



INDUSTRY REPORT

DEC 20, 2024



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DESTINATION UPDATES

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.

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


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.



EXPLORE GUAM - MAP



Explore Guam

Explore Guam!

Attractions

- 1 Valley of the Latte, LLC
- 2 Big Cruises
- 3 Big Sunset Cruise
- 4 Blue Persuasion Dive Boutique
- 5 Coco Palm Garden Beach
- 6 Dulce Nombre de Maria Cathedral-Basilica
- 7 Fai Fai Powder Sand Beach
- 8 Fish Eye Marine Park
- 9 Fish Eye Tours
- 10 Guam Adventures
- 11 Guam Bikini Island 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 Inuka (Dolphin) Watching Adventure
- 18 Puntan Dos Amantes
- 19 SandCastle, Inc.
- 20 Skydive Guam Inc.
- 21 Star Tour
- 22 Super American Circus
- 23 Talofolo Falls Resort Park
- 24 Tropical Beach House Guam
- 25 Turtle Tours
- 26 UnderWater World
- 27 Valley of the Latte Adventure Park Guam

Valley of the Latte, LLC

[Get Directions](#)
(671) 789-3342

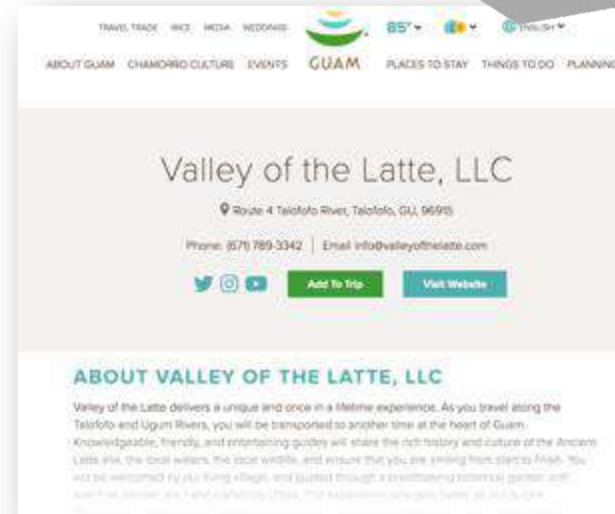
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofolo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, 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 Ulitao. 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, fulfilled 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 Talofolo 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 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/valley-latte-map-contact/>





[Share Info](#)



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION
Give visitors better access to your business, with GVB's digital map.

EXAMPLE



TRAVEL TRADE | INCL | MEDIA | WEBSITE |  |  |  |  | 

ABOUT GUAM | CHAMORRO CULTURE | EVENTS | **GUAM** | PLACES TO STAY | THINGS TO DO | PLANNING

Valley of the Latte, LLC

Route 4 Talofolo River, Talofolo, GU 96905

Phone: (671) 789-3342 | Email: info@valleyofthelatte.com

[Add To Trip](#) [Visit Website](#)

ABOUT VALLEY OF THE LATTE, LLC

Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofolo 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 Ulitao. 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, fulfilled 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 Talofolo 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 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/valley-latte-map-contact/>

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

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

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

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

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.

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



APPENDIX

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



JAPAN



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.



| | | |
|--|--|---|
|  |  |  |
|  こころから |  感動のそばに、いつも。 |  |
|  |  |  |
|  |  心に届く旅 Direct to your heart |  |
|  |  |  |

SNS HIGHLIGHT



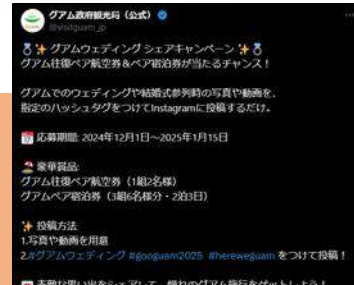
SNS HIGHLIGHT



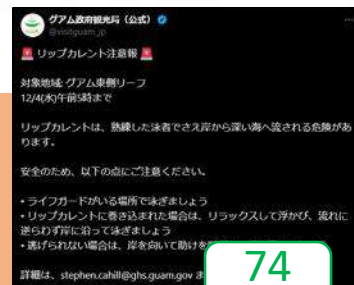
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598 Like



