday evening for the month of May, guests can enjoy:

- A curated shopping experience with local vendors
- Fish Eye's signature Island Cultural Dinner Show
- One (1) complimentary Fish Eye photo souvenir with each booking

FISH EYE
Marlow Park, GUAM

FISH EYE FRIDAY

MARKET PLACE

EVERY FRIDAY

For a limited time, Fish Eye is hosting a Friday Market Place to showcase local vendors and small businesses set inside the Island Cultural Dinner Show venue.

Every Friday evening in May, *dine-in* guests can enjoy:

- A curated shopping experience with rotating local vendors
- Fish Eye's signature Island Cultural Dinner Show
- One complimentary Fish Eye photo souvenir with each booking

BOOK NOW 671.475.7777

FISHEYEGUAM

GVB1942

UPCOMING EVENTS



WORLD BEE DAY

Honeybees play an essential role in our local ecosystem and protection of them are critical, as Guam is one of the few places to have VARROA MITE-FREE BEES.

Join the Guam Beekeepers Association in their efforts to educate and promote the precious honeybees and rich diversity in Guam's pure honey.

Enter in a World Bee Day Photo Contest for a chance to win a special prize. Submission deadline: **May 16, 2025**.

Let's celebrate WORLD BEE DAY!

Date: May 21, 2025

Time: 4-8pm

Location: Chamorro Village Farmer's Pavilion

2025 **WORLD BEE DAY** PHOTO CONTEST

Capture the buzz and show us your best photowork for a chance to win a prize!

Categories

- Bees in Action
- Beekeepers in Action

HOW TO • Only ONE entry per person.
ENTER • Fill out the google form and upload photos here: <https://tinyurl.com/5ba49j9z>
**Professional photographers are not eligible to participate*

Submission deadline: May 16, 2025

One winner will be selected per category. Photos will be uploaded on Instagram and photo with the most likes wins. Winner will be announced at the World Bee Day event, May 21, 2025.

21st
MAY 2025

World Bee Day
Chamorro Village Farmer's Pavilion
4 - 8 pm

Education • Honey • Bees

UPCOMING EVENTS



GUAM MICRONESIA ISLAND FAIR

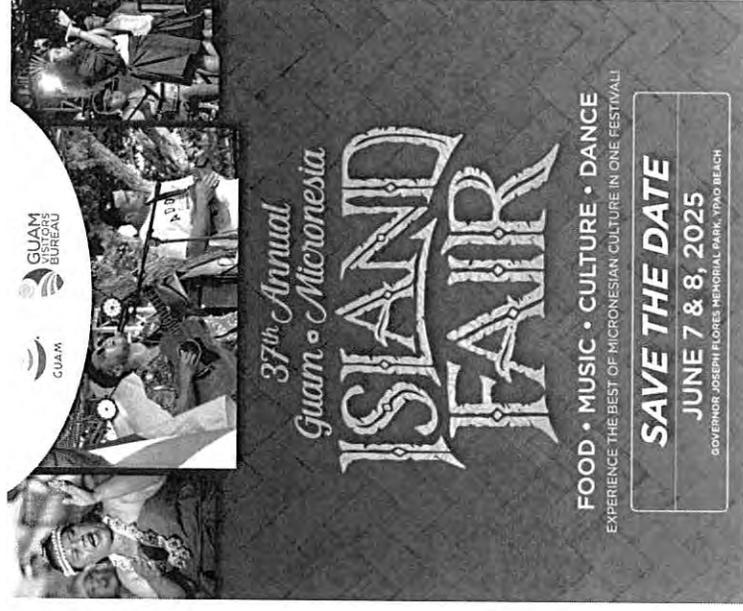
Presented by the Guam Visitors Bureau, the GUAM MICRONESIA ISLAND FAIR is an event showcasing the unique cultural heritage of the islands of Micronesia. Join the celebration and have opportunities to experience the vibrant and diverse cultures of our neighboring islands.

Celebrate customs, traditions, food and art of Micronesia!

