



INDUSTRY REPORT

AUG 23, 2024



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DESTINATION UPDATES



CALL OUT FOR INTERNSHIP PROGRAM

MEMBERSHIP BENEFIT

- Klik 'N Fly Travel and Tours is seeking a partnership with hotels in Guam to offer internship programs for students from the Philippines.
- This program will allow students to gain practical experience in the hospitality industry on a global scale.
- If your hotel offers or is interested in developing an internship program, please contact Ms. Michelle Taylan, President of Klik 'N Fly Travel and Tours.



Feel free to contact Ms. Taylan directly at:
michellegtaylan14@gmail.com or
kliknflytravelandtours@gmail.com

You may also contact Ms. Sharlene Guerrero,
Senior Marketing Manager for the Philippines
at:
sharlene.guerrero@visitguam.com



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 FaiFai 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 Iruka (Dolphin) Watching Adventure
- 18 Puntan Dos Amantes
- 19 SandCastle, Inc.
- 20 Skydive Guam Inc.
- 21 Star Tour
- 22 Super American Circus
- 23 Talofofo 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

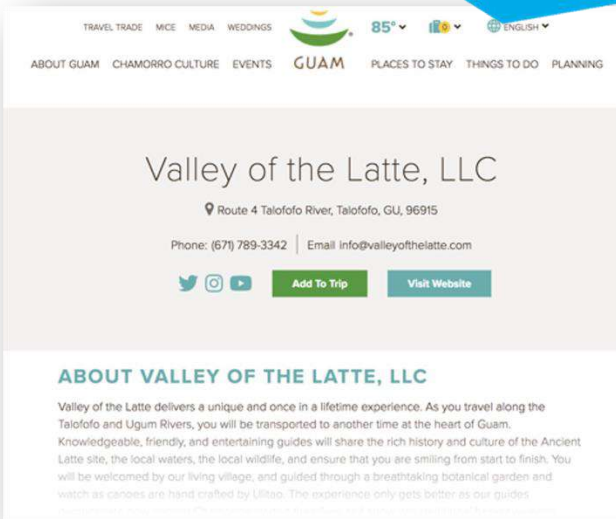
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, 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 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, 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.



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

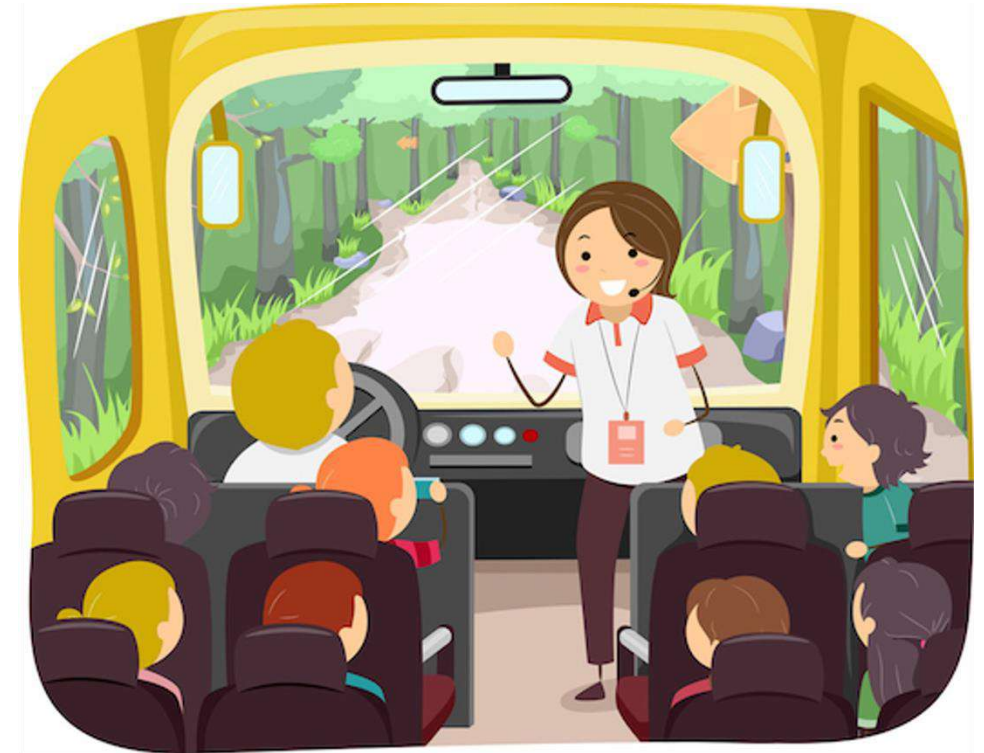
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, 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 Ulitao. The experience only gets better as our guides

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

CALL-OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

- GVB monitors Guam tour guides and tour sites.
- Tour Guide Certification Program (TGC) requires the training and certification of all tour guides.
- GUAM COMMUNITY COLLEGE conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities.