46 Like



74 Like



79 Like



470 Like



215 Like



46 Like



43 Like



875 Like



563 Like



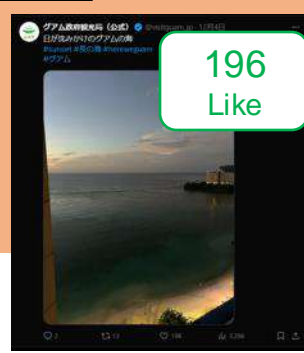
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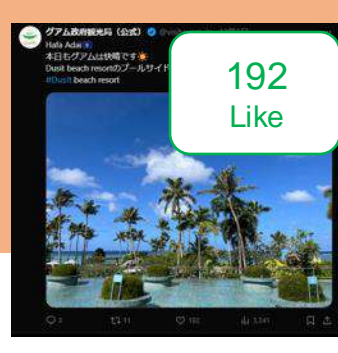
49 Like



79 Like



196 Like



192 Like

SNS HIGHLIGHT



668
Like



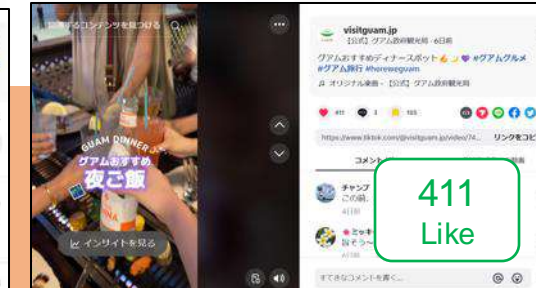
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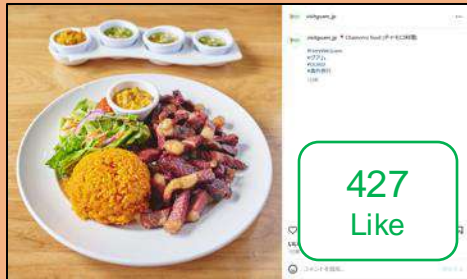
335
Like



583
Like



411
Like



427
Like



68
Like



68
Like



259
Like



403
Like



107
Like



79
Like



84
Like



27
Like



47
Like



164
Like

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

Wednesday, November 20, 2024 7:00 AM by チャモロビレッジ



グアムにはあちこちで素敵な壁画を見ることが出来ますが、最近ハガニアにあるチャモロビレッジでも見られるようになりました。とても素敵なタトゥーで、それが南国らしくグアムらしくもあり、見ていて元気になるような色彩豊かな壁画です。今回はチャモロビレッジの素敵な壁画を写真で紹介していきます。



車でチャモロビレッジの前を走っていても見ることが出来る正真正正入り口付近の壁画。



近所にあると「TOGETHER Micronesia STRONG」という文字とともに、グアムや北マリアナ諸島のチャモロ文化の象徴であるラップストーンの特徴、ミクロナシア地域のヤップ島の石貨のイラスト、パラオ語でこんにちはと意味する「Ala (アリー)」という文字も描かれています。

そして色彩やかな南国の花々、美しい海、力強い太陽はミクロナシアの宝です。



正真正正入り口から入ると目の前にはメインパビリオン。グアムでよく見かける花たちが溢れ出てくれます。上の方には古代、農耕や漁業を行うにあたり、星を知るのに欠かせなかった月の満ち欠けも描かれています。



中の壁はグアムの自然、文化、伝説などチャモロビレッジの名にちなみいろいろなテーマで飾られています。グアムの島をそのまま表現する素敵な色使いは見ていて癒し気持ちになりますね。



