



# INDUSTRY REPORT

FEBRUARY 23, 2024



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# DESTINATION UPDATES



# MS ZUIDERDAM

## GUAM WELCOMED NEARLY 2,000 PASSENGERS AND CREW MEMBERS

- February 18, 2024
- Guam welcomed its second cruise liner visit for 2024 – the MS Zuiderdam, owned and operated by Holland America Line
- The Guam Visitors Bureau and Port Authority of Guam welcomed 1,159 passengers and 761 crew members with cultural dancers and a shell lei greeting



## GUAM HISTORY & CHAMORRO HERITAGE DAY

- March 4, 2024
- Join us in commemorating the day Ferdinand Magellan first landed on Guam and kick off **'Mes Chamorro'** (or Chamorro Heritage Month)
- Hosted in the village of Humåtak, Guam will showcase the rich heritage of the CHamoru people through walking tours, re-enactments, entertainment, cultural performances, and delicious cuisine.

**For more information, contact:  
Diana Quinata (671) 747-2932 or  
Humåtak Mayors Office (671) 828-8251**



## MALESSO' CRAB FESTIVAL

- March 15-17, 2024
- Experience one of the island's largest annual celebrations – **The Malesso' Gupot Chamoru/Crab Festival**
- This event is a Chamorro celebration of southern hospitality and will feature great food and barbecue, live music and dancing, Guam gifts and handcrafted items, friendly contests, and games for children.
- The Malesso' Crab Festival will also host crab culinary competitions and contests for talåya (fishing net) throwing, coconut husking, and jet ski racing.

For more information, contact: Malesso' Mayors Office (671) 828-8312/ (671) 828-2941 or email [mayorernestc@yahoo.com](mailto:mayorernestc@yahoo.com)





GUAM VISITORS BUREAU

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](https://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](https://visitguam.com/koko) or contact GVB at 646-5278.

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

- April 13 & 14, 2024
- The **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](#)

# EXPLORE GUAM - MAP



Explore Guam

Explore Guam!

Attractions

- 1 Valley of the Latte, LLC
- 2 Big Cruises
- 3 Big Sunset Cruise
- 4 Blue Persuasion Dive Boutique
- 5 Coco Palm Garden Beach
- 6 Dulce Nombre de Maria Cathedral-Basilica
- 7 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](mailto: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.

**EXAMPLE**



TRAVEL, TRADE, MEET, MEDIA, WEDDINGS

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 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](mailto:info@valleyofthelatte.com) for more information and if you have any questions. Find us: <https://www.valleyofthelatte.com/valley-latte-map-contact/>

Email your updated info to:  
[taylor.pangilinan@visitguam.com](mailto: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

# CALL OUT FOR BROCHURES

## 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).



Download our membership application from our GVB website.

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



**#InstaGuam**

@hey.davidlau

# MARKET INTELLIGENCE REPORT

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



# MARKETS AT-A-GLANCE

## JAPAN

- Total outbound seat capacity for February remains at 39,372; March at 43,506; and April at 46,841.
- Japan Airlines summer 2023 flight schedule shown in appendix
- Shown in appendix are: SNS performance summary and highlights; Weekly Guam digital PR articles; and media performance



## TAIWAN

- US support for Taiwan 'clear,' ministry says
- Domestic tourism grows after the pandemic
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

## SOUTH KOREA

- Total outbound seat capacity for February remains at 51,793; March at 43,007; and April at 33,864.
- KE – OZ Merger One Step Away from Forming Mega-carrier in Its Fourth Year of Acquisition Process
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



## PHILIPPINES

- PH eyes 'layover tours' for transiting local, foreign tourists
- Philippine tourism alive again
- U.S tells Marcos: Ask and we are here
- U.S. visa update
- March 2024 priority dates for visas
- United Airlines and Philippine Airlines continue to fly daily in February 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



DETAILS ARE FOUND IN THE APPENDIX

**#InstaGuam**  
@patrick.camacho



# APPENDIX

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



# JAPAN



## U.S. DEPARTMENT OF TRANSPORTATION GRANTS UNITED AIRLINES HANEDA MIDNIGHT SLOT

On February 16, 2024, the U.S. Department of Transportation (DOT) announced the allocation of Haneda Airport's midnight slots to United Airlines. The earliest the slot can be used is after April 2, 2024, when it is officially returned to the DOT. However, since United Airlines has indicated in its application that it plans to begin daily service on May 1, 2024, the DOT has imposed a 90-day service period starting on that date.