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

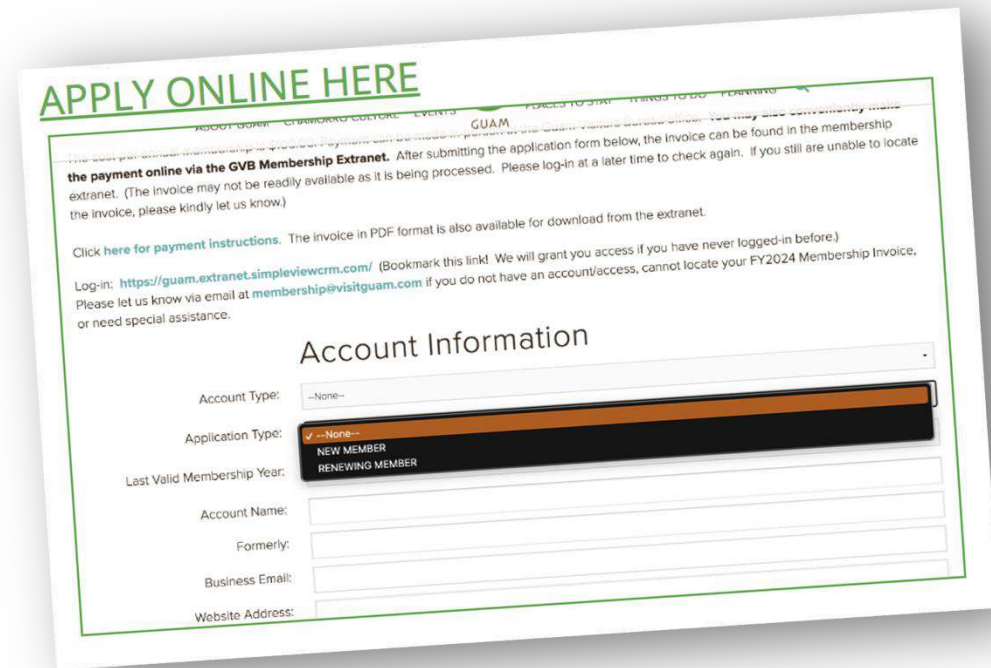


If interested, please click link for more info

MEMBERSHIP BENEFIT

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

- Provide at least 500 brochures (each language).



APPLY ONLINE HERE

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.)

Click [here for payment instructions](#). The invoice in PDF format is also available for download from the extranet.

Log-in: <https://guam.extranet.simpleviewcrm.com/> (Bookmark this link! We will grant you access if you have never logged-in before.)
Please let us know via email at membership@visitguam.com if you do not have an account/access, cannot locate your FY2024 Membership Invoice, or need special assistance.

Account Information

Account Type:

Application Type:
NEW MEMBER
RENEWING MEMBER

Last Valid Membership Year:

Account Name:

Formerly:

Business Email:

Website Address:

Download our membership application from our GVB website.

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



MARKET INTELLIGENCE REPORT

As of August 23, 2024 and may be subject to change.



MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for August remains at 41,816; September at 41,562; and October at 41,994.
- Japan Airlines 2024 flight schedule shown in appendix
- Shown in appendix are: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

SOUTH KOREA

- Tourism industry affected by cash-strapped Tmon, WeMakePrice
- Yanolja X InterparkTriple Evolving into a Mega-Platform with Unified Organization
- Total outbound seat capacity for August remains at 35,270; September at 35,088; and October at 39,206.
- Shown in appendix are: media monitoring of press releases; and SNS weekly activity

TAIWAN

- Subsidies for post-quake Hualien travel to continue: Transport minister
- Taoyuan Airport Terminal 3 set to open in 2027
- Shown in appendix are: airline updates; marketing activities; etc.

PHILIPPINES

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

DETAILS ARE FOUND IN THE APPENDIX



#InstaGuam
@bluelatitude

APPENDIX

As of August 23, 2024 and may be subject to change.







JAPAN

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION – AUGUST

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:50 / 16:00	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Available	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Suspended until Oct 26, 2024.	UA 865	NRT	17:50 / 22:35	Daily	0
	Available from May 6 - Sep 24, 2024	UA 840	NRT	17:55 / 22:40	Tue, Thu, Sat, Sun	2,822
	Available from May 1, 2024	UA 848	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 / 125+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:55 / 135+1	Tue, Thu, Sat	2,324
	Available	UA 166	FUK	11:05 / 16:15	Daily	5,146
TTL						36,022

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL 941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	4,378
ASIANA AIRLINES	Available	OZ	KIX	21:00 / 1:00+1	6 flights	882
	Available	OZ	NRT	22:00 / 2:00+1	3 flights	534
	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C 1182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 3184	KIX	10:10 / 14:50	Tue	-
TTL						5,794



AUGUST TOTAL OUTBOUND SEAT CAPACITY : 41,816

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - SEPTEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	A vailable	UA827	NRT	11:50 / 16:00	Daily	4,980
	A vailable	UA197	NRT	17:00 / 21:45	Daily	4,980
	A vailable	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,656
	Suspended until Oct 26, 2024.	UA865	NRT	17:50 / 22:35	Daily	0
	A vailable from May 6 - Sep 24, 2024	UA840	NRT	17:55 / 22:40	Tue, Thu, Sat, Sun	2,656
	A vailable from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	4,980
	A vailable	UA136	NGO	11:20 / 15:55	Daily	4,980
	Suspended from May 7, 2024.	UA172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	A vailable	UA150	KIX	11:05 / 15:45	Daily	4,980
	A vailable	UA178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	1,992
A vailable	UA166	FUK	11:05 / 16:15	Daily	4,980	
TTL						37,184