グアムの人が見たらモデルが誰だか想像できそうなチャモロの装束。

ラップストーンに象られ、グアムの紋章が描かれているのはおなじみクイフィットというグアムを代表する木。男性はクイフィットの彫刻家として活動し、2年前に生まれながらだったロバート・タイタン (Robert Taitan) 氏と邂逅。現在も彼の店舗がチャモロビレッジにあります。

毎週日曜のナイトマーケットでは人混みと暗さで分かりにくいかもしれませんが、ぜひ機会があれば壁画も楽しんでください。

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, Kâraera 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.

as of 20 December 2024

週末の夜は夜風に吹かれてアウトサイドディナーを

Wednesday, December 11, 2024 8:00 AM by チョコレータ



最近、タモン中心地にあるサンドキャッスル前の芝生エリアで「BGガーデンフェスティバル (BG Garden Festival)」が開催されています。これはサンドキャッスルをはじめ、タイタオタシ、BGサンセットクルーズ、ライド・ザ・ダック、地中海料理レストラン「アネモス」、ザ・ビーチレストラン、タラソバを運営するバルディガグループによるもので、美しく輝くイルミネーションの光の中、夜風に吹かれながらビールや食事を楽しむことができます。



「I ❤️ TUMON」のオブジェがある芝生エリアに、夕刻になると輝き始める美しいクリスマスイルミネーション。素敵な撮影スポットでもあります。この光の中にテーブルが設置され、周辺にはフードトラックやガムブランド、グアムメイドの靴土産店が並びます。バルディガグループによる今年初のイベントとなる「BGガーデンフェスティバル」です。



料理はフードトラックだけでなく「アネモス」からも提供され、このフェスティバル専用メニューが用意されています。ビール、カクテル、ワインなど各種アルコール、そしてどじやサンドイッチの他に、シーフードバリエーションやデザートなど「アネモス」らしい料理も。

ちなみに「BGガーデンフェスティバル」が開催されているのは本曜日から日曜日まで午後4時から10時、そして本曜日の4時から7時まで「ビアガーデン・ハンビーアワー」です。上写真のメニューにある通り、ハンビーアワーはビールが少し安く提供されます。アクティビティを終えた後、ディーナーまでの時間をここでゆっくり過ごすのもいいかもしれません。



フードトラックにさまざまなお店のブースが立ち並ぶのは、ローカルイベントでのお楽しみ。ローカル気分を味わいたいならフードトラックのバーベキューがおすすめです。



違った季節、華やかなバーベキューをチョイス。人気店のフードトラックで駅近のおいしい、ビールも楽しめます。



訪れた日は本曜日の平日で少し混雑も多かったためか人はまばらではなかった。もう少し遅くなる人も増えていきまらぬかと。この時期はほかのイベントもクリスマスバーベキューなどでマンモスになることが多いので、クリスマスが近づくとちょっと賑わうでしょう。

タモンでほどこ所市も美しいイルミネーション、クリスマスコレクションに包まれて訪れる人の目を惹きつけてくれます。そして年中も美しい光に輝いています。ぜひ週末の夜は「BGガーデンフェスティバル」で素敵な時間を過ごしてください。

■開催日時 本～日曜日まで 16:00PM～10:00PM
■開催日 2024年12月11日 (水)

SOUTH KOREA

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!'