Dates: 6/7/25, 6/8/25

Location: Governor Joseph Flores Memorial Park

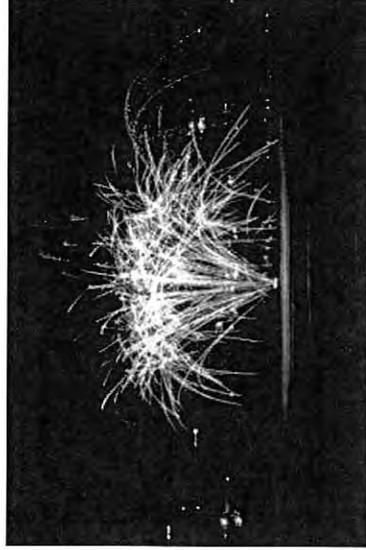
Time: 9:00 AM – 7:00 PM



For more information call (671) 646-5278 or log on to visitguam.com/gmit

GVB1945

UPCOMING EVENTS



GUAM'S 81ST LIBERATION EVENT

Join us in Guam's capital city of Hagåtña for the Liberation Parade Festival on **July 21, 2025!** Witness Guam's biggest parade of floats as the entire island community gathers for the annual commemoration of Guam's liberation from the Japanese occupation that ended in 1944.

GVB1946

GUAM EDF



STOP!
SCAN FOR
MANDATORY
ENTRY FORM



cqa.guam.gov

The Guam Electronic Declaration Form (Guam EDF) is a mandatory digital form, available 72 hours before arrival. Each arriving passenger or a responsible family member must fill out the form in English, with one form per family.



MANDATORY ELECTRONIC DECLARATION FORM

As of February 4, 2025, the Guam EDF is now **MANDATORY upon entry into Guam**. All persons arriving in Guam must comply with United States and Guam laws prior to their arrival. For your convenience, the form may be completed up to 72 hours prior to arrival date.

Access the Guam EDF from our GVB website
or the Guam CQA website.

<https://www.guamvisitorsbureau.com/>

<https://cqa.guam.gov/>

GVB1947

EXPLORE GUAM - MAP



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

Give visitors better access to your business, with
GVB's digital map.



The screenshot shows a map with a location pin on 'Valley of the Latte, LLC'. The business details include:

- Valley of the Latte, LLC**
- Phone: (787) 798-3342
- Address: 4760 San Juan Street, Tostitos, GU 96961
- Website: www.valleyofthelatte.com
- Buttons: 'Add to Favorites', 'View Website', 'Call Us Now'

Email your updated info to:
taylor.panglinan@visitguam.com

Valley of the Latte, LLC
Phone: (787) 798-3342

Valley of the Latte delivers a unique and once-in-a-lifetime experience. As you travel along the fabulous and idyllic coastline, you are transported to another time at the heart of Guam. Inexpensive, friendly, and entertaining, guests will share the rich history and culture of the island. Valley of the Latte offers the local waters, the local wildlife, and the local people that you are sharing from start to finish. You will be welcomed by our friendly staff, and guided through a tour of the island's rich history and culture. Our award-winning tour is hand led by a local guide who will share with you the rich history and culture of the island. Our guide demonstrates how ancient Chamorro's started to farm and how you'll traditional basket weaving techniques. The longer you are there, the more you realize that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality, fun-filled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and The Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the pure essence of the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the beautiful and idyllic views with us. We take pride in being Guam's only true eco-friendly and sustainable island destination filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the adventurous traveler, romantic couple, family, or childhood adventure of a lifetime. It's sure to keep you returning for more. We have a variety of special rates with members, which means first time to visit. www.valleyofthelatte.com for more information and if you have any questions. Contact info@valleyofthelatte.com or www.valleyofthelatte.com/valley_latte_map_contact

- Explore Guam**
- Explore Guam's Attractions
- 1 Valley of the Latte, LLC
 - 2 Big Screen Cruise
 - 3 Blue Heron Island
 - 4 Coco Palm Casino Beach
 - 5 Dutch Netherland Mall of Catholic Basilica
 - 6 Fajal Powder Sand Beach
 - 7 Five Eye Marine Park
 - 8 Five Eye Tours
 - 9 Guam Adventure
 - 10 Guam Beer Spaced Club Com
 - 11 Guam Museum
 - 12 Guam Ocean Park
 - 13 Guam Plaza Resort & Spa
 - 14 Guam Tropical Dive Station
 - 15 Guam Zoological Botanical & Marine Gardens
 - 16 Inoa (Dance) Watching Adventure
 - 17 Pagan On America
 - 18 SandCastle, Inc.
 - 19 Skyline Guam, Inc.
 - 20 Star Tour
 - 21 Super American Cruise
 - 22 Tostitos 4th Resort Park
 - 23 Tropical Beach House Guam
 - 24 Turtle Tours
 - 25 Underwater World
 - 26 Valley of the Latte Adventure Park Guam

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).

