



# INDUSTRY REPORT

APRIL 18, 2025



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# DESTINATION UPDATES



## 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)



## 17<sup>TH</sup> ANNUAL AGANA HEIGHTS COCONUT FESTIVAL

The Agana Heights Mayors Office will be hosting its 17<sup>th</sup> 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**.



**AGANA HEIGHTS  
ANNUAL COCONUT  
FESTIVAL**

*"Silibrasion I Trongkon I Lina'la"*  
*"The Celebration of the Tree of Life"*

- **Friday, April 25, 2025**  
5pm - 10pm
- **Saturday, April 26, 2025**  
12pm - 9pm
- **Sunday, April 27, 2025**  
12pm - 9pm

**Agana Heights  
Mayor's Office Grounds**

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

*"One Village. One Family."*



# UPCOMING EVENTS

## MAD COLLAB BLOCK PARTY

Celebrate GUAMTIME's 5<sup>th</sup> 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



**GuamTime**  
**MAD COLLAB**  
**BLOCK PARTY**

MAY 3, 2025 | 4 PM - 10 PM  
Aspinall Ave, Hagåtña  
FREE TICKETS AT [WWW.GUAMTIME.NET](http://WWW.GUAMTIME.NET)

**MUSIC COLLABS**  
THE JOHN DANK SHOW & DJ SYLNT • TAJ & STRAIGHTUPJED  
PACIFIC COOL & JOE GARRIDO • SKIP ENTERTAINMENT & DJ LEZEAH & TUESDAY  
INETNON GEFPA'GO & SEN GUAIYA HAO GUAHAN YOUTH ACADEMY • RONNIE PEREZ & IZ

**RETAIL COLLABS**  
CROWNS & FOKAI • 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 & OLFATORY CREATIVE • STONESTYLEE & LOTUS SURF SHOP • NATALIE'S COLLECTION 888 & RUMALI BEYOND CREATION  
THE NENPIRE & BONITA BABY • HIBISCUS GUAM & SALTY SWELLS  
EARTH STAR HOLISTIC HEALTH & RM SPORTS • Hafa 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 • MAOLEK MILES REWARDS & GUAM GEAR

**FOOD COLLABS**  
CARABAO BREWING & PONO • BANK OF GUAM & SUNDAYS ICE CREAM & SHELL  
PATISSERIE PARISCO & PUFF SUPPLY • STAX SMASH BURGERS & MOM&POP  
RICE & RAMEN & DENANCHE' DRIZZLE • FRANCES BAKEHOUSE & FIRE SLAVE 880  
SHUT UP & FISH & HAFALOHA • THE COCONUT TREE COMPANY & MARKET DELI & DENANCHE' DRIZZLE • COFFEE SLUT & CROOK • THE FOOD TRUCK & CLOSET NO 37

**PLUS**  
GTA CREATIVE COLLAB SPACE  
BANK OF GUAM CARNIVAL  
GUAMTIME BEER

**HOSTED BY**  
SHANICE POE & VICTORIOUS PALAN

# UPCOMING EVENTS



The Hågat Mango Festival is a three-day event that attracts both residents and visitors. Join us in celebrating the 16<sup>th</sup> 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.



## 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 81<sup>ST</sup> 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.





**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/>

# EXPLORE GUAM - MAP



**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 Talofofo and Uigum 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 Talofofo and Uigum 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](mailto: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.