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	4,378
	Suspended	TW311	KIX	10:45 / 15:10	Daily	-
	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						4,378



SEPTEMBER TOTAL OUTBOUND SEAT CAPACITY : 41,562

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - OCTOBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	A vailable	UA827	NRT	11:50 / 16:00	Daily	5,146
	A vailable	UA197	NRT	17:00 / 21:45	Daily	5,146
	Suspended from Sep 1 - Oct 26, 2024	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	332
	Suspended until Oct 26, 2024.	UA865	NRT	17:50 / 22:35	Daily	830
	A vailable	UA840	NRT	17:55 / 22:40	Daily	5,146
	A vailable from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	A vailable	UA136	NGO	11:20 / 15:55	Daily	4,814
	Suspended from May 7, 2024.	UA172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	A vailable	UA150	KIX	11:05 / 15:45	Daily	5,146
	A vailable	UA178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	1,992
A vailable	UA166	FUK	11:05 / 16:15	Daily	4,316	
TTL						38,014

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

OCTOBER TOTAL OUTBOUND SEAT CAPACITY : 41,994

AIRLINE OPERATION – APPENDIX

Japan Airlines 2024 Flight Schedule

OPERATION DATE		SEAT CAPACITY		
2024	January	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 13, 14, 16, 18, 20, 21, 23, 25, 27, 28, 30	21	4,179
	February	1, 3, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29,	16	3,184
	March	2, 3, 5, 7, 9, 10, 12, 14, 16, 17,19, 20, 23, 24, 26, 28, 30, 31	18	3,582
	April	1, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 30	22	4,378
	May	1, 2, 3, 4, 5, 6, 8, 9, 11, 12, 13, 15, 16, 18, 19, 20, 22, 23, 25, 26, 27, 29, 30	23	4,577
	June	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 15, 16, 17, 19, 20, 21, 22, 23, 24, 26, 27, 29, 30	23	4,577
	July	1, 2, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 31	23	4,577
	August	3, 4, 7, 8, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 31	22	4,378
	September	1, 2, 4, 5, 7, 8, 9, 11, 12, 14, 15, 16, 18, 19, 21, 22, 23, 25, 26, 28, 29, 30	22	4,378
	October	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 14, 15, 16, 17, 19, 20, 22, 23, 24, 25	20	3,980
		TTL		52,337

GUAM ATTENDS KASHIWA FESTIVAL

- On July 27 & 28, GVB participated in the Kashiwa Festival held in the sister city of Kashiwa.
- As a foothold for cultural exchange, the Chamorro dance group “Guma Taotao Kinahulo Atdao na Tano” participated in the parade.
- GVB President & CEO Carl T.C. Gutierrez met with Kashiwa City Mayor Kazumi Ota to discuss further exchanges.
- Further, the GVB delegation met with members of KIRA (Kashiwa International Relations Association) to discuss concrete developments in student exchanges between Guam and Kashiwa City.



JAPAN MARKETING ACTIVITIES

GOGO GUAM CAMPAIGN IN NAGOYA

- In collaboration with United Airlines and Centrair Airport, GVB Japan trade team held a two-day promotion for consumers at Mozo Wonder City, a large shopping center in Nagoya.
- The purpose of the event was to increase awareness of Guam and increase the number of visitors to Guam from this area (mainly families).
- Eco-bags, guidebooks, and giveaways from various companies were distributed to over 200 people.
- Local Nagoya businesses will launch the GOGO Guam Campaign
 - Those that spend 5,000 yen or more at Wakashachi-ya, Maruya Honten, or Miya Kishimen are entered in a lottery to win round-trip air tickets to Guam and accommodations at Hotel Nikko
 - Available for up to 280 lucky winners



PREMIER HOTEL

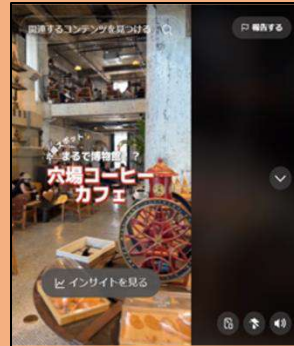
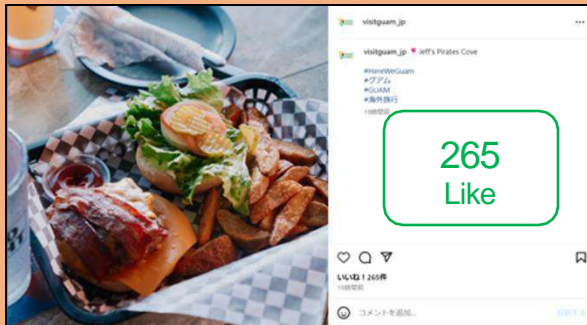
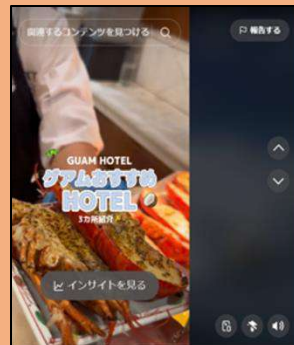
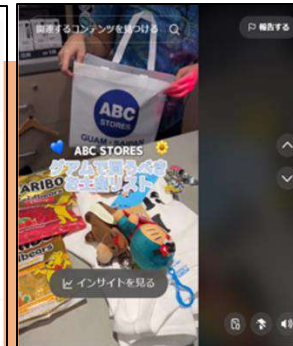
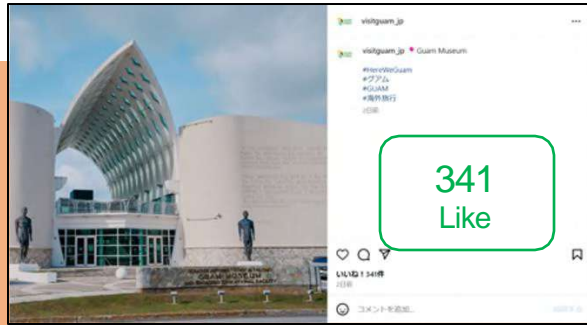