- Assumed flight schedule
  - UA849 Haneda 23:55 → 04:45+1 Guam
  - UA848 Guam 19:10 → Haneda 22:00

## CHINA AIRLINES TO CHARTER ONE ROUND TRIP FROM TOKYO/NARITA TO GUAM

- China Airlines will operate charter flights between Tokyo/Narita and Guam during Golden Week
- The flights will operate on May 3 and 6
- HIS is currently selling tours starting at 199,000 yen (double occupancy)
- Fuel surcharge and taxes are not included
- Business class seats are available as “Raku Raku Seats” for an additional 100,000 yen round-trip
- Lounge service is available only for flights departing from Tokyo/Narita as there is no priority boarding or dedicated check-in counter



# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - FEBRUARY

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	4,814
	Available	UA197	NRT	17:00 / 21:45	Daily	4,814
	Available	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,656
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	4,814
	Available	UA136	NGO	11:20 / 15:55	Daily	4,814
	Available	UA172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,822
	Available	UA150	KIX	11:05 / 15:45	Daily	4,814
	Available	UA178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	1,826
	Available	UA166	FUK	11:05 / 16:15	Daily	4,814
TTL						<b>36,188</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Temporary	3,184
	Suspended	TW311	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						<b>3,184</b>

**FEBRUARY TOTAL OUTBOUND SEAT CAPACITY : 39,372**

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - MARCH

*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	2,988
	Available from April 9, 2023	UA 865	NRT	17:50 / 22:35	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,146
	Available	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,822
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	1,992
	Available	UA 166	FUK	11:05 / 16:15	Daily	5,146
TTL						<b>38,678</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Temporary	3,582
	Available	OZ	KIX	21:00-23:00 / 01:30-03:30	Temporary	1,246
	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						<b>4,828</b>

**MARCH TOTAL OUTBOUND SEAT CAPACITY : 43,506**

# 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
	<b>Available from March 31, 2024</b>	<b>UA840</b>	<b>NRT</b>	<b>17:55 / 22:40</b>	<b>Daily</b>	<b>4,980</b>
	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						<b>42,662</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	4,179
	Suspended	TW311	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						<b>4,179</b>

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

## AIRLINE OPERATION – APPENDIX

### Japan Airlines 2023 - 2024 Flight Schedule

		OPERATION DATE		SEAT CAPACITY
FY2023	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
	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
FY2024	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			

## GUAM SEMINAR SENDAI, TOHOKU

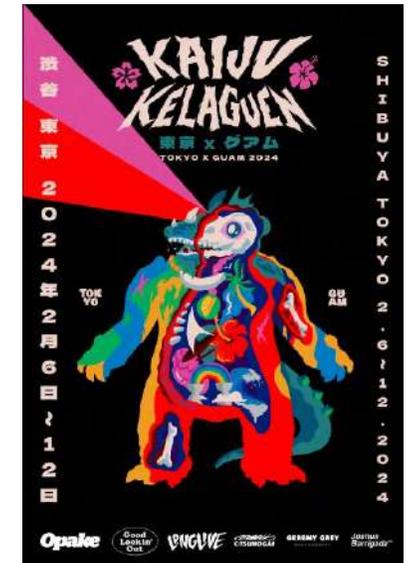
- February 9, 2024
- GVB Japan's trade team held a seminar in Sendai City with United Airlines and JGHA in cooperation with JATA Tohoku Branch.
- The seminar provided Guam updates, campaign introductions, and group attraction presentations for around 50 participants from the travel industry.
- The trade team received many inquiries from several participating agents about school trips and groups.
- Exhibitors included: United Airlines, Baldyga Group, Lotte Hotel, and Chubu Centrair International Airport



# JAPAN MARKETING ACTIVITIES

## POP-UP EVENT "KAIJU KELAGUEN"

- Feb 6-12, 2024
- A pop-up event featuring local artists and brands from Guam was held at the 4<sup>th</sup> floor of Tokyo Plaza Shibuya
- Two active Guam-based art creators and three local apparel brands were introduced for the first time in Japan
- Artworks and products were displayed and sold together with Mr. Tsunogai, the event's organizer
- A live performance was also held during the event



# JAPAN MARKETING ACTIVITIES

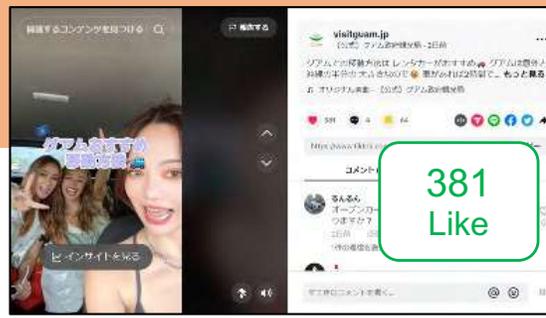
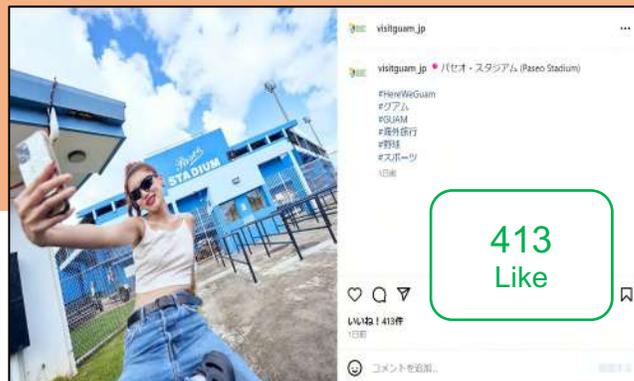
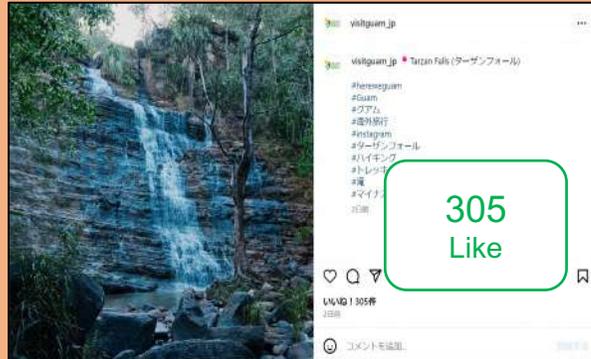
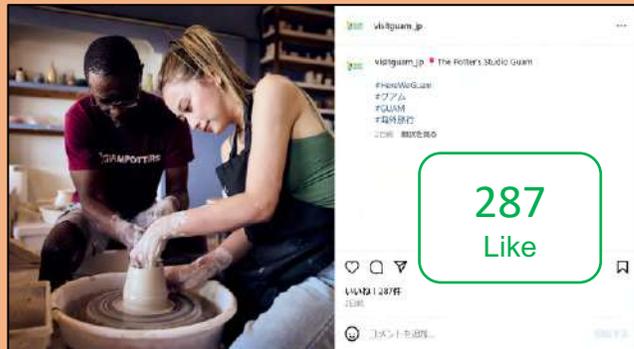


