



#InstaGuam
@smo671guam

INDUSTRY REPORT

APRIL 5, 2024



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CRUISE WELCOME GREETING

GUAM GREETED LE SOLEAL

- GVB welcomed passengers and crew of Ponant Le Soleal cruise ship on March 24.
- Le Soleal, originating in Hawaii, stopped by Guam before sailing to Japan.
- The cruise passengers were greeted by GVB staff offering shell leis upon their arrival.



APPRECIATION

THANK YOU TOURISM PARTNER

- Si yu'os ma'åse' to Infusion Coffee & Tea (Archway Inc.) for recognizing our GVB maintenance crew as they perform their hard working duties.
- They enjoyed the delicious pastries!
- We ❤️ Guam.



UPCOMING EVENTS



GUAM VISITORS BUREAU
GUAM

GET READY FOR
KO'KO' WEEKEND!

📍 Governor Joseph Flores Memorial Park (Ypao Beach) Tumon

GUAM KO'KO' KIDS FUN RUN
SATURDAY, APRIL 13, 2024
\$10 TO REGISTER!

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

GUAM KO'KO' ROAD RACE
SUNDAY, APRIL 14, 2024

UNTIL 2/29/24	
HALF MARATHON	\$35
10K WALK/RUN	\$25

UNTIL 4/6/24	
HALF MARATHON	\$40
10K WALK/RUN	\$30

UNTIL 4/14/24	
HALF MARATHON	\$45
10K WALK/RUN	\$35

Register online at visitguam.com/koko

FREE T-SHIRT, FINISHER'S MEDAL, POST-RACE BREAKFAST, GIVEAWAYS AND MORE!

For more details find us on FB, visit visitguam.com/koko or contact GVB at 646-5278.

REGISTER TODAY

KO'KO' KIDS FUN RUN & KO'KO' ROAD RACE

- Saturday, April 13 & Sunday, April 14
- **Guam Ko'ko' Kids Fun Run** is a fun filled family event featuring a 0.6K, 1.6K and 3.3K Fun-Run for children ages 4-12 years old.
 - All runners receive a finisher's t-shirt and a chance to win awesome prizes for the top three boys and girls in each division.

[REGISTER HERE FOR THE KO'KO KIDS FUN RUN](#)

- The **Guam Ko'ko' Road Race** features a 10K and a half marathon course.

- All participants will receive a finisher's tee and medal.

[REGISTER HERE FOR THE KO'KO ROAD RACE](#)

UPCOMING EVENTS



GUAM | GUAM VISITORS BUREAU

JOIN US FOR THE

HO'HO' AND CHILL "AFTER PARTY"

APRIL 14

GOVERNOR JOSEPH FLORES MEMORIAL PARK
(YPAO BEACH) TUMON

12PM THROUGH 6PM

GUAM HO'HO' KIDDIE FUN RUN
SATURDAY, APRIL 13, 2024

GUAM KO'KO' ROAD RACE
SUNDAY, APRIL 14, 2024

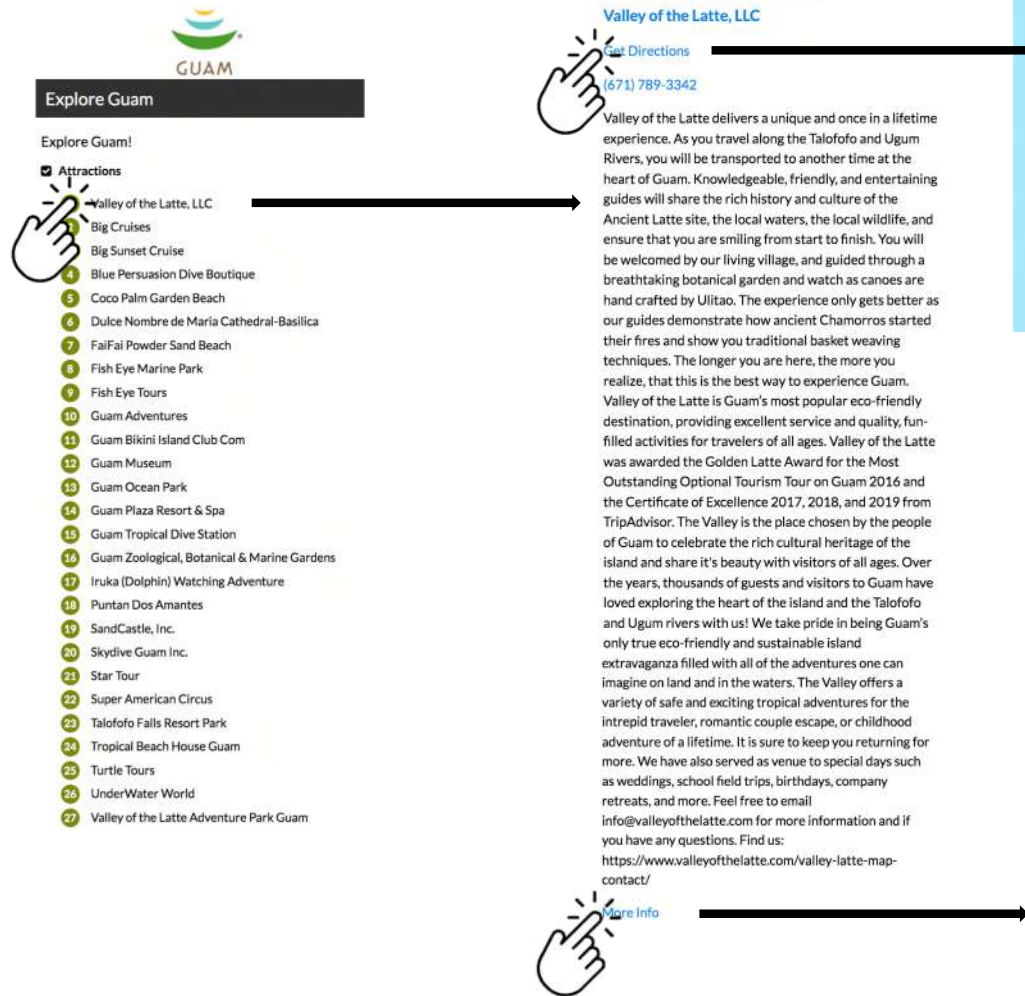
FOOD TRUCKS • FREE ACTIVITIES FOR THE KIDS • LIVE ENTERTAINMENT

MEET INFLUENCERS FROM THE PHILIPPINES, JAPAN, KOREA, & TAIWAN!

KO'KO AND CHILL 'AFTER PARTY'

- Sunday, April 14, 2024
- Food trucks, free activities for the kids, and live entertainment!

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 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 Ullitao. 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 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 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/>

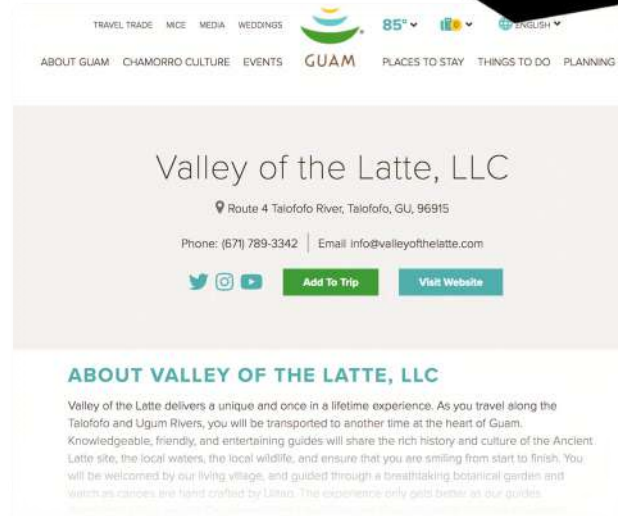
More Info



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



TRAVEL TRADE MICE MEDIA WEDDINGS 85° 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

[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 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 Ullitao. The experience only gets better as our guides...

MEMBERSHIP BENEFIT

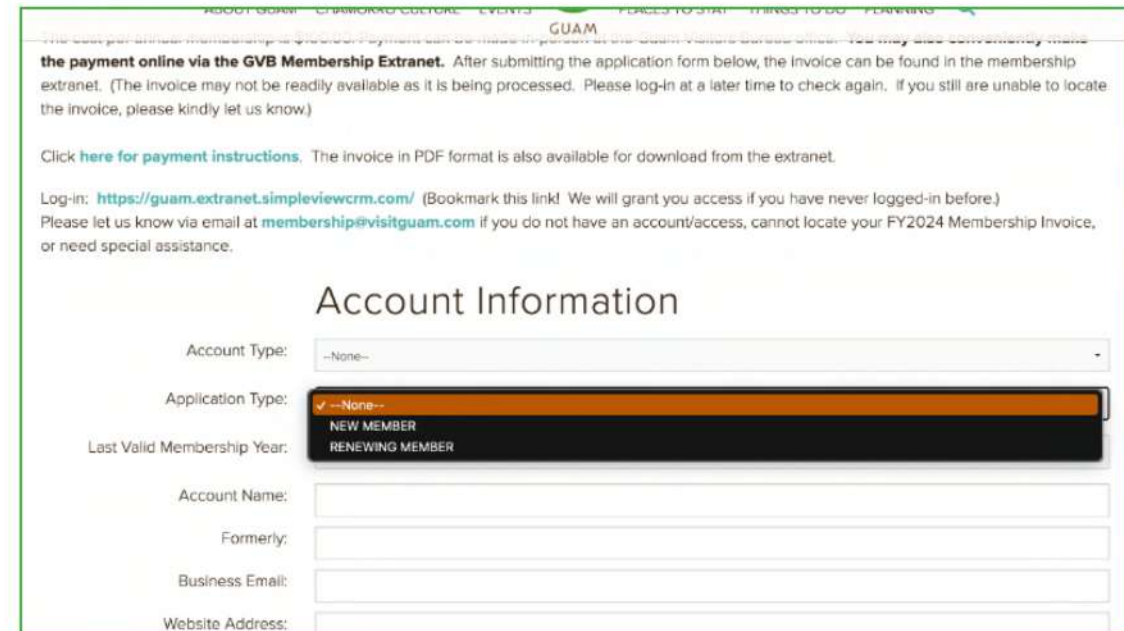
CALL OUT FOR BROCHURES

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

- Provide at least 500 brochures (each language).