Download our membership application from our GVB website.

<https://www.visitguam.com/membership-application/>

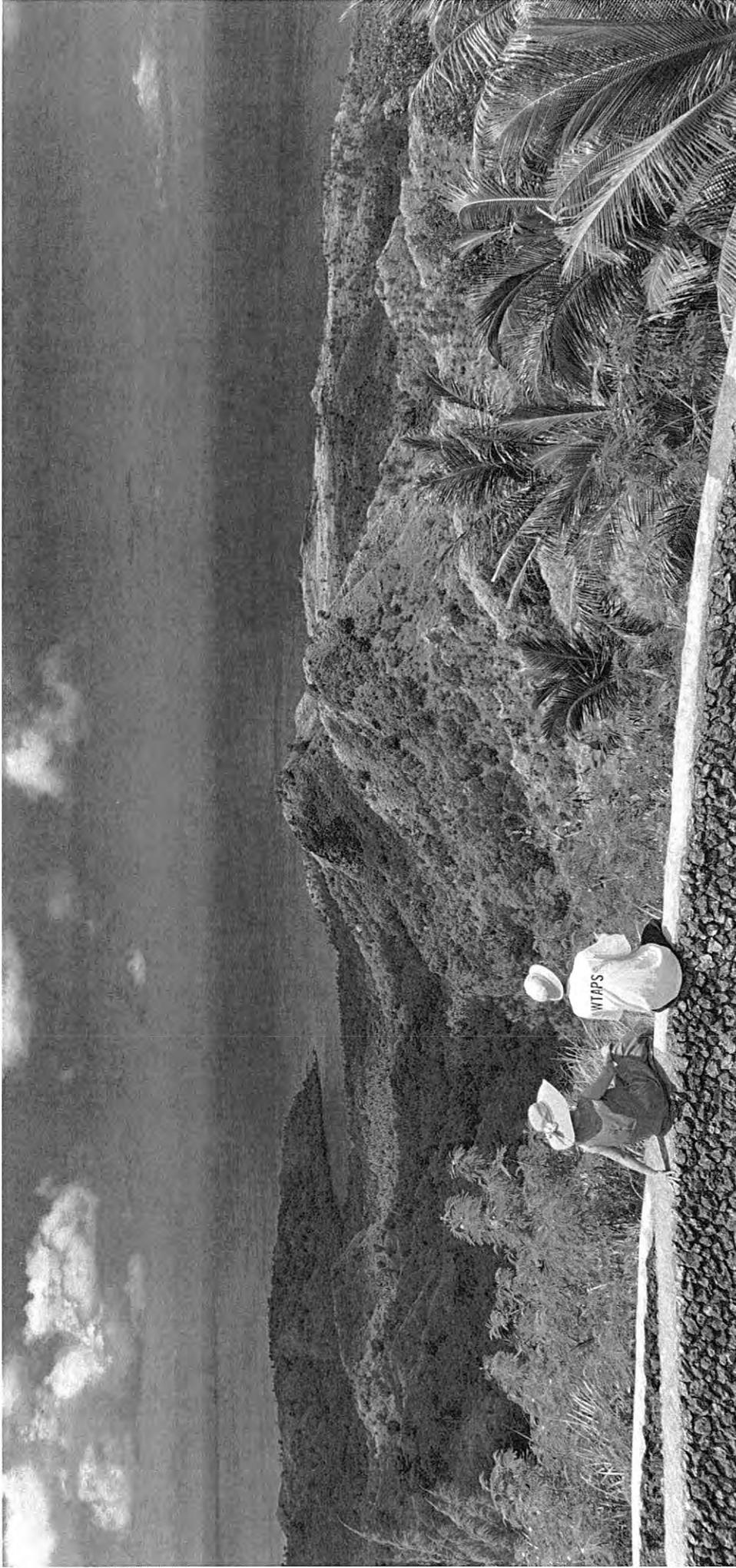
APPLY ONLINE HERE

The Internet online via the GVB Membership Form. After you complete the application form below, the process continues to our membership application. The online application is available on the GVB website. Please refer to the "Apply Online" link on the website to learn more about the application process. The online application is available on the GVB website. Please refer to the "Apply Online" link on the website to learn more about the application process.