TRAVEL TRADE WED MEDIA WEDDINGS BS ENGLISH

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

## Valley of the Latte, LLC

Route 4 Talofofo River, Talofofo, GU 96915

Phone: (671) 789-3342 | Email: [info@valleyofthelatte.com](mailto: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 Talofofo and Uigum 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 Talofofo and Uigum 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](mailto: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](mailto: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

## 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

## 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

## 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.

## 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



# APPENDIX

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



# JAPAN





# JAPAN AIRLINE INTELLIGENCE



## AIRLINE OPERATION - APRIL

*Interviews with various companies*

| AIRLINES                              | CURRENT STATUS               | FLIGHT | DEPARTURE     | TIME            | FREQUENCY               | SEAT CAPACITY |
|---------------------------------------|------------------------------|--------|---------------|-----------------|-------------------------|---------------|
|                                       | Available                    | UA827  | NRT           | 11:00 / 15:45   | Daily                   | 4,980         |
|                                       | Available                    | UA 197 | NRT           | 17:00 / 21:45   | Daily                   | 4,980         |
|                                       | Available                    | UA874  | NRT           | 21:20 / 2:05+1  | Mon, Wed, Fri, Sat      | 2,988         |
|                                       | Available                    | UA865  | NRT           | 17:25 / 22:10   | Mon, Wed, Fri, Sat      | 2,988         |
|                                       | Suspended                    | UA841  | NRT           | 17:55 / 22:40   | Daily                   | 0             |
|                                       | Available from May 1, 2024   | UA848  | 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 / 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 / 16:15 | Daily           | 0                       |               |
| TTL                                   |                              |        |               |                 |                         | <b>29,382</b> |


| AIRLINES | CURRENT STATUS | FLIGHT | DEPARTURE | TIME          | FREQUENCY | SEAT CAPACITY |
|----------|----------------|--------|-----------|---------------|-----------|---------------|
|          | Available      | JL941  | NRT       | 9:30 / 14:15  | Daily     | 5,970         |
|          | 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      |                |        |           |               |           | <b>5,970</b>  |



**APRIL TOTAL OUTBOUND SEAT CAPACITY : 35,352**

# 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 197 | 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 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   |   |        |               |                |                         | <b>30,876</b> |


| AIRLINES  | CURRENT STATUS | FLIGHT | DEPARTURE | TIME          | FREQUENCY | SEAT CAPACITY |
|---|----------------|--------|-----------|---------------|-----------|---------------|
|  | Available      | JL941  | NRT       | 9:30 / 14:15  | Daily     | 6,169         |
|  | Suspended      | 7C1182 | NRT       | 10:05 / 15:00 | Daily     | -             |
|   | Suspended      | 7C3174 | KIX       | 10:10 / 14:50 | Daily     | -             |
|   | Suspended      | 7C3184 | KIX       | 10:10 / 14:50 | Tue       | -             |
| TTL   |                |        |           |               |           | <b>6,169</b>  |



**MAY TOTAL OUTBOUND SEAT CAPACITY : 37,045**

# JAPAN AIRLINE INTELLIGENCE

## AIRLINE OPERATION - JUNE

*Interviews with various companies*

| AIRLINES  | CURRENT STATUS                          | FLIGHT | DEPARTURE     | TIME           | FREQUENCY               | SEAT CAPACITY |
|---|---|--------|---------------|----------------|-------------------------|---------------|
|  | Available                               | UA827  | NRT           | 11:00 / 15:45  | Daily                   | 4,980         |
|   | Available                               | UA 197 | NRT           | 17:00 / 21:45  | Daily                   | 4,980         |
|   | 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                   | 4,980         |
|   | Available from May 1, 2024              | UA848  | 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 / 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 / 16:15 | Daily          | 0                       |               |
| TTL   |   |        |               |                |                         | <b>30,046</b> |

| AIRLINES  | CURRENT STATUS | FLIGHT | DEPARTURE | TIME          | FREQUENCY | SEAT CAPACITY |
|---|----------------|--------|-----------|---------------|-----------|---------------|
|  | Available      | JL941  | NRT       | 9:30 / 14:15  | Daily     | 5,970         |
|  | 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   |                |        |           |               |           | <b>5,970</b>  |