Download our membership application from our GVB website.

IF YOU ARE NOT A MEMBER YET: APPLY ONLINE HERE



The screenshot shows the 'Account Information' section of the GVB Membership Extranet application form. The form includes the following fields:

- Account Type: --None--
- Application Type: --None-- (with a dropdown menu showing 'NEW MEMBER' and 'RENEWING MEMBER' options)
- Last Valid Membership Year: (empty field)
- Account Name: (empty field)
- Formerly: (empty field)
- Business Email: (empty field)
- Website Address: (empty field)

Additional text on the page includes: 'the payment online via the GVB Membership Extranet. After submitting the application form below, the invoice can be found in the membership extranet. (The invoice may not be readily available as it is being processed. Please log-in at a later time to check again. If you still are unable to locate the invoice, please kindly let us know.)' and 'Click [here for payment instructions](#). The invoice in PDF format is also available for download from the extranet.'

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



#InstaGuam

@paulinerose_69

MARKET INTELLIGENCE REPORT

As of April 5, 2024 and may be subject to change.



MARKETS AT-A-GLANCE

MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for April remains at 46,841; May decreased to 47,380; June is at 50,227
- Japan Airlines summer 2023 flight schedule shown in appendix
- United Airlines held a luncheon meeting in advance of the opening of the Haneda-Guam route
- Shown in appendix are: SNS performance summary and highlights; online promotion of Haneda route; Love Tabi update; Weekly Guam & Glam digital PR; and media performance

SOUTH KOREA

- Total outbound seat capacity for April remains at 34,053 and May at 37,727; June is at 36,510
- Travel agencies introduce new marketing strategies to target wider consumers
- Shown in appendix are: media coverage; Guam Newsletter content; and SNS weekly activity

DETAILS ARE FOUND IN THE APPENDIX

TAIWAN

- Taiwan earthquake island's strongest in 25 years: CWA
- Taiwanese top ranking of foreign spenders in Japan
- Taiwan, Australia ink transportation safety cooperation agreement
- MOFA thanks US Deputy Secretary of State for cross-strait peace support
- MOFA thanks US President Biden for supportive legislation
- Palau offering US\$250 to visiting Taiwanese
- Shown in appendix are: inbound and outbound travel data competitor happenings; current airline routes for other destinations and airline updates; marketing activities; and NR monitor

PHILIPPINES

- MIAA expects over 1 million passengers for Holy Week
- We Fly with Her: Philippine Airlines keeps going, with nine all-female-crew flights in a week
- PH 'eatsperience' to showcase Filipino food in Manila
- PAL to launch nonstop flights to Seattle, revive Japan routes
- United Airlines and Philippine Airlines continue to fly daily in April 2023 and are offering specials
- Shown in appendix: marketing activities



#InstaGuam

@courtneyracjewelry

APPENDIX

As of April 5, 2024 and may be subject to change.




JAPAN




JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - APRIL

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	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	2,822
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	4,980
	Available from March 31, 2024	UA840	NRT	17:55 / 22:40	Daily	4,980
	Available	UA 136	NGO	11:20 / 15:55	Daily	4,980
	Available	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,822
	Available	UA 150	KIX	11:05 / 15:45	Daily	4,980
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:05 / 16:15	Daily	4,980
TTL						42,662


**APRIL TOTAL
OUTBOUND SEAT
CAPACITY: 46,841**

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	4,179
	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						4,179





JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - MAY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Suspended from May 6 - Jul 24, 2024	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	498
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	5,146
	Available from May 6 - Sep 24, 2024	UA840	NRT	17:55 / 22:40	Tue, Thu, Sat, Sun	3,154
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,146
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	664
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	2,158
Available	UA 166	FUK	11:05 / 16:15	Daily	5,146	
TTL						42,496


**MAY TOTAL
OUTBOUND SEAT
CAPACITY: 47,380**

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	4,577
	Available	CI	NRT	21:00 / 2:00+1	3-May	307
	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						4,884




JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - JUNE

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Suspended from May 6 - Jul 24, 2024	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,822
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	4,980
	Available from May 6 - Sep 24, 2024	UA840	NRT	17:55 / 22:40	Tue, Thu, Sat, Sun	2,988
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:20 / 15:55	Daily	4,980
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,822
	Available	UA 150	KIX	11:05 / 15:45	Daily	4,980
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:05 / 16:15	Daily	4,980
TTL						45,650

**JUNE TOTAL
OUTBOUND SEAT
CAPACITY: 50,227**

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	4,577
	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						4,577

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION Japan Airlines 2023 - 2024 Flight Schedule

		OPERATION DATE		SEAT CAPACITY
2023	October	1, 3, 5, 7, 8, 9, 12, 14, 15, 17, 18, 21, 22, 24, 26, 28, 29, 31	18	3,582
	November	2, 3, 5, 7, 9, 11, 12, 14, 16, 17, 19, 21, 23, 25, 26, 28, 30	17	3,383
	December	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 21, 23, 24, 26, 28, 30, 31	18	3,582
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	21	4,179
	May	1, 2, 4, 5, 6, 8, 9, 11, 12, 13, 15, 16, 18, 19, 20, 22, 23, 25, 26, 27, 29, 30	22	4,378
	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
	TTL			

JAPAN MARKETING ACTIVITIES

【 For Trade 】

UNITED AIRLINES HELD A LUNCHEON MEETING WITH RELATED PARTIES IN ADVANCE OF THE OPENING OF THE HANEDA-GUAM ROUTE.

United Airlines, which operates the Haneda-Guam route, held a luncheon in Tokyo on March 28 to commemorate the opening of the Haneda-Guam route.

The luncheon was attended by UA executives including Doreen Burse, Senior Vice President of Worldwide Sales, and Marcel Fuchs, Lieutenant Governor Joshua, GVB President and CEO Carl T.C. Gutierrez, and other Guam tourism and airport officials attended, along with travel industry representatives. They celebrated the inauguration of the Haneda-Guam route with travel industry representatives.



JAPAN MARKETING ACTIVITIES

【 For Trade 】

MEETING WITH UNITED AIRLINES

On March 27, the GVB headquarters and Japan team met with United's marketing team to discuss the following topics:

Attendees:

- Maki Matsui and Eriko Kawabe from UA
- Nadine Leon Guerrero, Regina Nedlic, Mai Perez, Nobuyoshi Shoji, and Masato Wakasugi from GVB

PROMOTION OF UA HANEDA FLIGHTS

Two promotions starting March 27, 2024

1. 25,000 yen special fare sale
2. Free tickets giveaway for 100 passengers

SEMINAR AND INDUSTRY MIXER

Date: May 9, 2024

Venue: Hills House Sky Room Salon , 'Azabudai Hills

- Estimating number of participants from Guam to be 50 people.
- Venue details and capacity are pending.
- Possible souvenirs are cookies (with Håfa Adai Campaign logo), Guam coffee, GVB bag, UA neck pillow.
- Seminar will consist of presentations by UA and GVB only.
- *(UA will work with the Japan Trade Team)*









JAPAN MARKETING ACTIVITIES



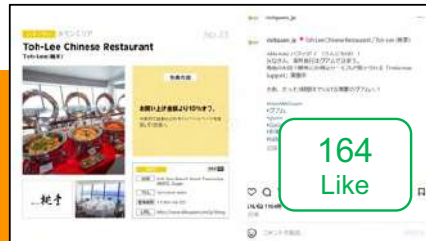
SNS PERFORMANCE SUMMARY 【 For Consumer 】

- Last weekend, consumer events were held in Okayama, and we conducted with a follower campaign.

SNS	follower		Week Reach		Week Engagement	
	23 Mar,2023	30 Mar,2023	23 Mar,2023	30 Mar,2023	23 Mar,2023	30 Mar,2023
	31,124	31,162	2,441,000	2,414,000	3,199	2,287
	0.12%		-1.11%		-28.51%	
	325,602	326,287	3,612	3,696	219	230
	0.21%		2.33%		5.02%	
	19,124	19,371	57,900	56,100	1,317	2,034
	1.29%		-3.11%		54.44%	
	65,275	65,275	2,055,332	2,193,589	5,760	5,375
	0.00%		6.73%		-6.68%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	12,232	9,881	16,550	14,402	0:00:52	0:00:53
	-19.22%		-12.98%		1.92%	