KIDS WITH GUAM CAMPAIGN

- GVB launched the “Kids with Guam” campaign in cooperation with travel agencies
- The campaign is open to 1,500 customers who apply for a trip to Guam for two or more people, including children under 18 years old.
- Available from August 1 – September 25, 2024
- Participating travel agencies include JTB, HIS, JALPAK, Hankyu, Rakuten, and Hot-spring



SNS HIGHLIGHT



80 Like



GLAM DIGITAL MEDIA

What are the best places to visit in Guam with a rental car?

When traveling to Guam, it is convenient to have a rental car. In this article, we will introduce three spots in Guam that you should visit with a rental car.

Table of Contents

Three recommended spots to visit with a rental car

- 1) Inalâhan Natural Pool
- 2) Talofoto Falls Park
- 3) Fish-eye Marine Park

Let's know! 6 Traffic Rules of Guam

- 1) Drive on the left side of the road and drive on the right side.
- 2) Speed limit is indicated in miles per hour.
- 3) You can turn right even at red lights (except in some cases)
- 4) At intersections without traffic signals, the first car to enter has priority.
- 5) On large roads, left turns should be made in the yellow neutral lane
- 6) Overtaking school buses is prohibited

Summary: It is quite convenient to have a rental car when traveling in Guam!

SOUTH KOREA

TOURISM INDUSTRY AFFECTED BY CASH-STRAPPED TMON, WEMAKEPRICE



Cash-strapped e-commerce platforms T-mon and WeMakePrice got embroiled in controversy over delayed payments, amid a liquidity crisis at their Singapore-based parent, Qoo10 Group. They **failed to disburse earnings owed to sellers since May**.

It is estimated that customer losses from Tmon and WeMakePrice total reaches around 50 billion won, primarily affecting travel-related products. Travel agencies including Hana, Mode and YB Tour halted sales of travel packages, advising consumers to apply for refunds.

Meanwhile, the government is collaborating with the tourism and financial sectors to ensure customer relief, urging travel companies to meet their contractual obligations. **The Culture Ministry will allocate 60 billion won specifically for the particularly hard-hit travel sector.**

YANOLJA X INTERPARKTRIPLE EVOLVING INTO A MEGA-PLATFORM WITH UNIFIED ORGANIZATION



Yanolja Group has unveiled its vision and mid- to long-term strategy for its B2C platform business.

The company plans to integrate Yanolja Platform and InterparkTriple into a single organization by the end of 2024 and evolve into a mega-platform that can raise the status of Korean tourism to the next level.

By combining the rich experience and expertise of the Yanolja platform and InterparkTriple, it will maximize synergies between the platforms, expand cross-border services beyond inbound and outbound market, and take the lead in hyper-personalization trend.

AUGUST AIRLINE SCHEDULE

• INCHEON - GUAM

**Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,432
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106*	DAILY	20:20	02:00+1	3,402
Jin Air	LJ913	DAILY	09:40	15:05	5,859
T'way Air	TW303	DAILY	08:45	14:10	5,859
TOTAL					29,411

*7C3106: Suspended due to aircraft maintenance and insufficient aircraft (Aug 19 ~ Sep 11)

• BUSAN - GUAM

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: 35,270 SEATS

SEPTEMBER AIRLINE SCHEDULE

• INCHEON - GUAM

**Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421*	DAILY	09:45	15:15	10,140
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106**	DAILY	20:20	02:00+1	3,591
Jin Air	LJ913	DAILY	09:40	15:05	5,670
	LJ195***	2/W	09:45	15:10	378
T'way Air	TW303	DAILY	08:45	14:10	5,670
TOTAL					31,119

*KE421: Aircraft change from 272 seats to 338 seats from September

**7C3106: Suspended due to aircraft maintenance and insufficient aircraft (Aug 19th~ Sep 11th)

***LJ915: Chuseok charter flight on Sep 15th and Sep 18th

• BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923*	DAILY	21:00	02:00+1	3,969
TOTAL					3,969

*LJ923: Suspended operation for 9 days (Sep 2, 3, 6, 9, 10, 23, 24, 27, 30) in September