▶ Joongang Ilbo



▶ Herald Economy



▶ Gukje News



▶ The Korea Travel Times



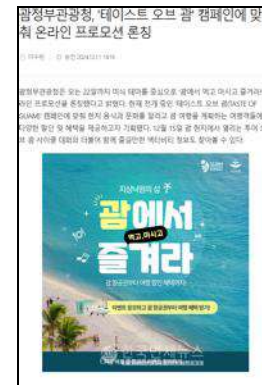
▶ Open News Agency



▶ Digital Chosun



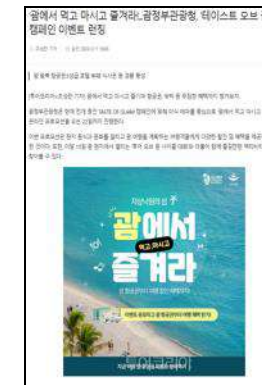
▶ Discovery News



▶ Korea Dutyfree News

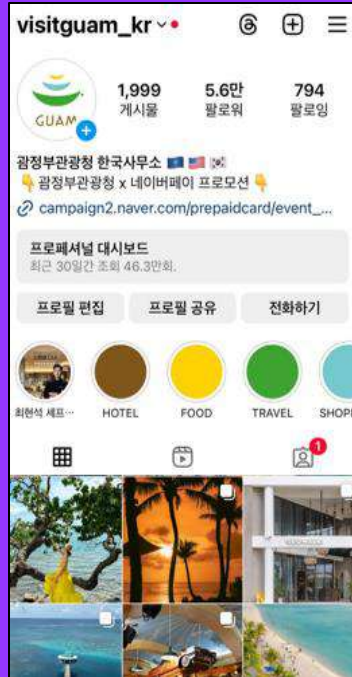


▶ News Journalism



▶ Tour Korea

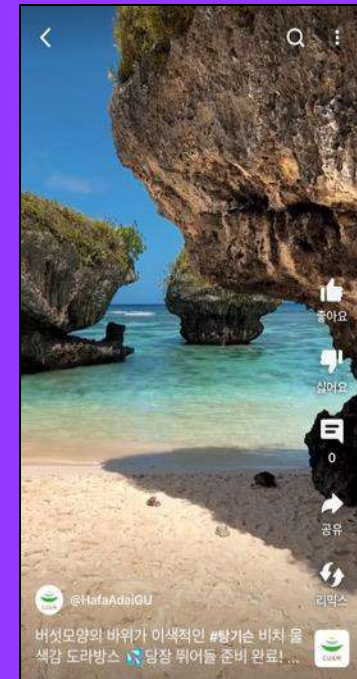
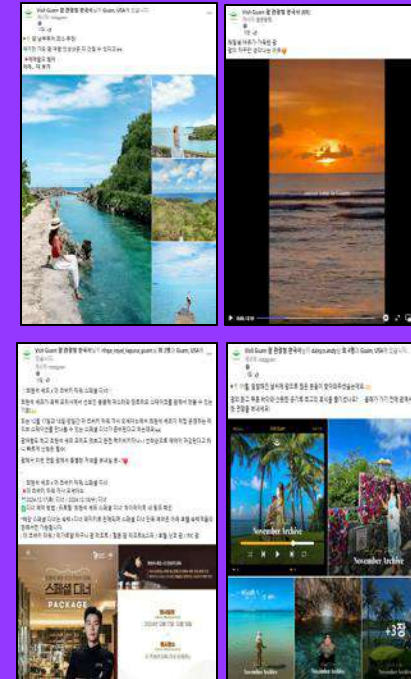
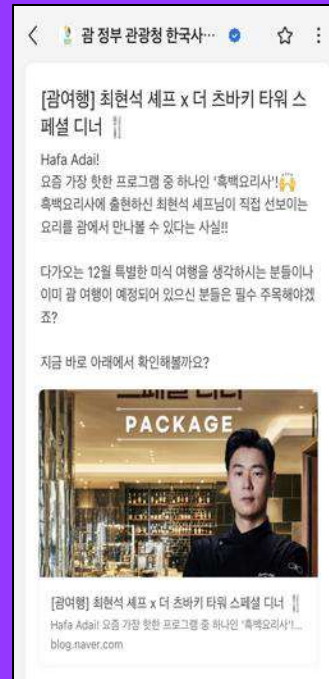
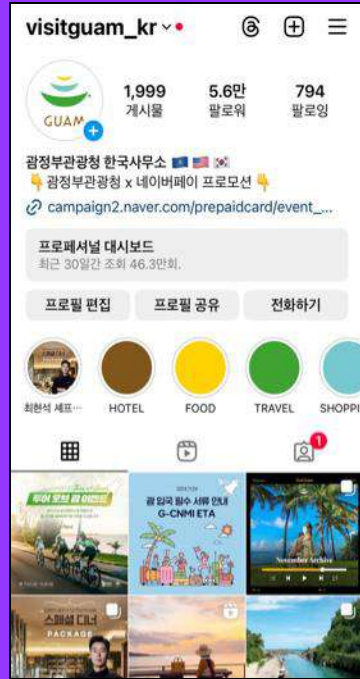
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 18-22, 2024