Account Information

Account Type
Account Age
Last Date Membership Renewal
Account Name
Company
Business Phone
Address Address





MARKET INTELLIGENCE REPORT

As of May 2, 2025 and may be subject to change.



MARKETS AT-A-GLANCE



GUAM
VISITORS
BUREAU



GMB1951

MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for May remains at 37,045; and June at 36,016.
- Shown in appendix: marketing intelligence, marketing activities, and Weekly Guam digital PR articles

TAIWAN

- Southern Taiwan city launches inclusive tourism initiative
- Taiwan's EVA Air plans direct flights to Dallas
- Shown in appendix: marketing activities; upcoming in-market events; etc.

SOUTH KOREA

- Travelers favor short-haul destinations during Golden Week
- Total outbound seat capacity for May remains at 31,457; June at 44,850; and July at 52,708.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in May 2025 and are offering specials
- Shown in appendix: marketing activities; etc.

DETAILS ARE FOUND IN THE APPENDIX

GVB1952



APPENDIX

As of May 2, 2025 and may be subject to change.



JAPAN



JAPAN AIRLINE INTELLIGENCE



AIRLINE OPERATION - MAY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00/15:45	Daily	5,146
	Available	UA 197	NRT	17:00/21:45	Daily	5,146
	Suspended until July 31, 2025	UA 874	NRT	21:20/2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA 865	NRT	17:25/22:30	Mon, Fri	1,494
	Available from March 1 to July 10, 2025	UA 841	NRT	17:55/22:40	Daily	5,146
	Available from May 1, 2024	UA 848	HND	23:55/4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40/16:35	Mon, Tue, Thu, Fri, Sun	3,652
	Suspended from May 7, 2024	UA 172	NGO	20:50/12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KKX	11:00/15:45	Daily	5,146
	Suspended from April 1, 2025	UA 178	KKX	20:45/12:0+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05/16:35	Daily	0	
				TTL		30,876

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30 / 14:35	Daily	6,169
JEJUair	Suspended	7C 102	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 3174	KKX	10:10 / 14:50	Daily	-
	Suspended	7C 3184	KKX	10:10 / 14:50	Tue	-
				TTL		6,169

MAY TOTAL OUTBOUND SEAT CAPACITY : 37,045

GVB1955

JAPAN AIRLINE INTELLIGENCE



AIRLINE OPERATION - JUNE

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00 / 15:45	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Suspended until July 31, 2025	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA 865	NRT	17:25 / 22:30	Mon, Fri	1,494
	Available from March 1 to July 10, 2025	UA 841	NRT	17:55 / 22:40	Daily	4,980
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:35	Mon, Tue, Thu, Fri, Sun	3,652
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	4,980
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 1:20+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:35	Daily	0	
TTL						30,046

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30 / 14:15	Daily	5,970
	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
JEJUair	Suspended	7C 3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 3184	KIX	10:10 / 14:50	Tue	-
TTL						5,970

JUNE TOTAL OUTBOUND SEAT CAPACITY : 36,016

GVB1956

JAPAN MARKETING ACTIVITIES



GVB ADVANCES AIR CONNECTIVITY

- April 17-18, 2025
- GVB President & CEO Régine Biscoe Lee, GVB Board Director Ken Yanagisawa, Airline Consultant Charles Duncan, and GIAA Deputy Director Ricky Hernandez visited Japan to strengthen ties with major airlines and travel agencies.
- The delegation held strategic meetings with Expedia, HIS, JTB, Rakuten Travel, China Airlines, JAL, United Airlines, World Compass, and AirAsia X.
- Discussions focused on expanding air access, boosting travel demand, and developing future promotional collaborations.



JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Weekly Guam is one of GVB's ongoing efforts to promote visitor-friendly sites, businesses, and/or attractions in Guam.

This week's topics include:

- [Popular Restaurant Launches Sunday Brunch](#)
- [A New Spot in Guam to Enjoy Both Coffee and Wine](#)

Go to the visitguam.jp website or click [here](#) to access more articles.

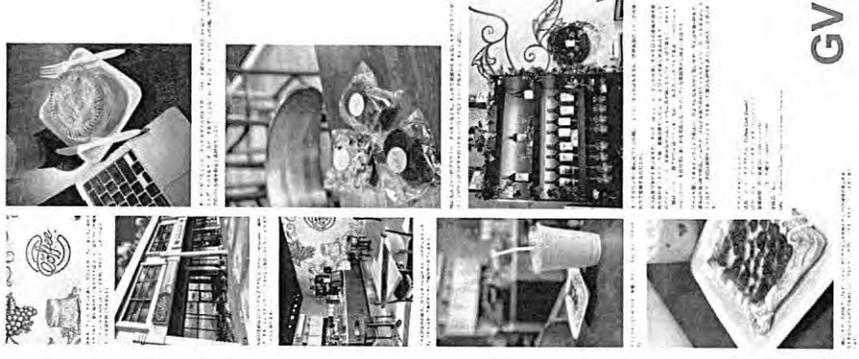
If you would like your business to be featured on *Weekly Guam*, please contact Yusuke Imazu at imazu@leapguam.com.

Week 2 May 2025

人気レストランでサンデーブランチがスタート！



コーヒーもワインも楽しめるスポットが誕生！



GVB1958

SOUTH KOREA



GUAM
VISITORS
BUREAU



GAMB1959

TRAVEL TRADE UPDATE



“Travelers favor short-haul destinations during Golden Week”

During the May Golden Week, Korean travelers are prioritizing short-haul destinations, aiming for efficient travel that maximizes the limited time off. According to Incheon International Airport Corporation, approximately 1.48 million passengers are expected to travel through Incheon Airport between April 30 and May 6.

According to Jin Air’s international flight booking data, Osaka ranks as the most favored destination during the golden week period followed by NHA Trang and Fukuoka. Other high-ranking destinations include Okinawa, Phu Quoc, and Guam, indicating continued strong demand for travel to Japan, Vietnam, and Guam.

KOREA AIRLINE INTELLIGENCE



MAY 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	09:45	15:15	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
T'way Air	TW505	DAILY	09:00	14:30	5,859
TOTAL					28,055

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,402
TOTAL					3,402

*LJ921: Apr 2nd~Jun 21st: 4/W, Jun 23rd~Aug 24th: Daily, Aug 27th~Oct 1st: 4/W, Oct 2nd~13th: Daily, Oct 15th~Oct 25th: 4/W

TOTAL OUTBOUND SEAT CAPACITY: 31,457 SEATS

GVB1961

KOREA AIRLINE INTELLIGENCE



JUNE 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	09:45	15:15	10,140
	KE423	DAILY	18:40	00:00+1	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
	LJ915	DAILY	19:30	01:00+1	5,670
T'way Air	TW505*	DAILY	09:00	14:30	3,780
TOTAL					41,070

*TW505: Jun 21st - Jul 18th: Temporary suspension

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W & Daily	21:00	02:00+1	3,780
TOTAL					3,780

*LJ921: Apr 2nd~Jun 21st: 4/W, Jun 23rd~Aug 24th: Daily, Aug 27th~Oct 1st: 4/W, Oct 2nd~13th: Daily, Oct 15th~Oct 25th: 4/W

TOTAL OUTBOUND SEAT CAPACITY: 44,850 SEATS

GVB1962

KOREA AIRLINE INTELLIGENCE



JULY 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	09:45	15:15	10,478
	KE423	DAILY	18:40	00:00+1	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
	7C3107	DAILY	20:20	02:00+1	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ915	DAILY	19:30	01:00+1	5,859
T'way Air	TW505*	DAILY	09:00	14:30	2,457
TOTAL					46,849