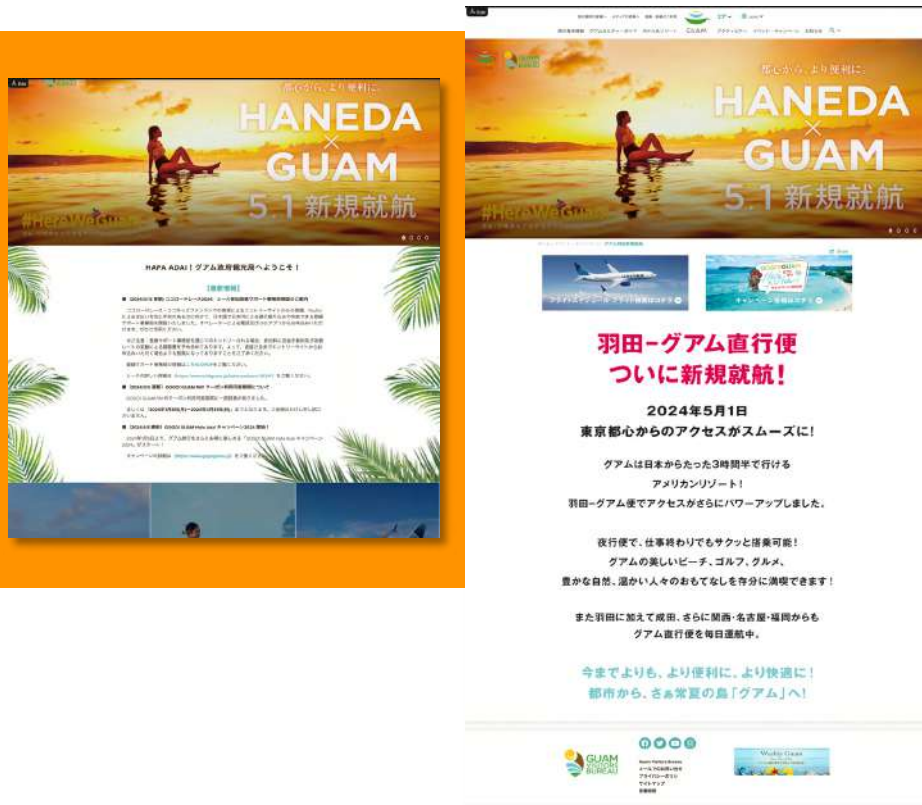
JAPAN MARKETING ACTIVITIES

SNS HIGHLIGHT 【 For Consumer 】



JAPAN MARKETING ACTIVITIES

HANEDA PAGE 【For Consumer】



Visit Guam.jp
<https://www.visitguam.jp/events/guamhaneda-2024/>



Travelko
https://www.tour.ne.jp/w_special/guam/



JAPAN MARKETING ACTIVITIES

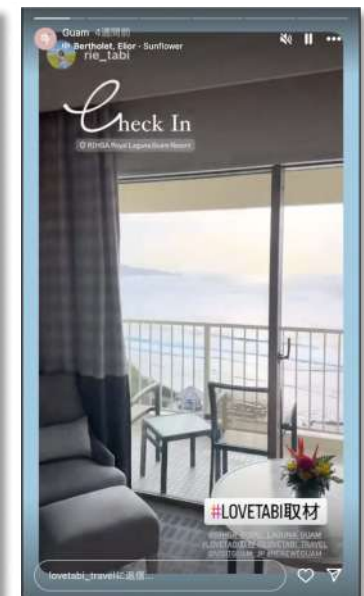
LOVE TABI DIGITAL PR



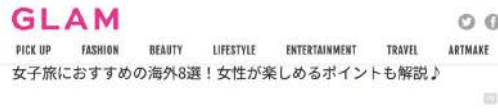
<https://lovetabi.com/column/guamsaipan/65038.html>



The magazine was posted on LOVETABI, a website that provides information on destinations and hotels for women. Ken Corporation also cooperated in this project.



Follower 10K
https://www.instagram.com/lovetabi_travel/



女子旅で海外旅行をするのであれば、一生の思い出となる、素敵な体験を残したいもの。女子旅で海外旅行となると、悩むのが旅行先の海外選びです。

そこでこの記事では、特に女子旅におすすめの海外旅行先を8選厳選して紹介します。友達同士で海外旅行しようと考えているけど、旅行先選びに悩んでいる方は、ぜひこの記事を参考にしてみてください！



©グアム観光局

女子旅におすすめの海外旅行先の1つが、グアムです。グアムは日本人観光客から絶大な人気を誇るアメリカンリゾートで、女性も多く訪れます。

GLAM DIGITAL MEDIA

8 Overseas Travel Destinations for Women! Also explains the points that women can enjoy...

If you are going on a women's trip abroad, you want to leave behind a wonderful experience that will be a memory for a lifetime. When it comes to women's travel overseas, the most difficult part is choosing an overseas travel destination.

In this article, we will introduce eight carefully selected destinations that are especially recommended for women's travel. If you are thinking of traveling abroad with a group of friends but are having trouble choosing a destination, please refer to this article!

Table of Contents

- 1) Guam
- 2) South Korea
- 3) Taiwan
- 4) France
- 5) Italy
- 6) Hong Kong
- 7) Australia
- 8) Singapore

In summary, have a wonderful experience that you will remember for a lifetime on your women's trip!

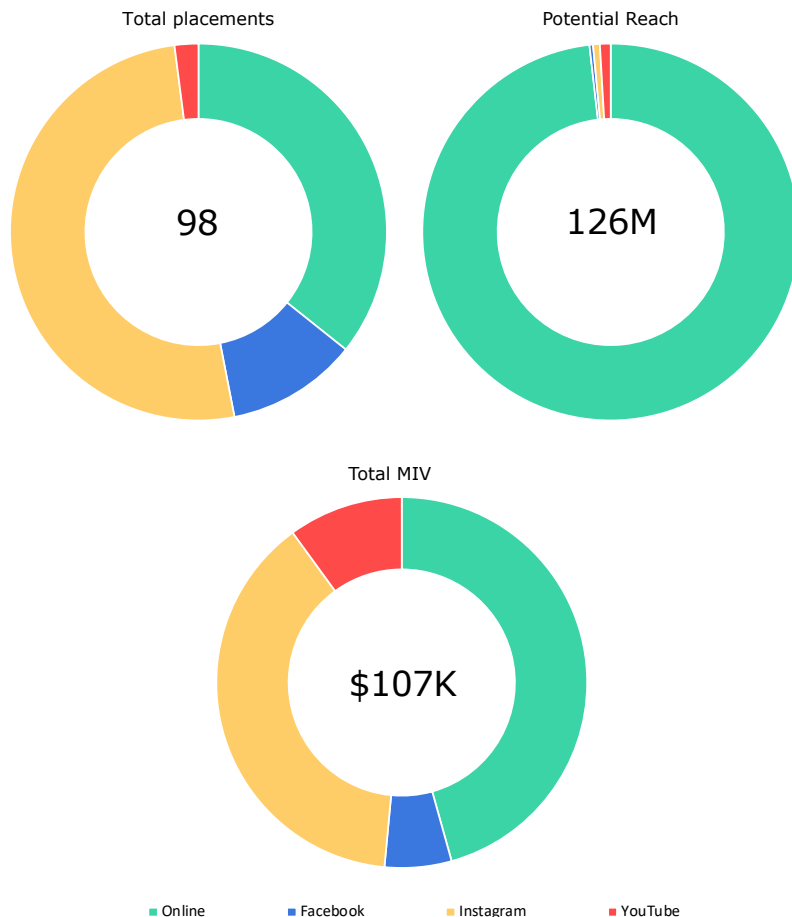
JAPAN MARKETING ACTIVITIES

MEDIA PERFORMANCE



Overview

From March 23, 2024 to March 30, 2024



PR TIMES - JP

March 27, 2024

Reach: 19,227,663 - MIV: \$1,109



Jiji Press v_japanese - JP

March 27, 2024

Reach: 8,772,667 - MIV: \$2,351



JAPAN MARKETING ACTIVITIES

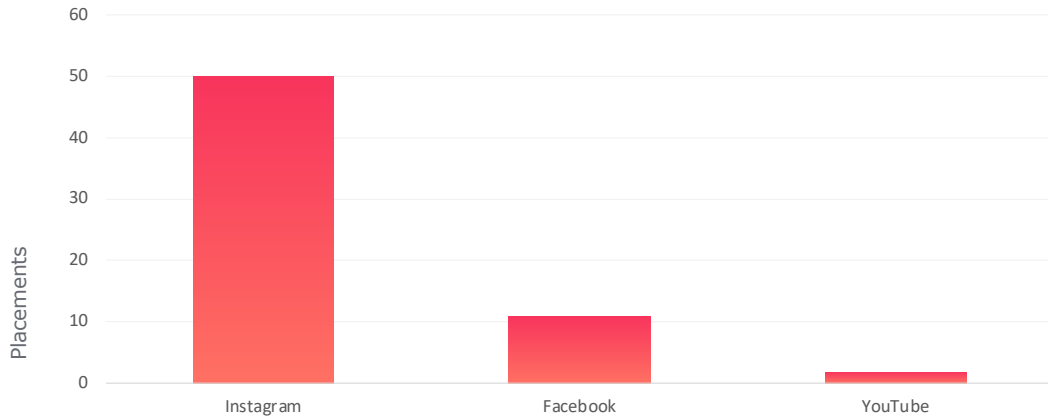
MEDIA PERFORMANCE



Social Focus - Platform Performance


From March 23, 2024 to March 30, 2024

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
Instagram	50	734K	17.6K	2.3	41.1K
Facebook	11	384K	537	0.016	6.22K
YouTube	2	1.17M	82	2.5	10.7K






Visit Guam グアム政府観光局 321K
Mar 26, 2024

Onward Mangilao Golf Club / オンワードマンギラオゴルフクラブ Hafa Adai ハファデイ (こんにちは) ! みなさん、海外旅行はグアムで決まり。現地のお店で簡単なサービスが受けられる「Hafa Adai Support」実施中 [...]


\$670 71 0 0



Visit Guam グアム政府観光局 321K
Mar 27, 2024

Talofofo Golf Club / オンワードタロフォフォゴルフクラブ Hafa Adai ハファデイ (こんにちは) ! みなさん、海外旅行はグアムで決まり。現地のお店で簡単なサービスが受けられる「Hafa Adai Support」実施中 [...]


\$659 65 0 0



Visit Guam グアム政府観光局 321K
Mar 28, 2024

Weekly GUAM 更新 🌟 子供たちの遊びスポット、ドリームギャラクシーがオープン🎉 #hereWeGuam #Guam #グアム グアムの子供たちがオープンを楽しみに待っていたドリームギャラクシー (Dream [...])

\$622 60 0 0



Visit Guam グアム政府観光局 321K
Mar 28, 2024

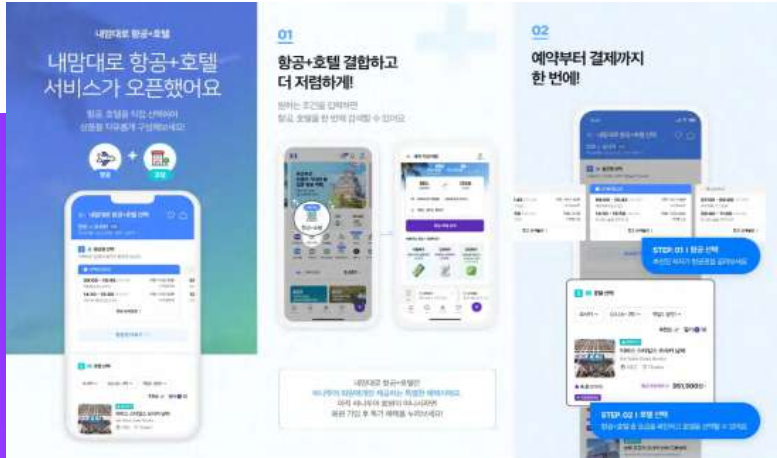
Weekly GUAM 更新 🌟 ヴィーガン&乳製品未使用スイーツのお店アシガ (Asiga) 🌱 #HereWeGuam #グアム [...]