TOTAL OUTBOUND SEAT CAPACITY: 35,270 SEATS

OCTOBER AIRLINE SCHEDULE

• INCHEON - GUAM

**Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,478
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY	20:20	02:00+1	5,859
Jin Air	LJ913	DAILY	09:40	15:05	5,859
T'way Air	TW303	DAILY	08:45	14:10	5,859
TOTAL					33,914

• BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923*	DAILY	21:00	02:00+1	5,292
TOTAL					5,292

**LJ923: From Oct 27th, operating 4/W (Mon, Wed, Fri, Sat) / Daily flight from Dec 12th ~ March 3rd*

TOTAL OUTBOUND SEAT CAPACITY: 39,206 SEATS

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE IN JULY

Guam Visitors Bureau Korea Successfully Concludes 'Taste of Guam' Networking Day



▶ JoongAng Ilbo



▶ Digital Chosun



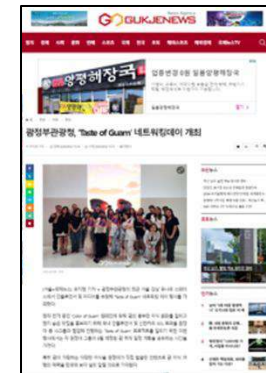
▶ Discovery News



▶ Tour Korea



▶ Korea Duty Free News



▶ Gukje News



▶ News Journalism



▶ Open News Agency



▶ Biz world



▶ E-daily



▶ TTL News



▶ Hankyung.com

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE IN AUGUST

GVB Korea offers benefits to travelers via GoGo! Guam Pay promotion in collaboration with Shinhan Card



▶ Gukje News



▶ Discovery News



▶ Tour Korea



▶ Digital Chosun



▶ Open News Agency



▶ News Journalism



▶ TTL News



▶ Biz World



▶ Financial News



▶ NBN News



▶ Herald Economy



▶ Point Economy

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE IN AUGUST

GVB Korea collaborates with airline to launch exclusive promotions for Guam travelers



▶ Tour Korea



▶ Digital Chosun



▶ Korea Duty Free News



▶ TTL News



▶ Gukje News



▶ Biz World

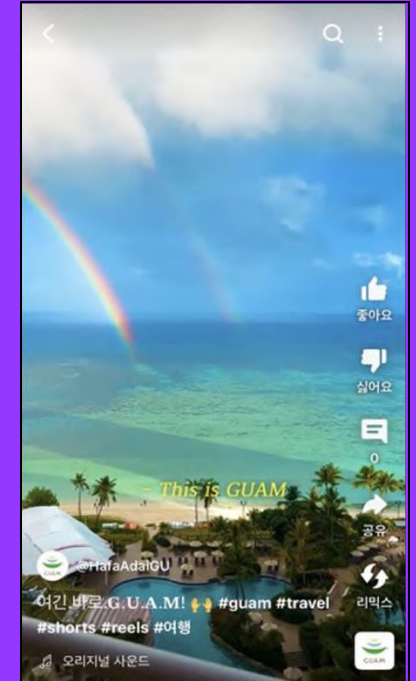
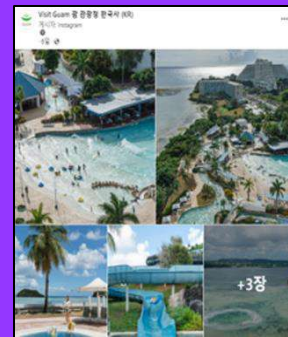
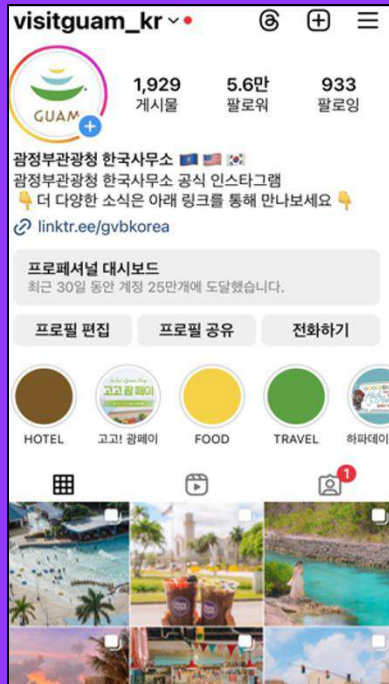