## SNS PERFORMANCE SUMMARY

- Campaign ads have been launched and are increasing in reach.

SNS	follower		Week Reach		Week Engagement	
	3 Feb,2023	9 Feb,2023	3 Feb,2023	9 Feb,2023	3 Feb,2023	9 Feb,2023
	29,676	29,736	2,890,386	3,083,790	2,416	2,647
	0.20%		6.69%		9.56%	
	23,560	23,554	4,969	4,342	591	273
	-0.03%		-12.62%		-53.81%	
	18,777	18,777	40,500	28,600	1,534	825
	0.00%		-29.38%		-46.22%	
	63,751	63,949	3,572,893	2,511,230	25,609	14,154
	0.31%		-29.71%		-44.73%	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	10,002	10,002	12,449	12,449	0:01:15	0:01:15
	0.00%		0.00%		0.00%	

# SNS HIGHLIGHT



## GLAM

PICK UP FASHION BEAUTY LIFESTYLE ENTERTAINMENT TRAVEL ARTMAKE

グアムのチャモロ文化を深く知ろう！チャモロ人が育んできたチャモロ文化に触れてみよう



美しい海や豊かなマリンスポーツで知られる南国リゾートとして知られるグアムには、4,000年以上前から続く文化「チャモロ文化」を継承し大切にしている。伝統ある場所としても知られています。

アメリカ領のグアムは、チャモロ人という昔の先祖から続く人種が島内でもっとも多くを占めており、古代からのチャモロ文化は今なおグアムに深く根付いています。そして、このチャモロ文化は今日、グアムでも手軽に体験できるものになっています。

そこで今回、グアムのチャモロ文化について深掘りしていきましょう。チャモロ文化を詳しく知りたい方、グアムでチャモロ文化を体験したい方は、ぜひこの記事をご参考してみてください。

グアム旅行者必見  
旅行会社のおすすめの選び方



恋人岬はグアム屈指の景勝地で、海抜123メートルからは美しいタモン湾を望むことができます。恋人岬はその名の通り恋のパワースポットですが、実はスペイン統治時代にいた2人のチャモロ人による、悲しい愛の伝説が関係しています。

スペイン統治時代、父親がスペイン人貴族、母親がチャモロ族酋長の娘である、美しいチャモロの女性がいました。この女性は広大な土地をもち、スペイン人・チャモロ人の両方から高く評価されていました。

父親は、この美しいチャモロの娘と、スペイン貴族との結婚を考えます。それに取り乱した娘は、グアム北部の海岸まで逃亡します。そこで、つつましく、美しいチャモロ人の男性と出会い、恋に落ちました。

## GLAM DIGITAL MEDIA

### Let's get to know the Chamorro culture of Guam in depth!

Guam, a tropical resort known for its beautiful ocean and abundant marine sports, is also known as a traditional place where the Chamorro culture, a culture that has existed for over 4,000 years, is inherited and cherished.

The ancient Chamorro culture is still deeply rooted in Guam. Today, this Chamorro culture can be easily experienced on Guam.

Let's take a deeper look at the Chamorro culture of Guam. If you want to know more about Chamorro culture or want to experience Chamorro culture in Guam, please refer to this article.

### Table of Contents

- Guam is made up of multiple ethnic groups, including Chamorros
- The Chamorro People of Guam in Transition
- Ancient Chamorro Period
- 1st Spanish Colonial Period
- First U.S. Colonial Period
- Japanese Colonial Period
- The 2nd U.S. Colonial Period
- Places to experience Chamorro culture in Guam, food, etc.
- Chamorro Cuisine
- Fiesta
- Latte Stone Park
- Two Lover's Point
- Summary: You can easily experience Chamorro culture in Guam.

# SOUTH KOREA



## TRAVEL TRADE UPDATE

### “KE – OZ Merger One Step Away from Forming Mega-carrier in Its Fourth Year of Acquisition Process.”

- ✓ The merger between Korean Air and Asiana Airlines marked a significant consolidation in the South Korean aviation industry, reshaping the competitive landscape and potentially enhancing efficiency and service offerings for customers.
- ✓ The **fully integrated airline** resulting from the merger is **anticipated to begin operations by 2027**, after a two-year integration process.