**JUNE TOTAL OUTBOUND SEAT CAPACITY : 36,016**

# 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



## WEEKLY GUAM

### 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buffet

Tuesday, April 8, 2025 5:00PM to 11:00PM



今回は人気のあるディナーbuffetの紹介です。お肉もシーフードも揃ったクラウンプラザリゾート Guam (Crowne Plaza Resort Guam) のディナーbuffet。サ・タラシ (The Terrace) ディナーbuffetは、毎週異なるテーマで、パシフィックインスパイアード (Pacific Inspired Buffet) も、そして本格的なステーキ (Steak & Turf) も、さらに海鮮料理も揃っています。

今回はお肉の「サーフ&ターフ」テーマ (Steak & Turf) と海鮮料理の「サーフ&ターフ」をメインとするディナーbuffetです。つまりこのbuffetでは、お肉と海鮮の両方を堪能できるという醍醐味があります。ぜひ是非お楽しみください。



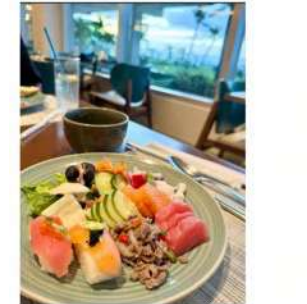
新鮮なシーフードが並び、お肉も揃っています。ぜひ是非お楽しみください。



お肉も揃っています。ぜひ是非お楽しみください。



こちらはクラウンプラザリゾート Guam、ステーキなどお肉も揃っています。ぜひ是非お楽しみください。



お肉も揃っています。ぜひ是非お楽しみください。



お肉も揃っています。ぜひ是非お楽しみください。



お肉も揃っています。ぜひ是非お楽しみください。



その他、サラダ各種、パスタ、ラーメン、バーベキューなどの料理、デザートも揃っています。ぜひ是非お楽しみください。



お肉も揃っています。ぜひ是非お楽しみください。



お肉も揃っています。ぜひ是非お楽しみください。

ディナーbuffetの概要は以下の通り、特に週末は予約することをおすすめします。

- ロケーション (クラウンプラザリゾート Guam) 内
- 営業時間: 毎週 5:00PM - 11:00PM
- テーマ別料金:
  - 月-水曜日 / パシフィックインスパイアード (Pacific Inspired Buffet):
    - 大人 \$60 / 子供 (4-10歳) \$30
    - 木曜-日曜日 / サーフ&ターフ (Steak & Turf):
      - 大人 \$80 / 子供 (4-10歳) \$30

◆インフォメーション  
 店名: クラウンプラザリゾート Guam (Crowne Plaza Resort Guam)  
 住所: 801 Pape San Vitores Road, Tamuning, Guam 96912  
 電話番号: (671) 686-6800  
 URL: Guam 観光局 クラウンプラザリゾート Guam

# 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 口 グアム国際空港

Monday, April 1, 2025 4:00 PM by ノリヲ



日本から3時間半とアクセスの良い南国リゾートの玄関口、グアム国際空港（アトニオ・R・ワシントン・パット国際空港）は年間約300万人以上が利用するグアム唯一の国際空港であり、ロマンチックな地域に広がる豪華なリゾート地でもあります。特徴はラッセストーンをモチーフとしているユニークな建築です。入国審査を抜け到着ロビーに足を踏み入れると、まず目に飛び込んでくるのが「Fresh Asia」の文字。これはオセアニアを意味する「こんにはい」という意味のグアムの挨拶です。



足元を歩くと、床のタイルにはグアム島の形とラッセストーンがデザインが施されており、訪れる人々にグアムの魅力を感じてくれます。



初めてのグアム旅行でも安心のコンパクトな空港で、出口は東出口(HE1)と東出口(HE2)の2つのみ。迷うことなくスムーズに目的地へ向かうことができます。



到着ロビーに降り立つとすぐにレンタカー会社のカウンターが並び、到着後すぐにレンタカーの手配が可能です。他にもタクシーなどの公共交通機関のカウンターがあり、グアム観光ツアーや現地情報も入手できます。旅行会社のツアーで来た方はこちらで送迎バスなどの案内も受けられます。