▶ Discovery News



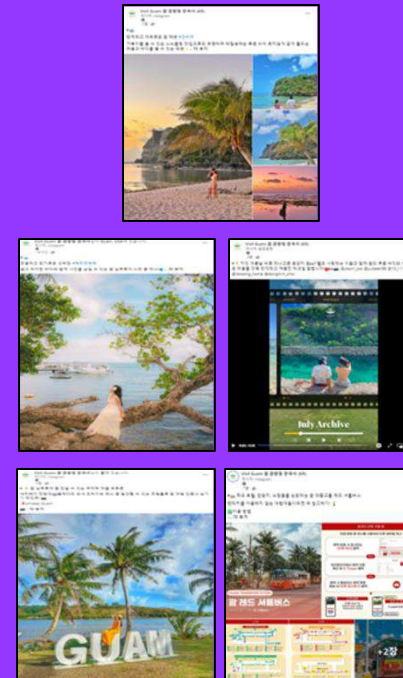
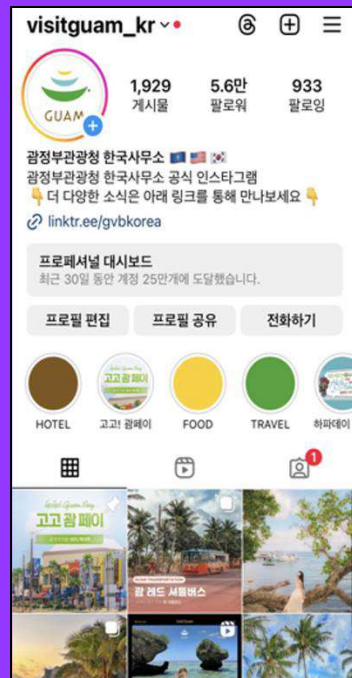
▶ Job Post

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JULY 22-26, 2024
THEME: GUAM OCEANVIEW RESTAURANTS/ EVENTS

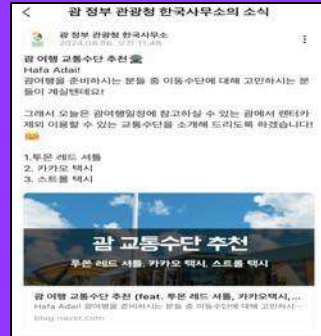
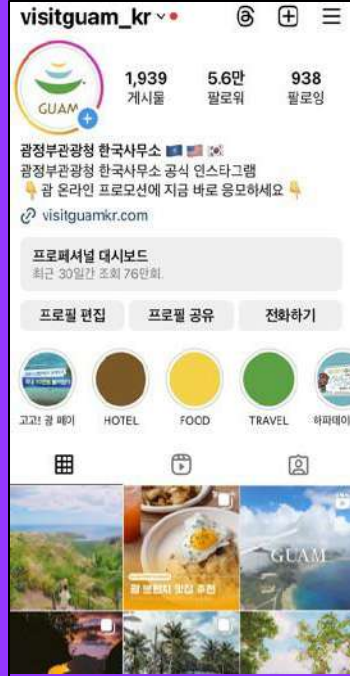
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JULY 29-AUGUST 2, 2024

THEME: GUAM DESSERT PLACE

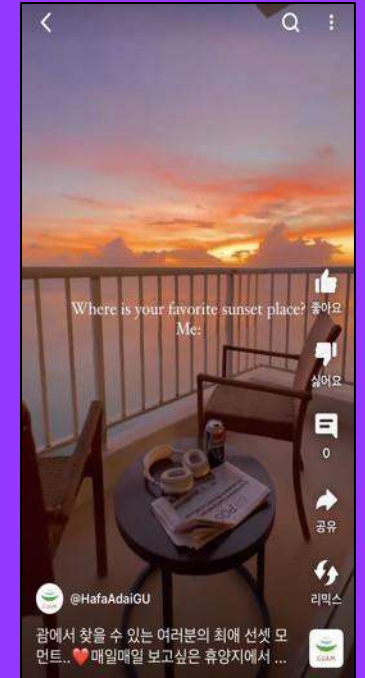
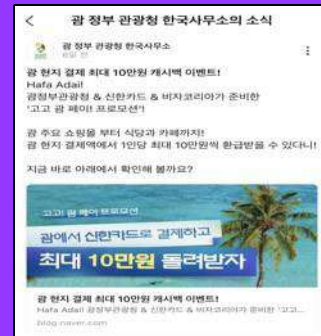
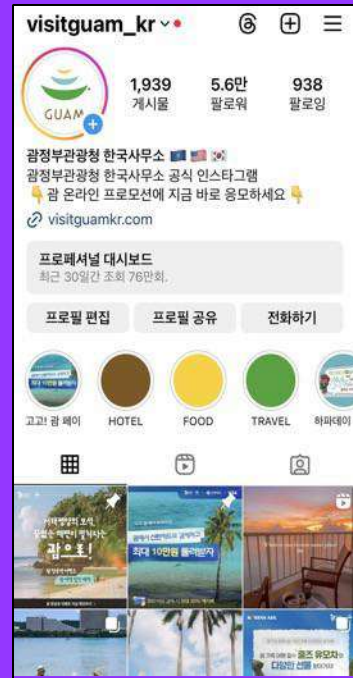
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: AUGUST 5-9, 2024

THEME: GUAM TRANSPORTATION/ GVB X KOREAN AIR PROMOTION

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: AUGUST 12-16, 2024

THEME: GOGO! GUAM PAY PROMOTION/ CHIEF OF THE REEF TOURNAMENT

TAIWAN

SUBSIDIES FOR POST-QUAKE HUALIEN TRAVEL CONTINUES: TRANSPORT MINISTER

Transportation and Communications Minister Li Men-yen pledged on Tuesday to continue providing travel subsidies to boost tourism in Hualien County, the area hardest hit by a magnitude 7.2 earthquake that struck Taiwan on April 3. “Extending (the subsidy program) is not a problem,” Li told reporters at a work briefing. It means subsidies, total NT\$800 million (US\$24.3 million), after subtracting the portion already used, will continue beyond the original deadline of Sept. 30, Li said.