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

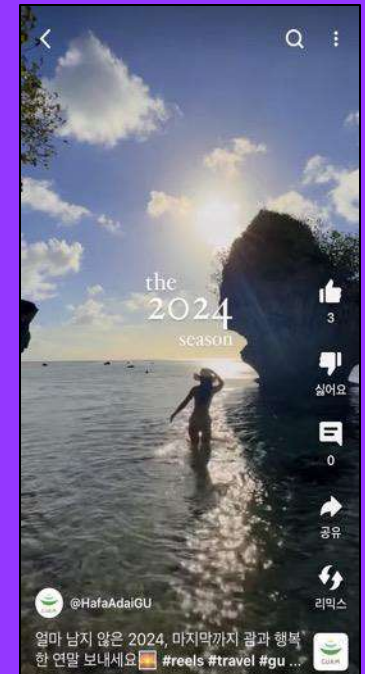
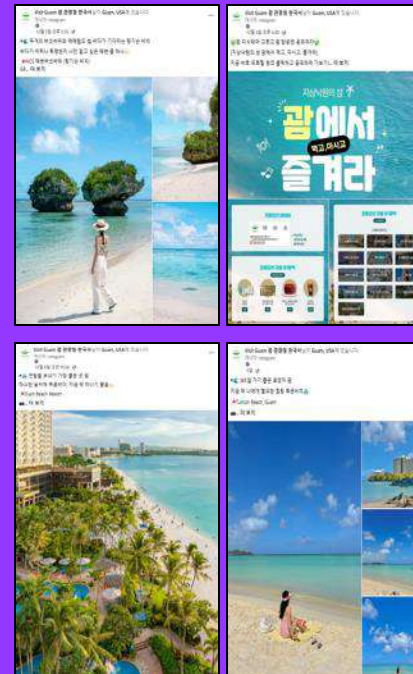
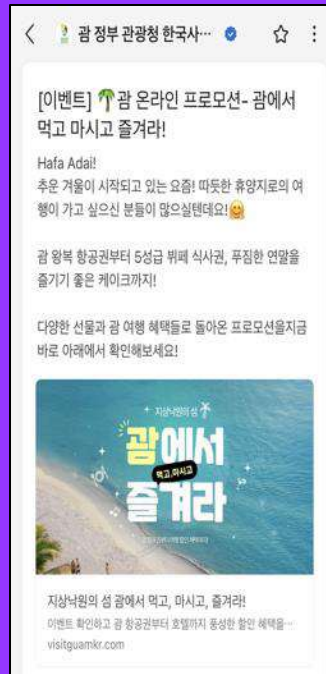
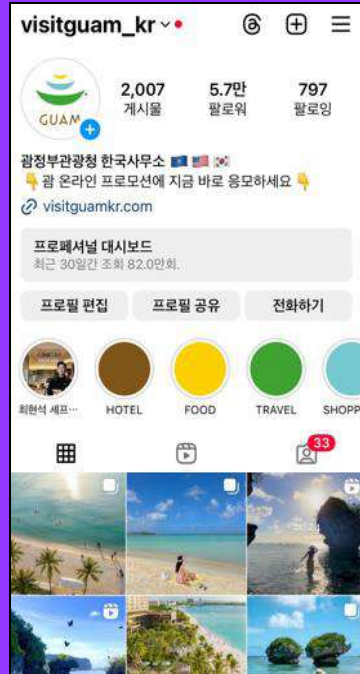
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 25-29, 2024