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SOUTH KOREA

TRAVEL TRADE UPDATE

TRAVEL AGENCIES INTRODUCING NEW MARKETING STRATEGIES TO TARGET WIDER CONSUMERS



HANA TOUR LAUNCHED 'DIY TRAVEL' SERVICE

Hana Tour launched 'DIY Travel' service, through which a customer can choose their flight and hotel conditions by their own.

The service demonstrates Hana Tour's commitment to the FIT market, and it will continue to upgrade its services to include all aspects of travel, including flights, hotels, local tours and insurance, to accelerate the FIT market.



YB TOUR TO ACCELERATE EDUCATIONAL TOURISM

Yellow Balloon Tour has signed a MOU with Overseas Education Co. Ltd. for education product development.

Through the agreement, YB Tour plans to activate the planning and sales of not only general overseas package travel products, but also themed products that can meet the needs of various customer groups such as education, religion, and various communities.

KOREA MARKET 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	8,160
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ913*	DAILY	09:40	15:05	5,670
T'way Air	TW303	DAILY	08:45	14:10	5,670
Korean Air	KE421	DAILY	09:45	15:15	8,160
TOTAL					30,840

*LJ913: flight number changed from LJ915 to LJ913

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923**	4/W (WED/THU/SAT/SUN)	21:00	02:00+1	3,213
TOTAL					3,213

**LJ923 (flight number changed from LJ929 to LJ923): scheduled 4/W in April and will resume daily operation from April 30, 2024

TOTAL OUTBOUND SEAT CAPACITY: 34,053 SEATS

KOREA MARKET 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	8,432
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY	20:20	02:00+1	5,859
Jin Air	LJ913	DAILY	09:40	15:05	5,859
T'way Air	TW303	DAILY	08:45	14:10	5,859
TOTAL					31,868

• 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	5,859
TOTAL					5,859

TOTAL OUTBOUND SEAT CAPACITY: 37,727 SEATS

KOREA MARKET 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	8,160
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ913	DAILY	09:40	15:05	5,670
T'way Air	TW303	DAILY	08:45	14:10	5,670
TOTAL					30,840

• 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	5,670
TOTAL					5,670

TOTAL OUTBOUND SEAT CAPACITY: 36,510 SEATS

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE

GVB AND VISA SIGNS MOU WITH VISA



▶ Joongang Ilbo



▶ TTL News



▶ News Journalism



▶ News Road



▶ Tour Korea News



▶ Mega Economy



▶ Digital Chosun



▶ Gukje News



▶ Biz World



▶ Korea Duty Free News



▶ The Korea Travel Times



▶ Discovery News



▶ Herald Economy

KOREA MARKETING ACTIVITIES

GUAM NEWSLETTER
관광부관광청 뉴스레터 Vol. 15

관광부관광청 뉴스레터
2024.03.29

1. 관 소식 업데이트
2. 관 SNS 인기 게시물

편비가 무술무술 내리는 것을 보니 이제 따뜻한 행상을 머금은 봄도 곧인가 봅니다. 설레는 마음 가득 담아 지금부터 뉴스레터 Vol.15 시작합니다. 🌸

관 소식 업데이트

관광부관광청 X Visa MOU 체결

지난 3월 13일 관광부관광청과 Visa가 MOU 업무 협약을 체결했습니다! 이번 업무 협약 통해 관 여행객을 위한 Visa 전용 리워드 프로그램을 개발해 더 많은 한국인 관광객과 고객 유치를 위해 협력할 예정입니다. 또한 여행객에게 실질적인 혜택을 제공하기 위해 Visa와 적극적인 마케팅 활동을 펼칠 계획을 밝혔는데요! 앞으로 관광부관광청과 Visa가 관 여행객들을 위해 어떤 풍성한 혜택을 가지고 올지 많은 기대 부탁드립니다. 🌸

관광부관광청 X 진에어 공동 캠페인 성료

관광부관광청과 진에어가 지난 3월 19일부터 23일까지 MICE 그룹과 여행사 대상 공동 행사를 개최했습니다! 이번 행투어는 관을 MICE 최적의 목적지로 알리며 MICE 관계자들 간 네트워킹 자리를 위하여 기획되었습니다. 이번 참가자들은 MICE 목적지로서 관의 장점을 알아보는 시간을 가지는 것은 물론! 편의 다양한 볼거리와 즐길 거리를 직접 경험할 수 있는 유익한 시간을 가졌습니다. 앞으로 다양한 MICE 행사가 관에 개최될 수 있기를 기대합니다! 🌸

관광부관광청, ed:m 세계 유학 박람회 참가

ed:m 세계유학박람회 참가 후기!
지난 3월 9-10일 고엑스에서 열린 'ed:m 세계유학박람회'에 관광부관광청이 참가하여 뜨거운 관심을 받았습니다. 해외 정보기관으로서 유일하게 참가한 이번 박람회는 관 유학에 대한 관심과 열기를 확인할 수 있는 소중한 기회였습니다.

관 유학, 왜 인기가 많을까요?
박람회 기간 동안 관 유학에 대한 관심도와 니즈를 파악하기 위해 설문조사도 실시하였어요. 총 126명이 참여하였고, 관 유학을 선택하는 이유로 1. 영어 사용 국가 (58.7%) 2. 미국령 (16.7%) 3. 넓은 비행 (8.7%) 순으로 집계되었습니다.

2024 해외 유학 박람회에서 다시 만나요!
관광부관광청은 4월 27일부터 28일까지 고엑스에서 열리는 '2024 해외 유학 박람회에도' 참가할 예정이니, 관 유학에 관심이 있으시다면 이번 기회 놓치지 말고 관광부관광청 부스를 방문해 주세요!

관 SNS 인기 게시물

인스타그램 블로그

하파데이 서포터 프로그램
코코 로드 레이스 마라톤

관 여행 필수품! 관을 200퍼센트 즐길 수 있는 각종 할인 쿠폰을 모았어요.
관에서 열리는 마라톤 행사인 '코코 로드 레이스'가 4월달 개최되는데요!

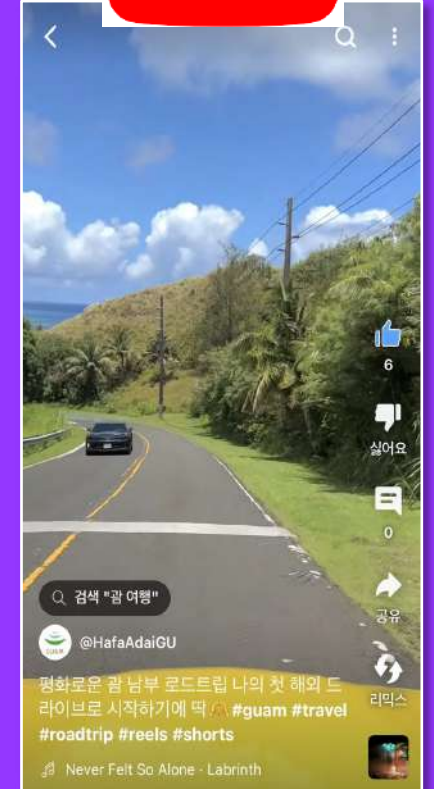
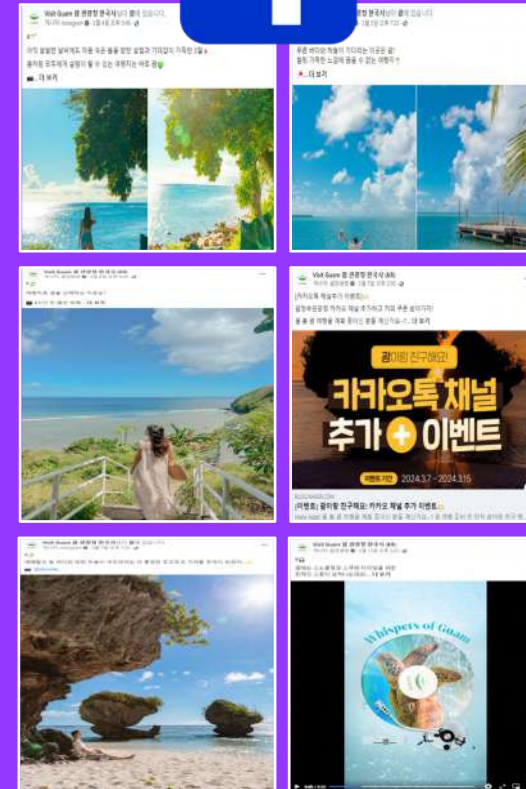
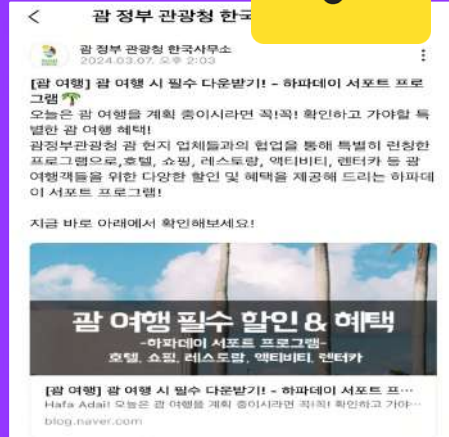
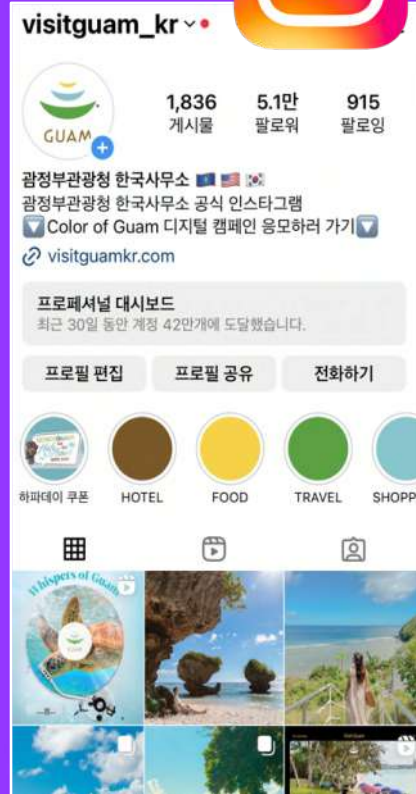
인기 있는 로컬 맛집, 호텔, 카페, 다양한 액티비티에서 특별 서비스와 할인 혜택을 만나 보실 수 있어요.
올해 역시 작년과 마찬가지로 어린이들을 위한 '코코 키즈 런'과 '코코 로드 레이스'로 나뉘어 개최된다고 하네요.