Approval From Mandatory Reporting Countries			
Date	Country	Date	Country
February 2021	Turkey	February 2022	South Korea
April 2021	Taiwan	September 2022	Australia
May 2021	Thailand	December 2022	China
May 2021	Philippines	March 2023	Britain
September 2021	Malaysia	January 2024	Japan
November 2021	Vietnam	February 2024	EU <i>(Conditional nod)</i>
February 2022	Singapore	By end of 2024	USA - Pending

Conditional Approval	Plan
Cargo Commitments	<b>Selling off Asiana Airlines' cargo business</b>
Passenger Commitments	<p><b>Turning over duplicated airport slots</b> for four European city routes: <b>Frankfurt, Paris, Rome and Barcelona.</b></p> <p>T'way Air is expected to receive some of the overlapping European routes of Korean Air and Asiana Airlines, making it the primary beneficiary of the divestment.</p>

## FEBRUARY AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	9,802
	KE423	DAILY	19:05	00:20+1	4,002
Jeju Air	7C3102	DAILY	10:05	15:25	5,481
	7C3106	DAILY	20:10	01:35+1	5,481
Jin Air	LJ915	DAILY	09:35	14:50	5,481
	LJ919*	DAILY	08:10*	13:30	4,914
	LJ921**	4/W	08:50	14:10	756
T'way Air	TW303	DAILY	10:00	15:30	5,481
	TW9305***	2/W (THU/SUN)	21:50	03:20	1,701
<b>TOTAL</b>					<b>43,099</b>

\*LJ919: Dec 29 ~ Feb 26 (Daily)

\*\*LJ921: Feb 8 , 9, 11, 12 (Charger Flight for Lunar New Year)

\*\*\*TW9305: Jan 4 ~ Feb 25 (2/W) & Feb 29 (charter flight)

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (WED/THU/SAT/SUN)	21:35	02:30+1	3,213
Jin Air	LJ929	DAILY	20:30	01:30+1	5,481
<b>TOTAL</b>					<b>8,694</b>

**TOTAL OUTBOUND SEAT CAPACITY: 51,793 SEATS**

## MARCH AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	10,412
	KE423*	DAILY	19:05	00:20+1	276
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ915	DAILY	09:35	14:50	5,859
T'way Air	TW303	DAILY	10:00	15:30	5,859
<b>TOTAL</b>					<b>34,124</b>

\*KE423: will be suspended from March 3<sup>rd</sup>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (WED/THU/SAT/SUN)	21:35	02:30+1	3,213
Jin Air	LJ929	DAILY	20:55	01:55+1	5,670
<b>TOTAL</b>					<b>8,883</b>

**TOTAL OUTBOUND SEAT CAPACITY: 43,007 SEATS**

## 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	10:00	15:30	5,670
<b>TOTAL</b>					<b>30,840</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ929*	4/W (WED/THU/SAT/SUN)	21:00	02:00+1	3,024
<b>TOTAL</b>					<b>3,024</b>

*\*LJ929: scheduled 4/W in April and will resume daily operation in May*

**TOTAL OUTBOUND SEAT CAPACITY: 33,864 SEATS**

# KOREA MARKETING ACTIVITIES



## SNS WEEKLY ACTIVITY: FEBRUARY 5-9, 2024

THEME: MUST GO GUAM RESTAURANTS



# TAIWAN



## US SUPPORT FOR TAIWAN ‘CLEAR,’ MINISTRY SAYS

The US has shown clear bipartisan support for Taiwan’s security, the Ministry of Foreign Affairs said yesterday, after US House of Representatives Speaker Mike Johnson on Tuesday rejected a bill that would have provided aid for Taiwan, Ukraine and Israel. After all-night negotiations, the US Senate on Tuesday approved a US\$95 billion emergency national security funding package to assist Taiwan, Ukraine and Israel.

However, before the Senate vote, Johnson on Monday evening issued a statement criticizing the bill, saying that it failed to “address America’s border crisis, the most critical aspect of our national security,” suggesting he would not schedule a vote for the legislation any time soon. In Taipei yesterday, North American Affairs Department Director-General Wang Liang-yu (王良玉) said when asked whether Johnson’s move would negatively affect Taiwan’s security that long-term, cross-party support for Taiwan in the US Congress is “obvious to all.”

The ministry thanked US lawmakers for advancing the bill and would continue to pay attention to the issue, Wang said. Taiwan would work closely with the nation’s friends in the US based on the long-term solid friendship between the two sides, she said. Separately, NATO Secretary-General Jens Stoltenberg urged the US House to pass the bill to support Ukraine’s fight against Russia, Reuters reported on Wednesday.

If Russia wins the war, it would make the world more dangerous, as authoritarian leaders would be emboldened to “get what they want” by using military force, Stoltenberg said. “Today it is Ukraine, tomorrow it can be in Taiwan. So Beijing, China is watching closely what’s going on in Ukraine,” he said.