THEME: THE TSUBAKI TOWER SPECIAL DINNER

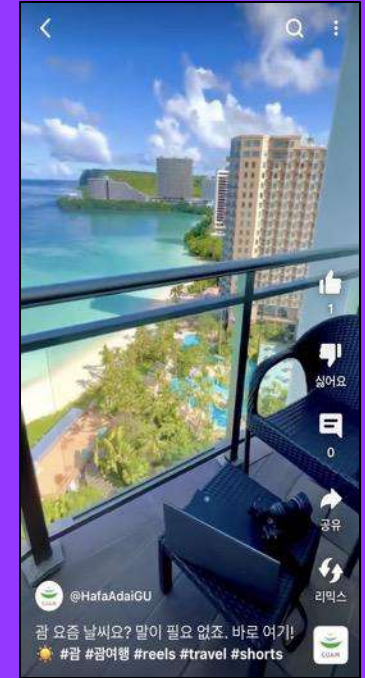
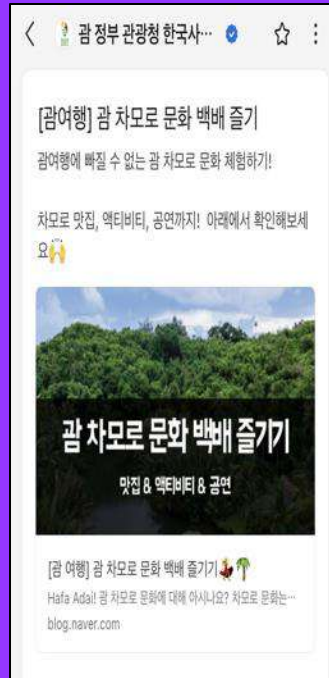
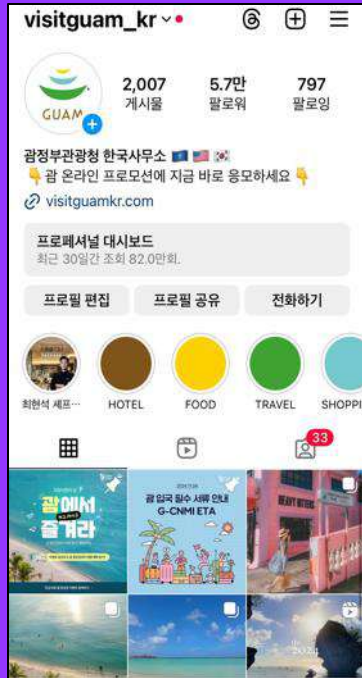
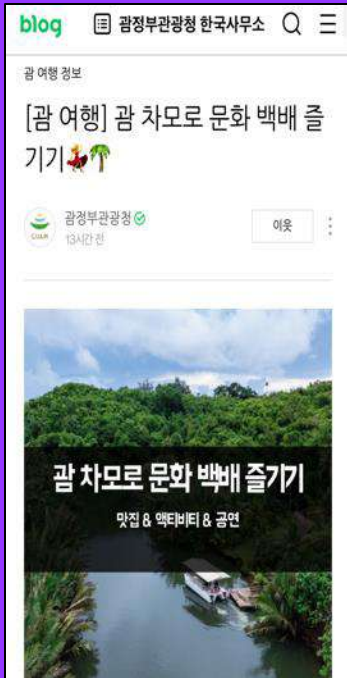
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: DECEMBER 2-6, 2024

THEME: ONLINE PROMOTION

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: DECEMBER 9-13, 2024

THEME: CHAMORRO EXPERIENCE

TAIWAN

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.