The extension is due to disruptions in rail and road traffic caused by Typhoon Gaemi last week, Li explained. In addition, only about 10 percent of the budget, launched in June, has so far been used, he added. Under the program, both independent and group travelers can receive accommodation subsidies of NT\$1,000 per room if they travel to Hualien from Mondays to Thursdays, and NT\$500 per room if their trip falls on a Friday or the weekend.

To further attract foreign tourists, Li added, the ministry is also mulling promotional campaigns such as buy-two-get-one-free airline tickets and buy-one-get-one-free high-speed rail tickets, among others. Meanwhile, Hualien County Council on Tuesday approved a NT\$1 billion government budget to distribute NT\$3,000 cash coupons to each Hualien resident (including foreign national residents of Hualien County married to Taiwan nationals) to revitalize the local economy.

To be eligible, individuals must have obtained Hualien residency before April 3, according to Hualien County government, which added that the coupons will be distributed from late September to mid-October.

TAOYUAN AIRPORT TERMINAL 3 SET TO OPEN IN 2027

The third terminal being constructed at Taoyuan International Airport is scheduled to open in 2027, the airport operator said on Wednesday.

The NT\$128.3 billion (US\$3.97 billion) project is 42.3 percent complete, with its north concourse set to be operational by mid-2025, Taoyuan International Airport Corp. told reporters during an on-site inspection tour. Meanwhile, the main hall and south concourse are slated to open by 2027, allowing the terminal to handle 45 million passengers annually, the company said.

Currently, 10 of 16 concrete columns, each standing 20 meters tall and weighing 203 tons, have been installed in the terminal, with construction of the glass curtain walls and jet bridges in the north concourse also underway, the company explained. The company added it is also considering constructing either a satellite concourse or a fourth terminal between the airport’s current north runway and the new third runway.



TAIWAN AIRLINE UPDATES

Airlines	GTO Contact	Updates
 CHINA AIRLINES	8/16 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> China Airlines is considering resuming direct flights to Guam, focusing on assessing market demand, enhancing partnerships with GVB, and using innovative strategies to promote the route.
	8/16 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> No updates for this week.
	8/16 Patience Hsu, Manager	<ul style="list-style-type: none"> No updates for this week. Spunk Tour, Phoenix Tours, and Lion Travel have confirmed the CNY Starlux charter flights.
	8/16 Jason Chen, Area Manager – Taiwan	<ul style="list-style-type: none"> No updates for this week.
	8/16 Steven Shih, General Manager	<ul style="list-style-type: none"> No updates for this week.
	8/16 Brenda Tang, President	<ul style="list-style-type: none"> GTO will schedule a meeting with Brenda next week

CHINA AIRLINES TAIPEI BRANCH MEETING

- August 14, 2024
- GTO met with Cheng-Yu Feng, the new VP of China Airlines' Taipei Branch.
- Felix Yen shared that GVB and GTO remain active in marketing Guam to Taiwanese travelers despite a lack of direct flights.
- China Airlines is optimistic about resuming direct flights to Guam, assessing market demand and focusing on partnerships with the GVB to enhance passenger experience and promote the route through innovative strategies.



2024 TITE CEREMONY AND LUNCHEON

- August 16, 2024
- GTO attended the 2024 TITE opening ceremony and welcome luncheon.
- Felix Yen met with Mr. Lin Chia-Lung, Foreign Minister of MoFA and discussed how Mr. Lin will continue to assist and support the resumption of flights to Guam.



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 Oct 25-Nov 01, 2024	MNL – GUM Dec 07-12, 2024	MNL – GUM Dec 30-Jan12, 2025
From US \$386* Round-trip Economy	From US \$359* Round-trip Economy	From US \$386* Round-trip Economy

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

*Fares displayed have been collected within the last 48 hrs and may no longer be available at time of booking. Quoted fares includes taxes, fees, and surcharges except PH Travel Tax paid at the airport.



Manila-Guam-Manila: Terminal 3

• Daily

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

• Tues/Fri

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

Featured Daily Fairs for Flights from MNL to GUM

Aug 2024	Sep 2024	Oct 2024
From US \$364* Round Trip Economy	From US \$334* Round Trip Economy	From US \$334* 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

UNITED AIRLINES NEWSLETTER

Through a partnership with GVB, United Airlines' GSA HT&T Travel distributed a newsletter to its 1,760 trade contacts

- Promoted Guam as an ideal US tax-free shopping destination for Filipinos
- Aimed to encourage travel during the Black Friday/holiday time period



Let the holiday shopping begin in Guam!

With United's daily service between Manila and Guam, planning a shopping trip is made flexible for you. May it be departing on a weekend or starting your trip on a weekday, we got you covered! With Guam only 3.5 hours away from Manila, it is the perfect first U.S. vacay.

Guam is a tax-free shopping haven for both high-end luxury and American brands. Traditionally, the holiday shopping season starts on "Black Friday" in November, when stores begin to offer promoted sales at discounted prices. Even the meticulous visitor will be satisfied, especially when shopping on Guam is duty free.