*TW505: Jun 21st - Jul 18th; Temporary suspension

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W & Daily	21:00	02:00+1	5,859
TOTAL					5,859

*Jun 23rd-Aug 24th: Daily, Aug 27th-Oct 1st: 4/W, Oct 2nd-13th: Daily, Oct 15th-Oct 25th: 4/W

TOTAL OUTBOUND SEAT CAPACITY: 52,708 SEATS

GVB1963

KOREA MARKETING ACTIVITIES



MEDIA COVERAGE

Guam Visitors Bureau to extend the deadline for submission of South Korea Destination Marketing Service

관광부관광청, 한국사무소 입찰 마감일 연장

입찰 접수 마감일 5월 12일까지 연장



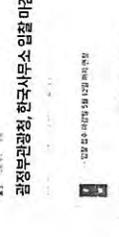
관광부관광청(이하 관광부관광청)은 한국사무소 입찰 마감일을 5월 12일까지 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다.

관광부관광청, 한국사무소 입찰 마감 5월 12일



관광부관광청(이하 관광부관광청)은 한국사무소 입찰 마감일을 5월 12일까지 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다.

관광부관광청, 한국사무소 입찰 마감일 연장



관광부관광청(이하 관광부관광청)은 한국사무소 입찰 마감일을 5월 12일까지 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다.

Biz News

관광부관광청, 한국사무소 입찰 마감일로 늦춰져

관광부관광청은 한국사무소 입찰 마감일을 5월 12일까지 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다.

Gukje News

관광부관광청, 대행사 입찰 접수 마감일 연장

관광부관광청은 대행사 입찰 접수 마감일을 5월 12일까지 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다.

Discovery News

관광부관광청, 한국사무소 입찰 마감일 연장

관광부관광청은 한국사무소 입찰 마감일을 5월 12일까지 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다. 관광부관광청은 2024년 5월 12일까지 입찰 마감일을 연장한다.

Tour Korea

The Korea Travel Times

TTL News

TAIWAN





Operation Schedule: May

Flight	Departure (local time)	Arrival (local time)	Frequency
TPE-GUM UA 0166	10:30 a.m	4:20 p.m	Every Wednesday
GUM-TPE UA 0165	11:00 a.m	4:50 p.m	Every Saturday
	7:00 a.m	9:25 a.m	Every Wednesday, Saturday

- United Airlines started the direct flight TPE-GUM service starting April 2nd.
- The limited-time promotion for TPE-GUM route has been extended from March 4 to June 27. The promotional fares are US\$302 (TWD 10,000, tax excluded). UA launched a new discounted economy K-class fare of US\$386.5 (TWD 12,500, tax excluded) for both B2B and B2C channels.

TAIWAN MARKET INTELLIGENCE



SOUTHERN TAIWAN CITY LAUNCHES INCLUSIVE TOURISM INITIATIVE

Kaohsiung's Tourism Bureau has certified 40 gender-friendly hotels and aims to double that number through a new art installation subsidy program supporting inclusive tourism. The first gender-friendly accommodation seminar drew 21 hospitality businesses, offering expert guidance on creating welcoming spaces for women, families, and LGBTQ+ travelers. New subsidies will support rainbow art, flags and gender-friendly restrooms, promoting inclusivity while enhancing the artistic quality of public hotel spaces.



TAIWAN'S EVA AIR PLANS DIRECT FLIGHTS TO DALLAS

EVA Air will launch direct flights between Taiwan Taoyuan International Airport and Dallas, Texas starting October 3, operating three flights per week and becoming the only Asian airline serving both Houston and Dallas. This route will market EVA Air's ninth destination in North America, expanding its already strong network of 90 weekly flights. The airline had previously operated cargo flights to Dallas since 1998. The new service is timed to optimize connections to Northeast and Southeast Asia, with early-morning arrivals in Taoyuan for seamless transit.

TAIWAN MARKETING ACTIVITIES



KO'KO' WEEKEND FAM TOUR

- April 12-16
- GVB invited 6 runners from Taiwan's elite running club, SUB 3, to participate in the Guam signature sports event. The group consisted of 2 Half Marathon runners, while 4 participated in the Ekiden Relay Race.
- Their participation aimed to strengthen sports exchanges between Guam and Taiwan and to also further promote destination Guam.
- Taiwanese female runner Yu-Xin Lin delivered an outstanding performance by winning 3rd place in the Half Marathon Women's Division, setting a new record for Taiwanese participants in the Ko'ko' Road Race.