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



| 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' 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.



TAIWAN MARKETING ACTIVITIES

THE 68TH ANNIVERSARY CELEBRATION OF TAIWAN VISITORS AUTHORITY (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.



TAIWAN MARKETING ACTIVITIES

NR Monitor

For the past week (December 7-13), a total of 15 exposures were monitored.

1 of the news reported that President Lai's Effect | Guam Visitors Bureau: Benefits Brewing with China Airlines' Limited Flights, Starlux Charter Flights, and United Airlines' Flights

1 of the news reported that Explore and immerse yourself! Marvel at stunning sea views, experience the warm culture, and enjoy the unique American vibe. Rediscover the Guam dream as China Airlines' direct flights breathe new life into tourism.

1 of the news reported that Unveiling the Tsubaki Tower, Guam's largest infinity pool hotel, featuring private balconies with breathtaking views of Tumon Bay.

(1)

賴清德效應 關島觀光局：效益醞釀中 華航限定、星宇包機、聯航接力飛

2024/12/07 09:12

【記者陳怡文、龔麗麗報導】台灣觀光局日前表示，其中國各報章紛紛刊載「賴清德效應」，市面紛紛傳出出訪會太早來美類，4日傳聞賴清德將訪美，是觀光局目前最關注的台灣總統，總統訪美後有多少觀光效應？觀光局副局長龔麗麗表示，現在已有華航直飛、美東航空包機、聯合航空包機，效益會慢慢醞釀、發酵；《聯合報》報導觀光局表示，今年11/27至明年年底可預計1萬7262人次。



關島科羅納多山觀景台。圖：林守謙

(2)

復飛直擊！絕美海景 熱情文化 美國風情 重啟關島夢 華航直航接力喚新生

2024 12/09

【本報記者龔麗麗報導】「11月27日，關島航空直飛台北，開啟新一頁」。



【本報記者龔麗麗報導】「11月27日，關島航空直飛台北，開啟新一頁」。

專量機隊能抵市場需求，繼航2024年11/27~2025年2/2臨時復飛期間，每週2班，每週3、6班，週4、日班，連假由台灣飛往關島，提供台灣旅客便利，直飛時間僅3個多小時，也是說走就走，學飛直飛前是每週兩班，目前關島航空的直飛航班每兩週約千多，直飛不到1萬，這對「飛往關島」是一大利多，也讓許多喜愛關島獨特風情的遊客嘆：關島，久等了。

回歸強社，1999年3月關島國際機場，最高層有多種每架4班，2020年3月，關島航空復航，但關島仍未被完全，2023年早季在4~7月由華航包機往返關島，2024年7月菲律賓航空也開10家華航直飛「新航線」，以菲律賓空轉方式直飛到關島，繼航2025年轉航，關島觀光局與華航空手空手，推動4月份開航，讓關島有種與眾不同的魅力。

(3)

ETtoday 旅遊頻道

2024年12月12日 16:06

時拍龍崗最大無邊泳池酒店Tsubaki Tower 私人露台俯瞰杜夢灣



關島正迎來被譽為「世界最美度假天堂」的關島航空直飛台北，繼航2024年11月27日開航後，菲律賓航空也開10家華航直飛「新航線」，以菲律賓空轉方式直飛到關島，繼航2025年轉航，關島觀光局與華航空手空手，推動4月份開航，讓關島有種與眾不同的魅力。

PHILIPPINES



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 fairs 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>

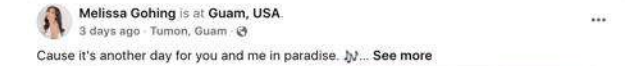
*Prices have been available for round trips within the last 48 hours and may not be currently available. For Economy class, fares listed may be Basic Economy, which is our most restrictive fare option and subject to additional restrictions.

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/>

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, Håfaloha, and Aquarium of Guam



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 | |