지금 바로 게시글 구경하기 버튼 누르고 관 현지에서 쓸 수 있는 쿠폰을 확인해 보세요!
관 가족여행 신혼여행 등 관 여행을 계획 중 이시라면 참고하면 좋을 관에서 즐길 수 있는 특별한 런닝 추억!

게시물 구경하기 게시물 구경하기

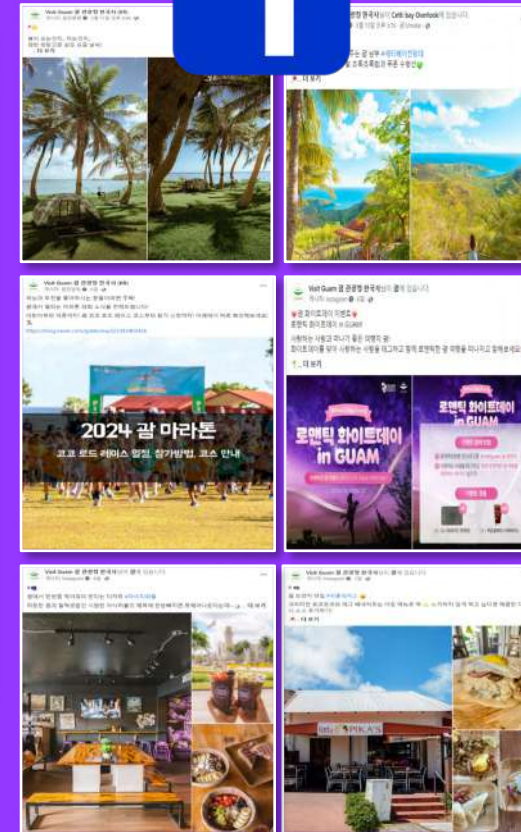
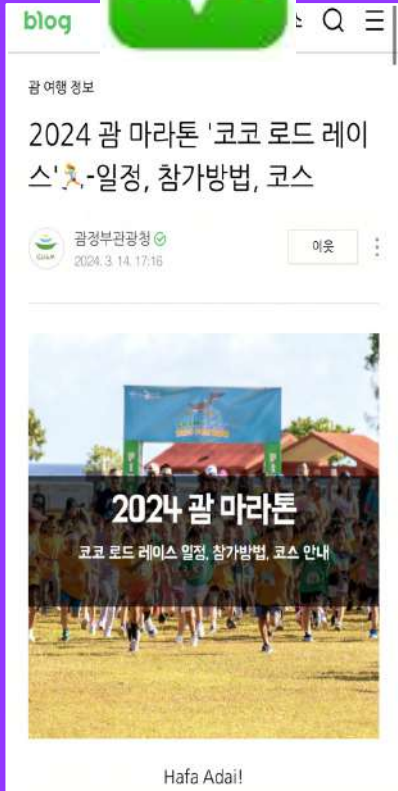
오늘의 뉴스레터는 여기까지
관 뉴스레터가 유익한 소식이 되었길 바랍니다! 그럼 따뜻한 봄 햇살과 함께 더 많은 소식들로 2024년 4월 vol.16에서 만나요! 🌸

KOREA MARKETING ACTIVITIES



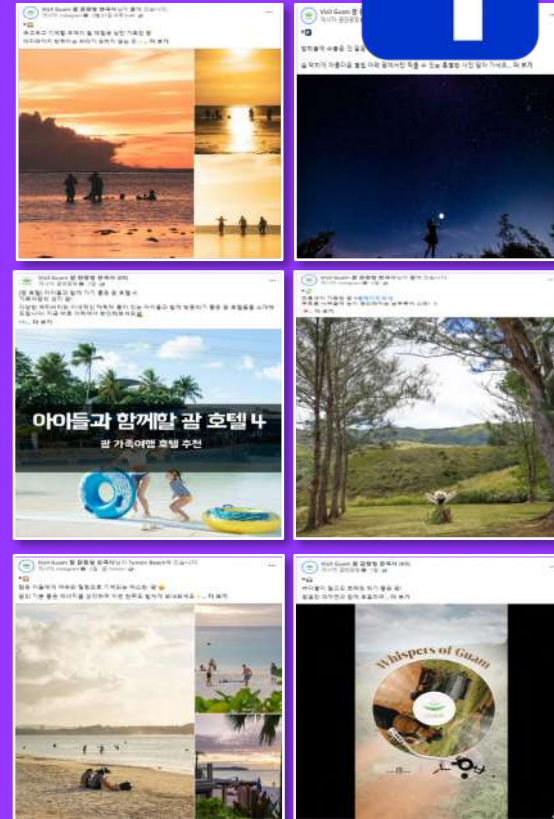
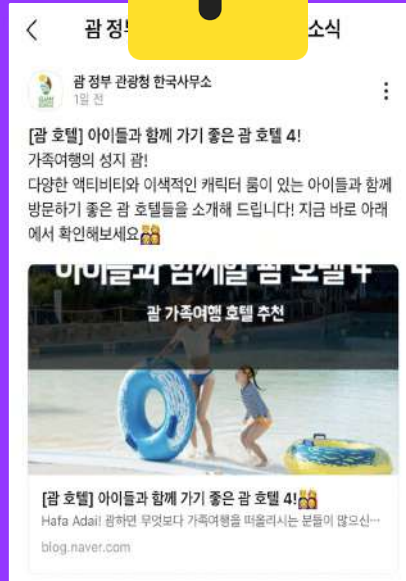
SNS WEEKLY ACTIVITY: MARCH 4-8, 2024
THEME: HAFADAISUPPORT PROGRAM & EVENT

KOREA MARKETING ACTIVITIES



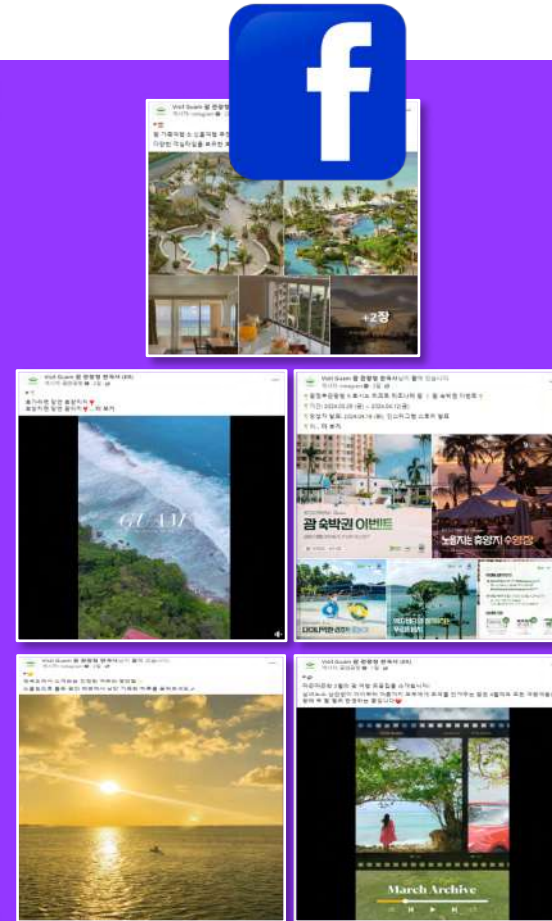
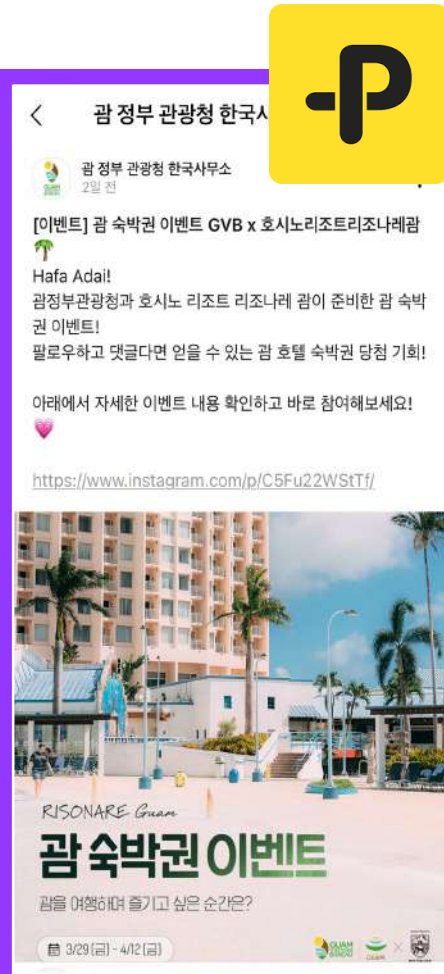
SNS WEEKLY ACTIVITY: MARCH 11-15, 2024
THEME: KO'KO' ROAD RACE

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: MARCH 18-22, 2024
THEME: HOTELS WITH CHILDREN

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: MARCH 25-29, 2024
THEME: GVB x HOSINO RESORT RISONARE GUAM EVENT

TAIWAN

TAIWAN EARTHQUAKE ISLAND'S STRONGEST IN 25 YEARS: CWA

The powerful magnitude 7.2 earthquake that hit Taiwan at 7:58 a.m. Wednesday off its eastern coast was the strongest to shake the island since the tragic 7.3-magnitude 921 Jiji earthquake in 1999 that left more than 2,000 people dead. Kuo Kai-wen, former director of the CWA Seismology Center, described Wednesday's 7.2 magnitude earthquake as having an energy equivalent to around 32 atomic bombs dropped on Hiroshima, while the 921 Jiji earthquake had the energy of 46 Hiroshima atomic bombs.