南国グアムへの旅の始まり！空港の外に一歩足を踏み出すと鮮やかな緑のヤシの木が風に揺られ、降り注ぐ太陽の光が南国特有の開放的な雰囲気を広げます。（注：グアムの東側には非常に美しい日焼け止め、帽子、サングラスなどの対策を忘れず！）



到着の出口をでるとゴッドレス・オブ・ライフ（Goddess of Life）と呼ばれる生命の女神の彫像がお出迎え。こちらの彫像は中国の人々からグアムへの移り住りで同文化の100年におきたる関わりとコミュニティを象徴するもので、自信、勇気、回復力を象徴することを意味しているそうです。



グアム国際空港は島の中心部に位置しており、ホテル送迎がない方もタムンのホテル前までは車で約10分ほどなので安心してタクシーを利用できます。多くのホテルやレストラン、ショップでも日本語が通じるため初めての海外旅行でも安心して楽しめます。美しいビーチやマリンスポーツももちろん、アクティヴなマリンスポーツも楽しめる観光地としてぜひグアムに来てほしいですね！

# SOUTH KOREA

## 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 2<sup>nd</sup>– Apr 30<sup>th</sup>: 4/W (Mon, Wed, Fri, Sat)

TOTAL OUTBOUND SEAT CAPACITY: 30,363 SEATS

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

TOTAL OUTBOUND SEAT CAPACITY: 31,457 SEATS

# 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         |
| <b>TOTAL</b> |            |       |          |          | <b>41,070</b> |

\*TW505: Jun 21<sup>st</sup> – Jul 18<sup>th</sup>: 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         |
| <b>TOTAL</b> |            |             |          |          | <b>3,780</b>  |

**TOTAL OUTBOUND SEAT CAPACITY: 44,850 SEATS**

# KOREA MARKETING ACTIVITIES

## MEDIA COVERAGE

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



▶ Joongang Ilbo



▶ Herald Economy



▶ Gukje News



▶ Korea DutyFree



▶ Digital Chosun



▶ Maeil Economy



▶ Biz World



▶ Open News Agency



▶ Discovery News



▶ News Journalism



▶ News Road



▶ 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



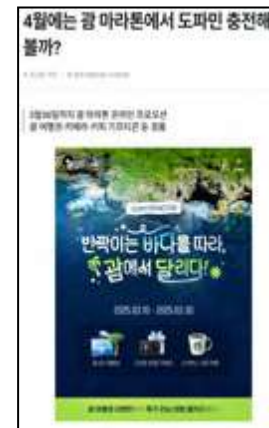
▶ Herald Economy



▶ Discovery News



▶ Tour Korea



▶ The Korea Travel News



▶ Biz World

# KOREA MARKETING ACTIVITIES

## MEDIA COVERAGE

Guam Visitors Bureau Participates in 24<sup>th</sup> "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





## *Operation Schedule : April*

| Flight             | Departure (local time) | Arrival (local time) | Frequency                |
|--------------------|------------------------|----------------------|--------------------------|
| TPE-GUM<br>UA 0166 | 10:30 a.m              | 4:20 p.m             | Wednesdays               |
|                    | 11:00 a.m              | 4:50 p.m             | Saturday                 |
| GUM-TPE<br>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.



## 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.

# 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 2<sup>nd</sup>.
- 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.



# 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)



(2)



# PHILIPPINES



# PHILIPPINES MARKET INTELLIGENCE



## 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<br>Jul 02-07, 2025         | MNL to GUM<br>Jul 09-18, 2025         | MNL – GUM<br>Jul 10-14, 2025          |
|---------------------------------------|---------------------------------------|---------------------------------------|
| From US \$474<br>Round-trip   Economy | From US \$456<br>Round-trip   Economy | From US \$456<br>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*<br>Round Trip   Economy | From US \$378*<br>Round Trip   Economy | From US \$412*<br>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