Book your flights now with United Airlines

Routes	Flight No.	Departs	Arrives	Frequency	Aircraft
	UA 184*	22:25	04:25+1	Mon/Wed/Thurs/Sat/Sun	
MNL-GUM	UA 192	22:40	02:30+1	Tues/Fri	
	UA 192	03:10	06:10	Wed/Sat	
	UA 183	19:15	21:10	Daily	737-800
GUM-MNL	UA 193	18:55	22:55	Tues/Fri	
	UA 193	20:55	22:55	Tues/Fri	

*UA 184 - 23:50-00:10+1 - Tues/Fri

[Go to visitguam.ph to begin planning your trip!](#)

Book your flights with your travel agent or visit [United.com](#) now

[united.com](#)

Stay United with Us!

For general inquiries, please email mnlisolutionscenter@united.com or call +63 2 5322 7669.

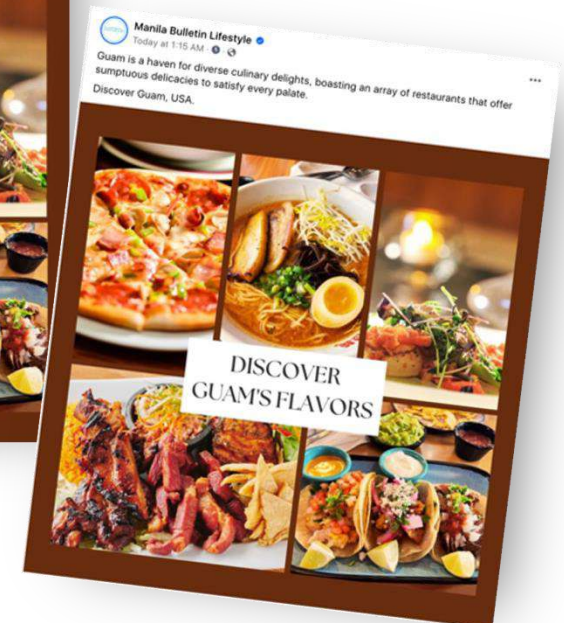
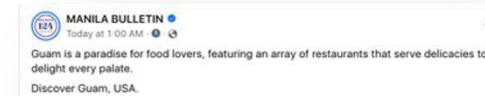
For out-of-office support, please call our toll-free 24/7 service lines: 1-800-8798-9915 for GLOBE and 1-800-1441-1136 for SMART/SUN/PLDT

Thank you.

Kind regards
United Airlines Manila Team

MANILA BULLETIN ARTCARDS

- Posted our 6th set of cards on Manila Bulletin and MB Lifestyle FB pages
- August's artcard and FB album highlight culinary diversity in Guam



PHILIPPINES MARKETING ACTIVITIES



SOCIAL MEDIA INSIGHTS



Reach breakdown ⓘ

Jul 24 – Aug 20

Total

598,920 ↓ 12.2%

From followers

5,597 ↓ 18.7%

From non-followers

593,911 ↓ 11.9%

Interactions breakdown

Jul 24 – Aug 20

Total

21,442 ↓ 44%




From followers

1,279 ↓ 39.9%



From non-followers

20,163 ↓ 44.3%




Top content by reach

 <p>Visit this hidden gem and fall in love with... Fri Jul 26, 7:00pm ↗ 50.9K ♥ 755 💬 66 👍 62</p>	 <p>Plan your romantic getaway in Guam, U... Fri Aug 2, 7:00pm ↗ 43.6K ♥ 4.4K 💬 67 👍 2</p>	 <p>High tides and good vibes. Nothing beats... Thu Aug 8, 7:00pm ↗ 25.3K ♥ 183 💬 8 👍 9</p>
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Top content by interactions

 <p>Plan your romantic getaway in Guam, U... Fri Aug 2, 7:00pm ↗ 4.4K ♥ 4.4K 💬 67 👍 2</p>	 <p>Visit this hidden gem and fall in love with... Fri Jul 26, 7:00pm ↗ 766 ♥ 755 💬 66 👍 62</p>	 <p>Take the call! Visit Guam, USA - only 3... Sun Aug 18, 7:00pm ↗ 228 ♥ 239 💬 20 👍 18</p>
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Top content by reach

 <p>Golden hour is the best time of the day... Wed Jul 24, 7:00pm ↗ 30.2K ♥ 292 💬 3 👍 5</p>	 <p>When you enjoy the drive, you know you... Tue Aug 6, 7:00pm ↗ 27.6K ♥ 149 💬 4 👍 2</p>	 <p>Take the call! Visit Guam, USA - only 3... Sun Aug 18, 7:00pm ↗ 17K ♥ 134 💬 3 👍 3</p>
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Top content by interactions

 <p>Every memorable travel includes a... Tue Aug 20, 7:00pm ↗ -- ♥ 7 💬 0 👍 0</p>	 <p>Take the call! Visit Guam, USA - only 3... Sun Aug 18, 7:00pm ↗ -- ♥ 134 💬 3 👍 3</p>	 <p>Begin your pilgrimage visit at the Dulce... Fri Aug 16, 7:00pm ↗ -- ♥ 24 💬 0 👍 1</p>
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