The 921 Jiji earthquake toppled hundreds of buildings in central Taiwan, but Wednesday's temblor shook more parts of Taiwan with greater intensity than any other since 1999, according to Wu Chien-fu (吳健富), the current director of the Seismology Center. The earthquake's epicenter was located in the Pacific Ocean, 25.0 kilometers south-southeast of Hualien County Hall, at a depth of 15.5 km, according to the Central Weather Administration's Seismology Center.

The earthquake's intensity, which gauges the actual effect of a seismic event, was highest in Hualien, where it measured a 6+ on Taiwan's 7-tier intensity scale, the CWA said. A 6+ intensity represents shaking that makes it almost impossible to stand in place and can even throw people into the air.

An intensity level of 5+ was recorded in Yilan County, up the coast from Hualien County, and in Miaoli County, and 5- in Taipei, New Taipei, Taoyuan, Taichung, Hsinchu County, Changhua County and Nantou County. At those intensity levels, people may still feel it is hard to stand and loose items topple over.



TAIWANESE TOP RANKING OF FOREIGN SPENDERS IN JAPAN

Taiwanese were the biggest spenders among foreign visitors to Japan last year, edging out visitors from China for the top spot, Japan Tourism Agency figures showed. Taiwanese spent about ¥ 783.5 billion (US\$5.16 billion) in Japan over the year, up 42 percent from 2019, the last full year before the COVID-19 pandemic hit.

Spending soared despite the total number of visitors from Taiwan falling 10.4 percent from 2019, Japan Tourism Agency figures showed. The increase in spending might have been because of the devaluation of the Japanese yen, which last year was worth 20 to 25 percent less against the New Taiwan dollar than in 2019.

Taiwanese spent ¥274.2 billion on shopping, ¥220.3 billion on accommodation, ¥167.1 billion on dining, ¥79.8 billion on transportation and ¥41.4 billion on entertainment and other services.

Japan has long been a favored destination of Taiwanese, and that was especially the case after COVID-19 restrictions were lifted in late 2022

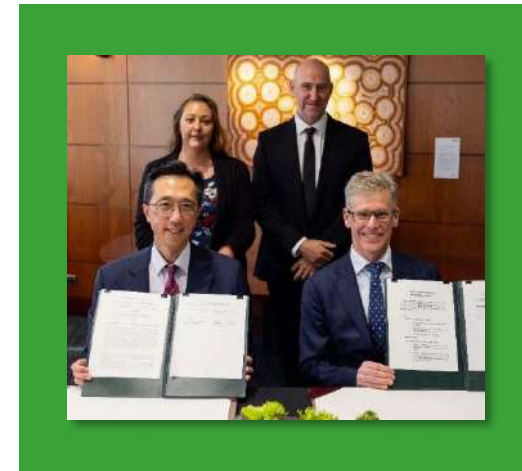
TAIWAN, AUSTRALIA INK TRANSPORTATION SAFETY COOPERATION AGREEMENT

In a semi-virtual signing ceremony, Taiwan representative to Australia Douglas Hsu (徐佑典) and Australia representative to Taiwan Robert Fergusson signed the Memorandum of Understanding on Cooperation in Transport Safety and Information Exchange, per a Taiwan Transportation Safety Board (TTSB) press release. TTSB Chairman Shinn-der Lin (林信得) oversaw the ceremony.

This agreement expands cooperation in transportation occurrence investigation between Taiwan and Australia, “marking a new chapter in the transportation safety cooperation between the two countries,” TTSB said.

Lin said that although Taiwan is excluded from the International Civil Aviation Organization and the International Maritime Organization, it conducts occurrence investigations according to international standards. With the signing of this MOU, future cooperation and transportation safety exchanges with the Australian Transport Safety Bureau will hopefully continue, he said.

Bilateral transportation safety cooperation first began in May 1998 when Taiwan’s now-defunct Aviation Safety Council opened a communication channel with Australia’s former Bureau of Air Safety Investigation. On August 1, 2019, the two nations expanded cooperation to include investigation of maritime, rail, and highway accidents.



MOFA THANKS US DEPUTY SECRETARY OF STATE FOR CROSS-STRAIT PEACE SUPPORT

The remarks by U.S. Deputy Secretary of State Kurt M. Campbell March 25 in Washington on the importance of maintaining peace and stability across the Taiwan Strait are sincerely welcomed by the government and people of Taiwan, the Ministry of Foreign Affairs said.

According to a statement released by the U.S. State Department, Campbell made the remarks during his meeting with Lithuanian Foreign Minister Gabrielius Landsbergis. They affirmed the importance of maintaining the cross-strait status quo while Campbell also highlighted support for Lithuania amid continued coercive measures by the People's Republic of China.

In March the U.S. has expressed support for cross-strait peace on three occasions, that is, together with Lithuania, the Czech Republic and with Germany, the MOFA said, adding that China's frequent use of political suppression, economic coercion and gray zone tactics is attracting increasing concern from the international community.

As a democracy, Taiwan will continue to work with like-minded partners to counter threats from authoritarian regimes, the MOFA said. The government is committed to defending the rules-based international order and safeguarding cross-strait and Indo-Pacific peace and stability, the ministry added. (YCH-E)



MOFA THANKS US PRESIDENT BIDEN FOR SUPPORTIVE LEGISLATION

The signing into law of the Further Consolidated Appropriations Act, 2024, by U.S. President Joe Biden is sincerely appreciated by the government and people, the Ministry of Foreign Affairs said March 24.

According to the MOFA, H.R. 2882 will raise Taiwan-U.S. exchanges to a new level. The ministry said the legislation includes no less than US\$300 million in free military aid to Taiwan under the U.S. Foreign Military Financing program; more than US\$26 million for cooperative programs by the Department of Defense; and no less than US\$4 million for projects under the umbrella of the Taiwan-U.S. Global Cooperation and Training Framework, among others.

The Biden administration had previously included a standalone request for Taiwan military assistance in its 2025 Fiscal Year Budget Request, the MOFA said. The latest development demonstrates the importance both the U.S. executive and legislative branches attach to assisting Taiwan's strengthening of defense and expansion of global participation, as well as maintenance of stability in the Taiwan Strait and Indo-Pacific, the ministry added.

Based on the government's existing national policies, the MOFA said Taiwan will continue to implement military reform, enhance its defense capability and work closely with the U.S. to deepen bilateral relations while fulfilling its responsibilities as a regional stakeholder ensuring peace, stability and prosperity in the Indo-Pacific. (SFC-E)





PALAU OFFERING US\$250 TO VISITING TAIWANESE

Palau is to give Taiwanese visitors on direct flights from Taoyuan US\$250 upon arrival from Monday next week to June 24 to attract more tourism to the Pacific island nation, the Palau Visitors Authority said on Monday.

From next month, China Airlines is to offer weekly round-trip flights between Taiwan Taoyuan International Airport and Palau, the authority said in a statement on social media. In celebration, Palau is to offer US\$250 to all travelers with a Taiwanese passport arriving on these flights, totaling 13 over the period, it said.

Visitors may receive the money at a Palau Visitors Authority location, findable on Google Maps, from 8am to 5pm Monday through Friday, it said. Recipients should bring their passport, boarding pass, digital flight ticket and proof of accommodation, it added.

TAIWAN MARKET INTELLIGENCE

TRAVEL CONDITION 2024 INBOUND & OUTBOUND VISITORS OF TAIWAN

INBOUND VISITORS		OUTBOUND TRAVELERS	
Month	Unit (Persons)	Month	Unit (Persons)
Jan ~ Jan 2024	589,961	Jan ~ Jan 2024	1,281,751
January 2024	589,961	January 2024	1,281,751



TAIWAN MARKET INTELLIGENCE

TRAVEL CONDITION



OUTBOUND DESTINATION - TAIWANESE TRAVEL DESTINATION (JANUARY 2024)

COUNTRY	PERSONS	COUNTRY	PERSONS
Japan	494,657	Singapore	36,607
China	184,626	Malaysia	26,150
Korea	92,806	Philippines	18,150
Vietnam	88,788	Indonesia	10,654
Thailand	85,805	Brunei	888
Hong Kong	92,806	Palau	835
USA	49,440	Micronesia	0

TAIWAN MARKET INTELLIGENCE

COMPETITORS

JAPAN:

In a recent development, Japan has expanded its foreign worker visa program for the first time since its establishment in 2019! With this, the Japanese government aims to meet the shortage of drivers in the country by granting extended stays of up to five years. The Japanese news agency Kyodo News reported that this expansion comprises four new sectors which are road and railway transportation, forestry, and timber industries. Surprisingly, there has been a substantial increase in the demand for foreign laborers in Japan. There are several factors, but one of the prime is a significant decline in birth rate and shortages in transportation and logistics sectors. (April 1)

KOREA:

Marking the Visit Korea Year 2023-24 campaign, the Korea Tourism Organization is hosting a new pop-up event “Korea Express Road” at HiKR Ground tourism center in Jongno-gu, central Seoul, from Tuesday to April 15. The exhibition looks at popular Korean pop culture like K-pop and Korean dramas and also presents a glimpse of traditional Korean culture as well. While the first floor presents 3-D video content on Korean tourism, the second floor of the five-story building features displays of traditional clothing, With modern interpretation and a photo booth called Don't Lxxk Up. (April 1)

AUSTRALIA:

New South Wales is trumpeting the news that the state is leading Australia's international tourism rebound, but South Australia has quietly had the biggest post-pandemic recovery. Tourism Research Australia (TRA) data found Sydney attracted 53 per cent of all international visitors to Australian capitals in 2023, with domestic and international travelers spending a record \$51.4 billion combined in NSW. (April 3)

MALAYSIA:

Tourism Malaysia Ho Chi Minh, in partnership with the Sabah Tourism Board and Malaysia Aviation Group (MAG), is delighted to host media personnel and travel influencers from Vietnam for the ‘Feel Sabah’ Media Familiarisation Trip (FAM Trip) from March 25 to 30, 2024. (April 1)

THAILAND:

The Tourism Authority of Thailand (TAT) has taken steps to show support for the government's vision to elevate Thailand as a key aviation hub in the Asia-Pacific region with the launch of the ‘Air-mazing Thailand: The Amazing Airline FAM trip’ project. (April 3)