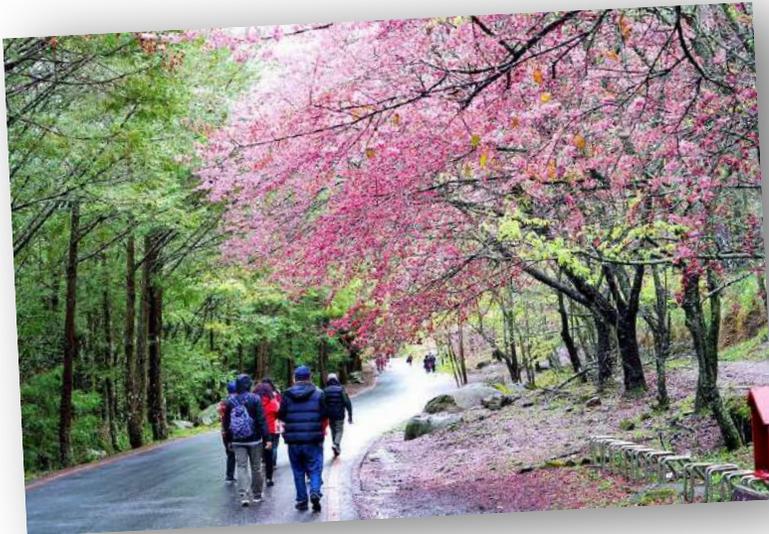
## DOMESTIC TOURISM GROWS AFTER THE PANDEMIC

The occupancy rates of hotels in Taiwan have increased by about 30 percent after COVID-19 restrictions were eased last year, indicating growing domestic travel demand despite the post-pandemic international travel surge, Tourism Administration's statistics showed.

There were 10,739,028 outbound visits from Taiwan from January to November last year, showing the public's desire for international travel, and although such demand was expected to have a negative impact on domestic travel, it was not the case, the statistics showed. They also showed that the average occupancy rate of tourist hotels in Taiwan was 60.13 percent from January to November last year, higher than the 46.21 percent occupancy rate in the same period in 2022, a growth rate of about 30.13 percent.

The average occupancy rate of all hotels was 47.99 percent in the same period last year, also higher than 41.17 percent in the same period the previous year, the data showed. The numbers indicate that people are still willing to travel domestically, even though international travel has increased, the agency said. Travel agencies said that domestic group travel was not affected as much as they had feared. Travel e-commerce platform KKday said tourism boomed last year, and the best-selling items in domestic travel were attraction tickets, featured tour packages, transportation tickets and outdoor activity packages.

Lion Travel Service Co Ltd (雄獅旅遊) said the number of people who traveled domestically last year increased by 15 percent, compared with the year before. Online travel agency Eztravel.com (易遊網) said its best-selling items in domestic travel were tourist-train tickets, high-speed rail tour packages and flight tickets, adding that they were sold more than 500,000 times last year, doubling the previous year's number.



## COMPETITORS

**JAPAN:** The Japanese government is considering easing restrictions on travel to Ukraine as part of efforts to help rebuild the war-torn country, government officials said Wednesday. The government is weighing a plan to allow short-term stays by people from companies that engage in Ukraine's reconstruction, in areas where the situation is relatively stable, possibly including Kyiv. Under the plan, companies will be required to submit travel plans to the Japanese government for approval in advance. (February 14)

**KOREA:** Korea will see K-pop dance events, pop-up stores and festivals at key travel destinations across the country this year in a bid to boost inbound travel and showcase what the country's various region have to offer, the government said Thursday. The plan comes as part of a yearlong marketing strategy — consisting of 10 pillar projects — by the Ministry of Culture, Sports and Tourism and the Korea Tourism Organization (KTO) to fulfill the government's ambitious goal to attract 20 million inbound visitors by the end of the year. (February 15)

**MALAYSIA:** Tourism Malaysia expresses confidence in meeting its ambitious goal of 27.3 million foreign tourist arrivals for the year, buoyed by various favorable conditions. The government's charter flight matching grant incentive, coupled with the visa liberalization program and intensified international tourism promotion efforts, stand as pillars supporting this optimistic outlook. Ammar Abd Ghapar, the director-general of Tourism Malaysia, highlighted that the nation welcomed over 20 million foreign tourists last year, substantially exceeding the initial target of 19.1 million. (February 13)

**THAILAND:** Thailand has implemented a new initiative to entice tourists back after the disruptions caused by the COVID-19 pandemic. Under this scheme, visitors will receive medical coverage of up to USD 14,000 in case of accidents, as announced by the tourism minister. Additionally, the government will provide compensation of up to one million baht (approximately USD 37,270) in the unfortunate event of a visitor's death. This move comes as Thailand's tourism sector continues to grapple with the aftermath of pandemic-induced travel restrictions, with a slower-than-anticipated recovery in tourist arrivals. (February 15)

# TAIWAN AIRLINE UPDATES

## CURRENT ROUTE IN OPERATION:



### CHINA AIRLINES

- March operations sched  CHINA AIRLINES

### 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



## CI March Operation Schedule :



Location					
North America	Operation Schedule	Southeast Asia	Operation Schedule	Southeast Asia	Operation Schedule
Los Angeles	Daily	Bangkok	Daily	Ho Chi Minh City	Daily
Ontario	Daily	Singapore	Daily	Hanoi	Daily
San Francisco	Daily	Jakarta	Daily	Manila	Daily
Vancouver	Daily	Kuala Lumpur	Daily	Bali	Daily
New York	4 flights/week	Penang	Daily	Da Nang	4 flights/week
		Cebu	5 flight/week	Phnom Penh	3 flights/week
		Chiang Mai	4 flights/week	Yangon	3 flights/week
		Palau	2 flights/week	Kota Kinabalu	2 flights/week
				Brunei	1 flight/week