- The Taiwanese runners also explored Guam's stunning natural beauty through activities like jet skiing and sunset viewing, while also enjoying wellness and relaxation experiences.
- They immersed themselves in the island's rich culture by visiting the Guam Museum, savoring traditional Chamoru cuisine, and attending a vibrant cultural dinner show at Fish Eye Marine Park.



GVB1968

2025 TAOYUAN LONGGANG RICE NOODLE FESTIVAL

- April 19, 2025
- Taoyuan City held the Longgang Rice Noodle Festival celebrating local culture and international friendship. As a sister city of Guam, Taoyuan extended a special VIP invitation to Guam to participate in the event.
- The festival celebrates Taoyuan's cultural ties to the Golden Triangle with traditional Yunnan cuisine, water-splashing blessings, and fire dance performances.
- GTO met with the Taoyuan Mayor, San-Cheng, Chang and Acting Director-General of the Taoyuan City Government Dept. of Tourism, Li-Chuan, Wang.

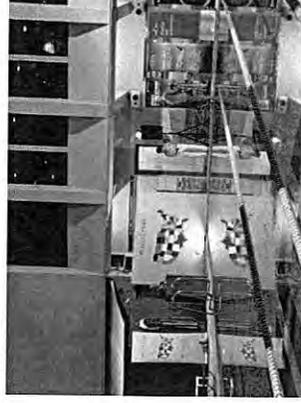


San-Cheng, Chang, Mayor of Taoyuan City



SELECTUSA SENDOFF RECEPTION

- April 24, 2025
- The SelectUSA Investment Summit is scheduled to take place from May 11-14 in Maryland, USA. AIT hosted a special Sendoff Reception for the Taiwan Delegation.
- AIT Director Raymond Greene attended the reception, showing strong support for Taiwan's participation.
- United Airlines was also present at the event. Ken Kiriyaama, Director of Sales for Japan, Micronesia, Taiwan and the Philippines, joined alongside the UA Taiwan team to express their encouragement and support.



TAIWAN MARKETING ACTIVITIES



NR Monitor

For the past week (April 19-25), a total of 12 exposures were monitored.

- 1 of the news reported that Over 1,000 Runners Celebrate 2025 Ko'ko' Race in Guam — Taiwan Athlete Finishes Third
- 1 of the news reported that A New Option for Guam Vacations: Spacious Comfort, Privacy, and Local Flavors at Ocean View B&B

(1)



(2)



UPCOMING IN-MARKET EVENTS



GVB TAIWAN ROADSHOW

- May 17-28, 2025
- Seeking 8-10 GVB members to participate.
- Audience: 200+ trade partners, airline partners, media and government officials
- GVB will lead a sales mission across Taiwan in three key cities to include: Taipei, Taoyuan, and Taichung to promote Guam, strengthen ties with trade partners, and boost media exposure.
- The goal is to expand partnerships with travel agencies, reinforce existing collaborations, and raise brand awareness in Taiwan.
- **Deadline to sign up for participation is May 5, 2025**



TAIPEI TOURISM EXPO (TTE)

- May 23-26, 2025
- GVB will participate in the 2025 Taipei Tourism Exposition (TTE) to promote Guam as a premier travel destination.
- During the expo, GVB will host on-site activities at the Guam booth, participate in a stage event on 5/23, and organize a lucky draw to engage visitors.
- GVB also invited United Airlines to join the Guam booth to promote the TPE-GUM direct flight.
- In addition, GVB's Boba Tea Co-op partner, Milksha, will sell co-branded drinks.



GVB1971

PHILIPPINES



GUAM
VISITORS
BUREAU



GMB1972

PHILIPPINES AIRLINE INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- **Daily**

PR110 Depart MNL 22:30 / Arrive GUM 04:15
 PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

MNL to GUM May 09-12, 2025	MNL to GUM May 14-21, 2025	DAV – GUM Jun 20-24, 2025
From US \$411 Round-trip Economy	From US \$436 Round-trip Economy	From US \$497 Round-trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*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.