SINGAPORE:

The Singapore Tourism Board (STB) and MakeMyTrip, an online travel company, have forged a significant partnership by signing a Memorandum of Understanding (MOU) aimed at promoting Singapore as a premier destination for Indian travellers. This agreement marks the first collaboration between the two organisations. (April 2)

PALAU:

In a ceremony on 25 March the University of Göttingen and the State Ethnographic Collections of Saxony in Germany repatriated human remains of 10 individuals to Palau. The remains originated from the Hamburg South Seas Expedition (1908-1910) conducted by the then-Museum of Ethnology in Hamburg. Ethnologist Paul Hambruch collected the remains during a 1909 visit to Palau. Palau's Minister of Human Resources, Culture, Tourism and Development, Ngiraibelas Tmetuchl, stressed the importance of acknowledging the past. “Finally, the ancestral remains can be laid to rest in their homeland,” he said. (April 2)

TAIWAN MARKET INTELLIGENCE

AIRLINE UPDATES

CURRENT ROUTE IN OPERATION:

China Airlines






- China Airlines hasn't provided further schedule

Eva Air

- TPE to Tokyo, Osaka, Seoul, Hanoi, BKK, Manila, Jakarta, Bali, Singapore, Ho Chi Minh City, LA, San Francisco, New York, Vancouver, London, Hong Kong, Macao, Paris, Seattle (Daily)
- TPE to Kuala Lumpur, Brisbane (three flights per week)

Starlux Airlines

- Macau - Daily
- Penang - Daily
- Bangkok - Daily
- Osaka - Daily
- Tokyo - Daily
- Kuala Lumpur - Daily
- Ho Chi Minh City - Daily
- Manila - Monday, Wednesday, Thursday, Friday, Saturday
- Singapore - Daily

Airlines	GTO Contact	Updates
 CHINA AIRLINES	4/3 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> • No updates for this week. • China Airlines plans to operate three charter flights from TYO to GUM on 5/4-5/6.
 EVA AIR 長榮航空	4/3 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> • No updates for this week.
 STARLUX 星宇航空	4/3 Patience Hsu, Manager	<ul style="list-style-type: none"> • No updates for this week.
 Philippine Airlines	4/3 Jason Chen, Area Manager - Taiwan	<ul style="list-style-type: none"> • No updates for this week. • PAL intends to offer discount group fares on Mondays, Tuesdays, and Saturdays, and consider to offer discount airfares for flying in pair.
 royalair philippines	4/3 Steven Shih, General Manager	<ul style="list-style-type: none"> • No updates for this week.
 UNITED	4/3 Brenda Tang, General Sales Manager	<ul style="list-style-type: none"> • UAL will conduct internal TPE-GUM direct flights to evaluate the feasibility.

TAIWAN MARKETING ACTIVITIES

NEW MEXICO OFFICE 3RD YEAR ANNIVERSARY CELEBRATION

- Date: Mar 22
- The New Mexico Representative Office in Taiwan held an anniversary celebration event and invited ASOA members to attend and meet their trade partners.
- During the event, GTO met with TAITRA representatives who are in charge of the American section. Manager Andrea Wu mentioned that the 2024 U.S. business day will be held on October 1st this year and will invite official representatives from some states to attend.
- The event had approximately 80-100 attendees. The New Mexico Office organized the event with simplicity yet enthusiasm. They introduced special wines produced in New Mexico to the guests and provided order forms for interested parties to fill out and place orders.
- GTO may consider to hold an anniversary celebration event after the direct flights are resumed.



TAIWAN MARKETING ACTIVITIES

AIT'S QUANTUM COMPUTING INDUSTRY SEMINAR IN TAIPEI AT THE HUMBLE HOUSE TAIPEI

- Date: Mar 27
- AIT held a series of seminars for multiple industries to attract companies and investors to select the U.S. for their business expansion. ASOA was invited as a partner to AIT to attend the event and promote opportunities in each state. This session gave a last-minute call to ASOA, so most of the states didn't bring many materials for promotion.
- AIT Commercial Section Chief Betsy Shieh and Richard Lee, Chairman of the Taiwan Electrical and Electronic Manufacturers' Association (TEEMA), gave remarks to the event attendees to emphasize the importance of quantum technology.
- GTO participated in the event to show support from Guam's side. A total of 3 business cards were obtained.
- Delta Air sponsored this event by providing a lucky draw for a free round-trip flight ticket to the U.S.



TAIWAN MARKETING ACTIVITIES

MEETING WITH PHILIPPINES AIRLINES

- Date: Mar 27
- Felix and the representative of the Rita Travel meet the representatives of Philippine Airlines (PAL).
- PAL intends to offer discount group fares on Mondays, Tuesdays, and Saturdays. They also mentioned that they proposed discount airfares for flying in pair, and they will inform us if the headquarter approves it.
- During the meeting, Felix also mentioned that the GVB HQ has plans to launch the Hafa Adai support program and incentive programs for travelers.
- GTO will try to reach key travel agents to jointly promote TPE-MNL-GUM flights. Next week GTO will communicate and coordinate with Philippine Airlines about flight sales.



Felix, Director of GTO, Maggie from Rita Travel, Jerry from Rita Travel, Maggie Chu, Supervisor- Passenger Sales of PAL, Jason Chen, Area Manager -Taiwan of APL, Leo Liu, Account Executive of PAL

IEAT SPRING LUNCHEON

- Date: Mar 28
- IEAT invited its members to attend the membership meeting and Spring Luncheon, as GTO is one of the member of IEAT, we were also invited to participate.
- During the luncheon, the vice premier of Executive Yuan was also one of the VIPs, Felix approached to the vice premier and requested for his assistance of resuming the direct flights from Taipei to Guam.



Lien-Ying Wang, Convener of Supervisor of IEAT, Felix, Director of GTO, Ching-Shui Wang, Chairman of IEAT



TAIWAN MARKETING ACTIVITIES

AIT'S BIOTECH INDUSTRY SEMINAR IN TAIPEI AT THE HUMBLE HOUSE TAIPEI

- Date: Mar 28
- AIT hold a series of seminars for multiple industries to attract companies and investors to select the U.S. for their business expansion. ASOA is invited as a partner to AIT to attend the event and promote opportunities in each state. The AIT series events ended smoothly today.
- ASOA prepared 50 bags of sales kits to include all member states' brochures and programs to give the 52 event attendees. At the ASOA table, GTO promoted Guam's MICE program to these company representatives at the southern part of Taiwan.
- GTO also provided the new Guam guidebooks to the UA team to allow them to learn the latest information about Guam. Since GTO attended the Tsubaki Tower Luncheon Briefing on 3/19 and learned some interesting Guam QAs during the event, GTO shared those QAs with UA and the attendees. Surprisingly, the QAs received enthusiastic responses. The Guam 012345 points have been utilized for a long time; perhaps we may include interesting QAs as new approaches to introduce Guam in our future slides.



TAIWAN MARKETING ACTIVITIES

TAIWAN-U.S. SMALL AND MEDIUM ENTERPRISE NETWORKING ASSOCIATION (TSMENA) INAUGURAL TEA RECEPTION

- Date: Mar 29
- The National Association of Small & Medium Enterprises, R.O.C. (NASME), established the TSMENA on 3/29 and invited industry partners to attend the Inaugural Tea Reception. All ASOA members are invited to show support from each state.
- As the President of ASOA, Felix is invited to be one of the panelists to share insights on doing business in the U.S.
- GTO met Fang Zih, a company that produces and sells essence of chicken drinks. They would like to develop a market in the U.S. for Chinese-speaking communities, as this type of product has a certain level of popularity. They may research the Guam market and ask for further information from GTO.



TAIWAN MARKETING ACTIVITIES

MEETING WITH AMBASSADOR ANJANETTE KATTIL EMBASSY OF THE MARSHALL ISLANDS

- Date: Apr 1
- The meeting is mainly discussing on the urging Taiwan to expedite the launch of direct flights from Taipei to Guam with a stopover in the Marshall Islands.
- As the discussion, the agreed strategies include signing a Memorandum of Understanding (MOU) between the Marshall Islands government and Taiwan's tourism administration, meeting with Taiwan's Minister of Foreign Affairs (MOFA) to emphasize flight importance and seeking support from legislators and China Airlines.
- Plans include the Marshall Islands President expressing flight importance during the Taiwanese President's inauguration, attending the Marshall Islands National Day reception in Taiwan, and maintaining close relationships.



Felix, Director of GTO, Ambassador Anjanette Kattil, Alex Lei, President of ANTOR.



Felix, Director of GTO, Ambassador Anjanette Kattil

TAIWAN MARKETING ACTIVITIES

NR MONITOR

For the past week (March 23 - March 29), a total of 1 exposure is monitored including:

TV Exposure: 0
 Online Exposure: 1
 Newspaper: 0
 Social Media: 0



Reported that Stay at The Tsubaki Tower, a 5-star hotel in Guam, and offer Taiwanese tourists a "US\$50" voucher.

For the past week (March 30-April 3), a total of 1 exposure is monitored including:

TV Exposure: 0
 Online Exposure: 1
 Newspaper: 0
 Social Media: 0

Reported that The influx of Chinese individuals into Saipan and Guam may create national security loopholes, prompting U.S. lawmakers to demand adjustments to visa exemption regulations.



PHILIPPINES

MIAA EXPECTS OVER 1 MILLION PASSENGERS FOR HOLY WEEK

The Manila International Airport Authority (MIAA) is preparing for a 15-percent hike in passenger volume, or over one million passengers, during the Holy Week exodus from March 24 to 31. In a statement, MIAA General Manager Eric Ines said that as of March 14, the number of passengers at the Ninoy Aquino International Airport had reached over 1.8 million, ranging from 128,000 to 138,000 daily.

For this year's Holy Week, passenger traffic could reach 140,000 on a single day, or close to the prepandemic Lenten season, which recorded 1.1 million passengers over eight days, averaging 140,812 daily. "We are prepared for this influx at our terminals, especially as Holy Week coincides with summer, historically a peak season for air travel," he added.



Philippines

DOT advises the public to "travel wisely" during Holy Week, with travel surge expected from 24-30 Apr.