## CI March Operation Schedule :



Location							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	3 flights/week	Sydney	6 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	5 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	2 flights/week	Brisbane	6 flights/week	Osaka	Daily	Hokkaido	Daily
Roma	3 flights/week			Tokyo(HND)	Daily	Takamatsu	5 flights/week
Vienna	4 flights/week			Tokyo(NRT)	Daily	Hiroshima	4 flights/week
Prague	2 flights/week			Seoul(ICN)	Daily	Hong Kong	Daily
				Seoul(GMP)	3 flights/week	Shanghai	Daily

## MEETING WITH GENERAL MANAGER OF PHILIPPINE AIRLINES

- February 5, 2024
- GTO met with Jason Chen, General Manager of Philippine Airlines to discuss promoting MICE programs in Guam
- PAL has arranged a meeting with key agents to promote fixed group inclusive tourist (GIT) seat numbers for each weekly flight (operating Mondays, Tuesdays, and Saturdays)



L-R: Alex Lei, President of ANTOR, Jason Chen, General Manager of Philippine Air Taipei office, Leo, Sales Manager of Philippine Air, Felix, Director of GTO

## MEETING WITH VIETJET

- February 6, 2024
- GTO met with Sandy Su, Marketing Manager of Vietjet and Thai Vietjet to discuss the possibility of Thai Vietjet operating direct flights from Taipei to Guam
- Sandy Su advised GTO that she will submit a proposal to Vietjet HQ to evaluate the feasibility and capacity of operating three weekly flights from Taipei to Guam.



## MEETING WITH STAR TRAVEL

- February 7, 2024
- Star Travel recently relocated to a new office and invited GTO for a courtesy visit.
- Ms. Chin, General Manager and Mr. Lo, Vice President of Star Travel expressed their intention to reassess destination expansion, including Guam.
- The agency will also evaluate the demand for charter flights.



Felix, Director of GTO, Mr. Lo, Vice President of Star Travel

# PHILIPPINES

## PH EYES ‘LAYOVER TOURS’ FOR TRANSITING LOCAL, FOREIGN TOURISTS

MANILA – The Philippine government is planning to introduce a “layover tour” program for local and foreign tourists transiting through the Ninoy Aquino International Airport (NAIA), Tourism Secretary Christina Frasco announced Thursday. Frasco said the Department of Tourism (DOT) is in talks with relevant agencies, including airport authorities to push the launch as early as the second quarter of 2024.

The tourism chief said government agencies are negotiating the technicalities of the program, including the process for tourists who will temporarily exit the airport gates for side Manila trips. The upcoming tourism program is expected to feature the newly-launched “Hop-on Hop-off” (HOHO) Pasay-Parañaque, also known as the Entertainment Hub Route.

The Philippines Hop-On-Hop-Off Travel operates through designated hubs, where tourists have the freedom to choose their preferred destination and duration of stay. The HOHO Pasay-Parañaque Route features 13 bus stops to highlight the various “entertainment hotspots” in the two cities. This is the third of its kind following the launches in Makati and Manila last year.

## PHILIPPINE TOURISM ALIVE AGAIN



MANILA – With more Filipinos able to afford traveling around the country and even overseas, a travel executive declared that the Philippines’ tourism industry is alive again amid continuous easing of pandemic restrictions. Travelers look for tourism offerings that cater to families and even bigger groups, including those

in the corporate sector sponsored by their companies, Aileen Clemente, president of Rajah Travel Corp. said. Clemente also mentioned that travelers prefer guided tours, which is more intimate and more experiential. They especially prefer those tours with exclusivity.

Fitch Solutions’ research firm BMI projected that the Philippines will fully recover its tourist arrival levels in 2024. The Philippines welcomed over 8.26 million foreign tourists in 2019, according to the Department of Tourism. The growth in tourist arrivals in the Philippines – perceived to be at 64 percent – is primarily driven by arrivals from markets such as South Korea, China the US, Japan and Australia.

## US TELLS MARCOS: ASK AND WE ARE HERE



MANILA, Philippines – The United States is ready to assist the Philippines during times of need, US Ambassador MaryKay Carlson assured President Marcos on Tuesday, as the envoy highlighted how the Enhanced Defense Cooperation Agreement (EDCA) between the two countries has helped the Philippines in the delivery of urgently needed aid.

Carlson paid a courtesy call on Marcos at Malacañang, where they talked about Washington’s provision of two C-130s of the Indo-Pacific Command (INDOPACOM) in the ongoing delivery of food packs and other supplies to residents affected by the flooding in Mindanao.