Manila-Guam-Manila: Terminal 3

- **Daily**

UA184 Depart MNL 22:55 / Arrive GUM 04:40
 UA183 Depart GUM 19:55 / Arrive MNL 21:50

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:40 / Arrive GUM 06:30
 UA193 (via Koror) Depart GUM 19:55 / Arrive MNL 23:50

Featured Daily Fairs for Flights from MNL to GUM

May 2025	Jun 2025	Jul 2025
From US \$354* Round Trip Economy	From US \$354* Round Trip Economy	From US \$354* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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.

The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.

<https://etravel.gov.ph/>

PHILIPPINES MARKET INTELLIGENCE



KLOOK'S TRAVEL PULSE STUDY INSIGHTS

A study by travel booking service firm Klook revealed that 98.5 percent of Filipinos are looking to travel domestically in 2025 while 56.3 percent said they plan to travel abroad.

The study surveyed about 500 Filipino respondents across the Philippines, mainly from Metro Manila and Cebu. Internationally, more Filipinos traveled to Vietnam, Taiwan, and Thailand in 2024 on top of the usual hotspots like Japan, South Korea, and Singapore.

The top consideration for 37.3 percent of the respondents when booking is perfect weather. All Filipino respondents agreed that travel is an effective way to manage stress and their well-being and consider it a form of therapy. The study also found that 78.4 percent use travel as a getaway for a mental health break with 31.6 percent of them choosing a nature retreat for a creative reset, higher than market average of 15.8 percent.



PHILIPPINES MARKETING ACTIVITIES



GVB LAUNCHES INCENTIVE PROGRAM

- Effective May 1, 2025
- GVB launched an incentive program designed to reward Philippine travel agencies for promoting group travel to Guam.
- Travel agencies who register for this program are eligible to earn up to USD \$20 per traveler.
- Flight dates must be between May 1-August 31, 2025
- Travelers must stay at a hotel or short-term rental.
- The incentive program was sent out to 1,528 trade partners in the Philippines with a link to register.



GVB encourages local tour operators, hotels, and other tourism stakeholders to assist Philippine travel agents in creating packages to Guam.

Sell Guam, Earn Cash. It's That Simple!

JOIN GUAM VISITORS BUREAU'S TRAVEL INCENTIVE PROGRAM!

PROGRAM OVERVIEW

The Guam Visitors Bureau (GVB) is excited to launch an exclusive Travel Incentive Program designed to reward Philippine travel agencies for promoting group travel to Guam. Earn up to USD \$20 per traveler for each group of 10+ travelers who stay at a hotel or short-term rental between May 1-August 31, 2025. Don't miss this opportunity to increase your traveler sales referring your clients to Guam!

HOW TO JOIN

- REGISTER ONLINE**
 - Fill out the GVB Travel Incentive Program Online Form.
 - Deadline for registration is on or before August 31, 2025.
- GET VERIFIED**
 - Receive GVB feedback via email once registration is complete.
- SEND TRAVELERS TO GUAM**
 - Flight dates must be between May 1, 2025 through August 31, 2025.
 - Travelers must stay at a hotel or short-term rental.
- SUBMIT TRAVELER INFO**
 - Agency must provide photos of the traveler's physical boarding passes in a compressed folder.
 - Agency must provide a copy of the traveler's itinerary.
 - Deadline for submission: September 15, 2025.

INCENTIVE TIERS

Travelers	Incentive
10+*	USD \$20
50 to 500	USD \$10
500+	USD \$5

Earn more as you send more!

KEY DATES

- Program Starts: May 1, 2025
- Last Valid Travel Date: August 31, 2025
- Submit Documents by: September 15, 2025
- Payout by: October 31, 2025

REQUIREMENTS

- Must register to participate in the program.
- Travelers must provide photos of their physical boarding passes.
- Traveler's accommodation must be in a hotel.
- Agency must provide a copy of the traveler's itinerary.
- Travel agency.

Have Questions?
info@visitguam.com

GUAM VISITORS BUREAU
Travel Agents Incentive Program Registration Form

GVB1975