LATEST MONTHLY INTL ARRIVALS	RECOVERY VS 2019	YTD INTL ARRIVALS	PERCENT OF 2024 TARGET
582,332 Feb 2024	76% Feb 2019: 766,865	1,156,771 Up to Feb 2024	15% of 7.7M target

Source: Intl arrivals - Department of Tourism. Page last updated: 30 Mar 2024.

WE FLY WITH HER: PHILIPPINE AIRLINES KEEPS GOING, WITH NINE ALL-FEMALE-CREW FLIGHTS IN A WEEK

Philippine Airlines has always been a pioneer in inclusivity in aviation, having trained and flown the very first female pilot in Southeast Asia. Today's 60 female pilots on the company's roster have all been inspired by this historic first. Now, they inspire future generations through PAL's "We Fly With Her" campaign, which tells the stories of incredible female pilots and captains and encourages passengers through the largest number of all-female flight crews in a week.

"This takes me back to 1992, when I was part of the first all-female flight crew in the Philippines, which proved women could excel in every aspect of this demanding field," Captain Aimee Carandang Gloria, the first female pilot in Southeast Asia, said at an event celebrating PAL's female pilots.



PH 'EATSPERIENCE' TO SHOWCASE FILIPINO FOOD IN MANILA

The Department of Tourism (DOT) has launched its newest food tourism program, the "Philippines Eatsperience" to showcase local cuisine and popular Filipino street food, starting in two popular landmarks in Manila —the Rizal Park and Intramuros. The program's concept, albeit beginning small, follows the likes of the famous Ugbo Street food hub and Taipei's tourist-drawing night markets, giving tourists a nice space for a stroll and at the same time a variety of affordable but good food offerings. "Our goal is to give as much exposure to Filipino food as possible and this is but the beginning of many initiatives that will highlight the best of Filipino cuisine," Tourism Secretary Christina Frasco said during the launch.



PAL TO LAUNCH NONSTOP FLIGHTS TO SEATTLE, REVIVE JAPAN ROUTES

Flag carrier Philippine Airlines (PAL) announced the launch of nonstop flights between Manila and Seattle in the United States starting October 2.

In a press conference, PAL president Stanley Ng said the airline chose to launch Seattle for the long-haul flight but is also eyeing to launch flights in Asian destinations.

The new route, Ng said, will give the Philippines the chance to promote its beautiful islands, both to leisure and business travelers.

"We're also exploring some European countries. It's not easy to launch a new destination without the support of the other side, as well as support from the government," he added.

Seattle is PAL's sixth US destination, along with Los Angeles, San Francisco, New York, Honolulu, and Guam. PAL will utilize the Boeing 777-300ER for the Seattle flights.

The PAL chief also bared that the airline will revive its Cebu-Osaka and Manila-Sapporo routes this year. Ng added that Manila will still be PAL's hub, even when the airport in Bulacan opens.



PHILIPPINES MARKET INTELLIGENCE

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



- PAL continues to operate at Terminal 1 at NAIA.

Manila-Guam-Manila

- **Daily**

PR110 Depart MNL 22:05 / Arrive GUM 03:55
PR111 Depart GUM / Arrive MNL

Popular PAL Flights Deals to Guam!

MNL to GUM Apr 08-105, 2024	CEB – GUM May 21-28, 2024	CEB – GUM Jun 01-08, 2024
From US \$488* Round Trip Economy	From US \$566* Round Trip Economy	From US \$636* 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.



- UA operates at Terminal 3 at NAIA.

Manila-Guam-Manila

- **Daily**

UA184 Depart MNL 22:55 or 23:50 / Arrive GUM 04:45 or 5:50

UA183 Depart GUM 19:20 / Arrive MNL 21:10

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10

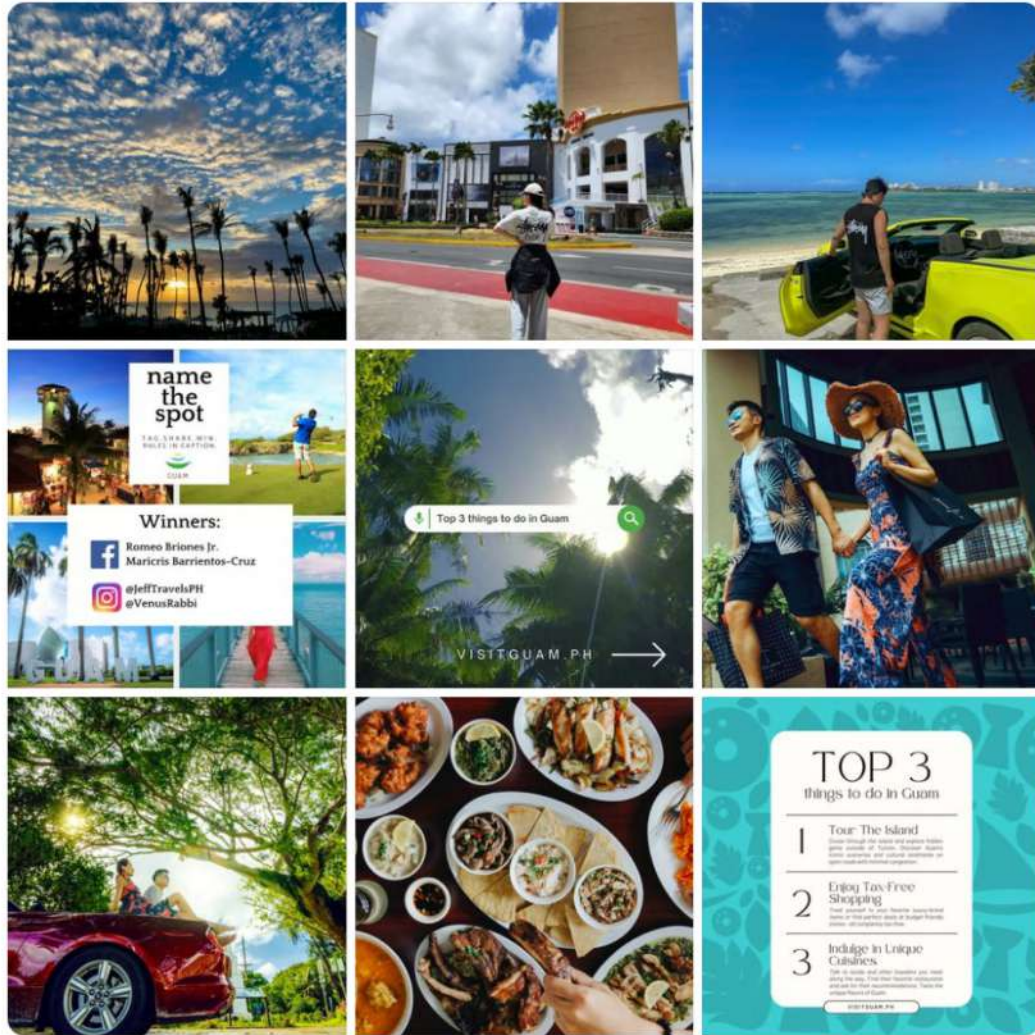
Featured Daily Fairs for Flights from MNL to GUM

April 2024	May 2024
From US \$366* Round Trip Economy	From US \$422* 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.

PHILIPPINES MARKETING ACTIVITIES



INSIGHTS

GUAM AMERICA'S
hidden gem




Monday, 10:00am · 🌐

👁️ 28,462 🗨️ 274 💬 10 ➦ 15

Overview ⓘ

Reach	28,462
Impressions	29,697
Post reactions, comments and shares	299
Total clicks	223



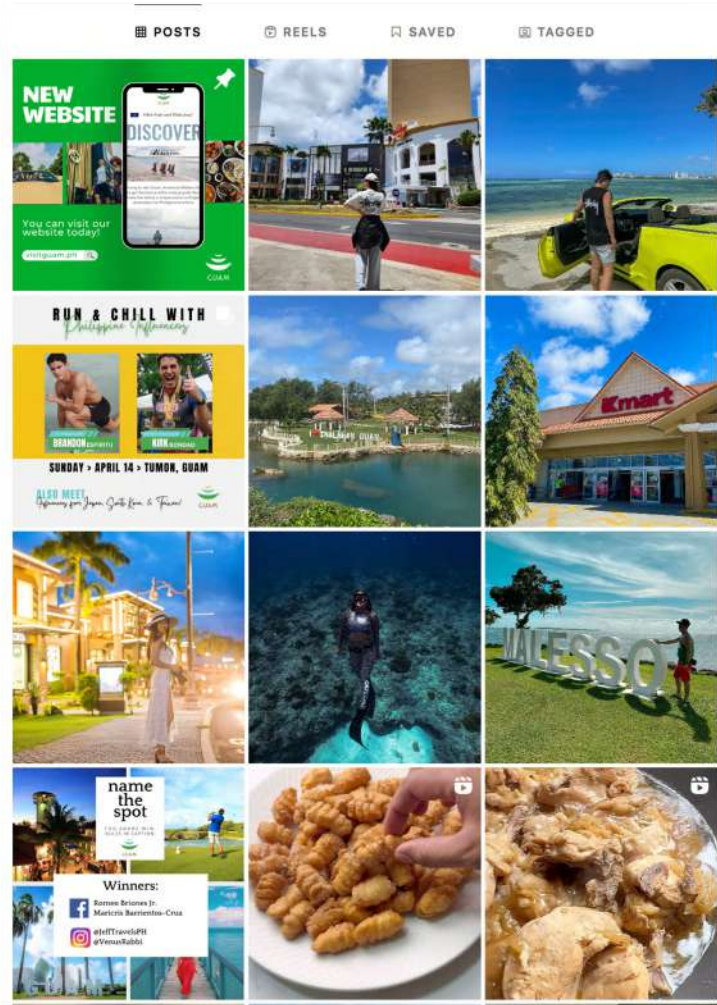
Thursday, March 21, 2024, 10:00 AM · 🌐

👁️ 22,224 👑 25,382 🗨️ 983 💬 63

Overview ⓘ

Reach	25,382
Impressions	26,390
Post reactions, comments and shares	1,117
Total clicks	678

PHILIPPINES MARKETING ACTIVITIES



INSIGHTS

GUAM AMERICA'S
hidden gem