The Presidential Communications Office said in a statement, “Carlson told President Marcos that Washington is please to bring two C-130s from the INDOPACOM, although it is not the cheapest or the easiest way to delivery foreign assistance.” Carlson also told Marcos that when PI asks, the US is readily available to offer aid - referring to the teams from the US Agency for International Development, Joint US Military Assistance Group and INDOPACOM. Apart from the use of two US C-130s, the US government has also extended \$1.25-million emergency support.



# 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



- 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

## Popular PAL Flights Deals to Guam!

MNL to GUM Apr 04-09, 2024	MNL – GUM Apr 21-27, 2024	MNL – GUM May 03-08, 2024
From US \$447* Round Trip   Economy	From US \$441* Round Trip   Economy	From US \$412* 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.

## Featured Daily Fairs for Flights from MNL to GUM

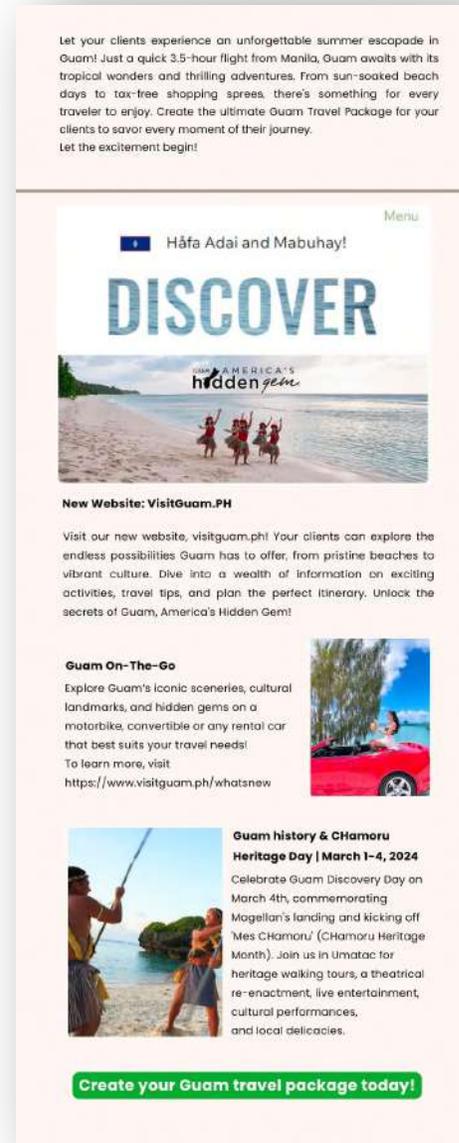
March 2024	April 2024	May 2024
From US \$365* Round Trip   Economy	From US \$360* Round Trip   Economy	From US \$360* Round Trip   Economy

<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.

## AMERICA'S HIDDEN GEM MONTHLY NEWSLETTER

- Monthly newsletter sent to travel agents and industry partners within the Philippines to keep Guam *top of mind* when creating travel packages
- February's EDM highlighted the launch of the new [visitguam.ph](https://visitguam.ph) website and upcoming Guam History & Chamoru Heritage Day
- Newsletter was sent to a total of 500 contacts consisting of travel agents and industry partners within the Philippines



# PHILIPPINES MARKETING ACTIVITIES



Visit Guam (PH)

in the air. Plan your next Guam getaway with a loved one and create memories that will last a lifetime.

@kickguam

#VisitGuam #AmericasHiddenGem #AmericaInAsia #GuamUSA

**97k reach**  
**8k engagements**



Visit Guam (PH)

Celebrate this month of love with taking in Guam's beautiful cotton candy skies. @melissadobson

#GuamLife #GuamUSA #AmericaInAsia #AmericasHiddenGem #GuamUSA

**111k reach**  
**7k engagements**



Visit Guam (PH)

Explore Tumon and find the best restaurants and shopping areas, all within walking distance from your hotel.

#Tumon\_jung

#GuamLife #GuamUSA #AmericaInAsia #AmericasHiddenGem #GuamUSA

**321 likes**  
**20 comments**

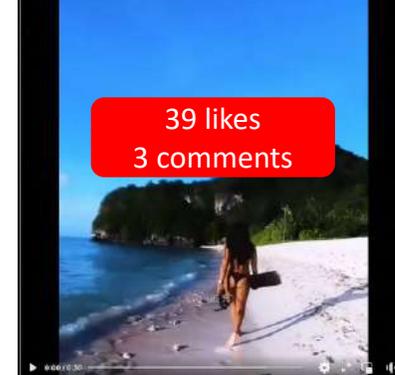


Visit Guam (PH)

Take in the deep sea and explore Guam's natural wonders. @danielstevens

#GuamLife #GuamUSA #AmericaInAsia #AmericasHiddenGem #GuamUSA #Traveling

**39 likes**  
**3 comments**



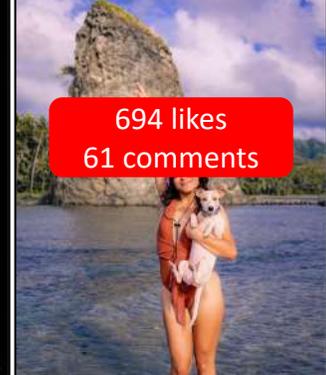
Visit Guam (PH)

It's all sunshine and smiles in Guam, USA! Plan your trip to America's Hidden Gem, only 3.5 hours away from Manila.

@guam

#GuamLife #GuamUSA #AmericaInAsia #AmericasHiddenGem #GuamUSA

**694 likes**  
**61 comments**



Visit Guam (PH)

Sponsored - Published by Crystal Iano-Acoba

Your next adventure in Guam awaits. Plan the perfect romantic getaway, only 3.5 hours from Manila!

@i\_am\_alison

#IslandParadise #GuamAdventures #DailyInGuam #VisitGuam #AmericaInAsia #AmericasHiddenGem #GuamUSA #GuamLove

**127.7k reach**  
**13k engagements**



Visit Guam (PH)

In Guam, it's all sun, sand, and smiles. Plan the perfect beach day in Guam, USA!

@dianeilano

#GuamLife #VisitGuam #AmericaInAsia #AmericasHiddenGem

**622 likes**  
**58 comments**



Visit Guam (PH)

Excited to explore the US? Begin your American journey by choosing Guam as your first destination! Indicate Guam when applying for your US visa and unlock the gateway to adventures.

Plan your Guam getaway today! 🇺🇸 To apply for a US visa, please visit: <https://www.state.gov/apply>

#VisitGuamUSA #VisitGuam #AmericasHiddenGem #AmericaInAsia #GuamUSA

**34 likes**  
**1 comment**



Visit Guam (PH)

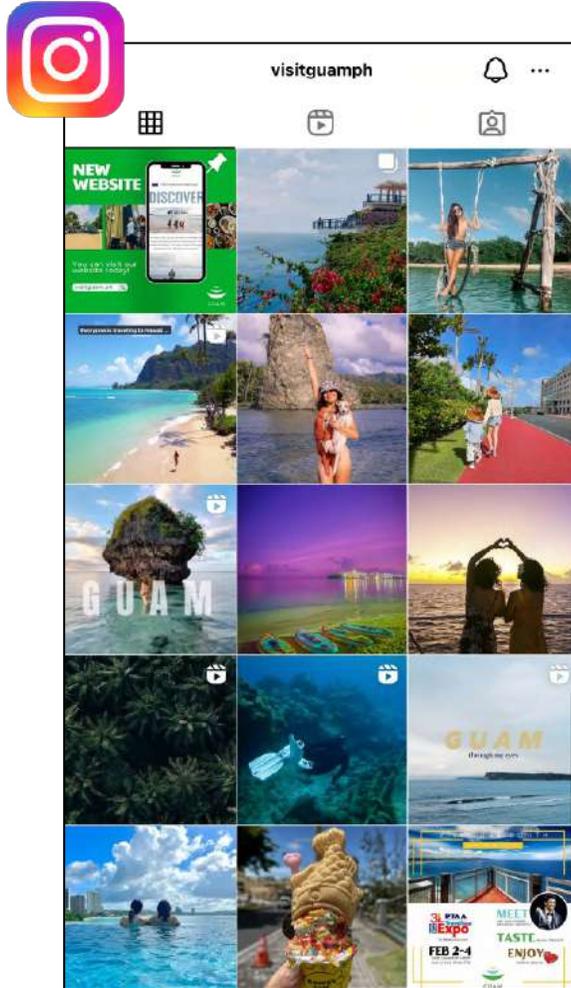
Fall in love all over again at Puntan Dos Amantes! Witness a breathtaking view and enjoy the fun of Guam's Heart Lock Wall, where you can pledge your love for someone special.

#GuamLife #AmericaInAsia

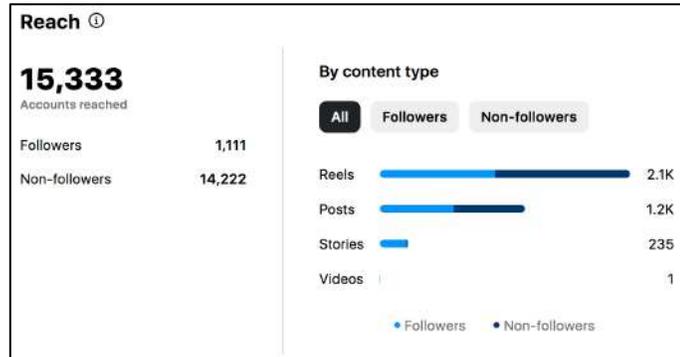
**34 likes**  
**2 comments**



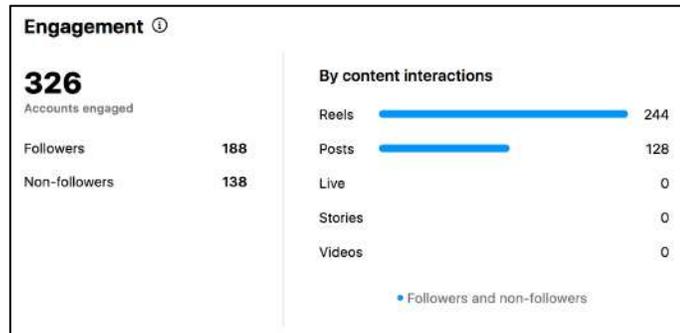
# PHILIPPINES MARKETING ACTIVITIES



Feb 5 – Feb 18



Top content based on reach



Top content based on engagement

