



INDUSTRY REPORT

FEBRUARY 28, 2025



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DESTINATION UPDATES



PROMOTIONAL FARE: GUAM TO TAIPEI




UNITED AIRLINES GUM-TPE SPECIAL FARE

United Airlines is launching a new nonstop service between **Guam** and **Taipei, Taiwan**, starting **April 2, 2025**. Special roundtrip economy fare are available. Be among the first to experience this new connection and discover exciting adventures in Taipei.

Book your tickets by **March 2, 2025** at united.com, the United app, your local travel agency, or visit the United City Ticket Office in Tiyan.

Additional fees for baggage and other optional services may apply.

*Remember to select **Basic Economy/Restricted Fares** when booking through the United app to access these special rates. Terms and conditions apply.*



Up, up and away to Taipei

Starting April 2, fly nonstop twice weekly from Guam with United.

United Economy*	
Round trip starting as low as:	Special roundtrip economy fares (G class) starting as low as \$381* (includes estimated taxes) for travel beginning April 2 through June 30, 2025. Tickets must be purchased at time of booking and no later than March 2, 2025.
\$381*	
<small>*Includes estimated taxes of approximately \$150.09</small>	

From/To	Flight No.	Departure	Arrival	Frequency	Aircraft
TPE-GUM	UA 165	10:30 a.m.	4:20 p.m.	Wed, Sat	B737-800
GUM-TPE	UA 166	7:00 a.m.	9:25 a.m.	Wed, Sat	B737-800

Travel period	For travel beginning April 2, 2025, through June 30, 2025. Travel restrictions apply.
Travel duration	Maximum stay 30 days.
How to book	Book your flight at united.com . Select Basic Economy/Restricted Fares to view the special fares when booking through the United® app.
Last ticket date	March 2, 2025

Terms and Conditions: Fares includes carrier-imposed fees and taxes of approximately \$150.09. Taxes subject to currency adjustments and applicable taxes, passenger facility charges and security fees. Fares, taxes, and carrier-imposed fees are subject to change without notice. Tickets must be purchased at the time of booking, but no later than March 2, 2025. Travel must originate in Guam. Valid for roundtrip travel from Guam to Taipei. Fares are subject to availability of Economy G class on United aircraft only. Seats are capacity-controlled and may not be available on all flights and/or dates. The maximum stay is 30 days before departure from fare origin. Stopovers are not permitted. Other restrictions: Open return is not permitted. All segments must be confirmed at time of ticketing. No waitlist allowed. Other discounts and travel certificates are not applicable. Tickets are non-refundable in case of cancel, no-show, or refund (except in accordance with United's 24-hour booking policy). Reservations must be cancelled before original scheduled flight or ticket has no value. Penalties: No changes permitted. Other restrictions and additional bag fees may apply. The original and re-issued ticket must be annotated - NONREF/DVALLA/TDPT/CHGFEES - in the endorsement box. Service fee applies for ticket issuance through reservations and United City Ticket Office.
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2025 TUMON BAY MUSIC FESTIVAL

TUMON BAY MUSIC FESTIVAL CELEBRATES 20 YEARS

The Guam Philharmonic Foundation, Incorporated invites the community to experience the **2025 Tumon Bay Music Festival** from **February 26 to March 8, 2025**, which will take place at various locations throughout Guam.

Most events are **FREE & OPEN TO THE PUBLIC**. The latest festival information can be found at TBMFGUAM.org



FEB 26

Prelude to CHamoru Month
Center Court of Micronesia Mall

FEB 27-28

Handbell and Choir Festival
KAHIDA, Guam Plaza Resort

MAR 01

Solo & Small Ensemble
Episcopal Church of St. John

MAR 02

Jazz, Rock & Beyond
Ypao Amphitheater

MAR 03-04

Band & Orchestra Festival
Grand Ballroom of the Hyatt Regency Guam

MAR 05-07

Condoria; Tumon Bay International Wind Orchestra
Center Court of Micronesia Mall

MAR 08

Finale Concert & Award Ceremony
Center Court of Micronesia Mall

REGISTRATION NOW AVAILABLE

Join us this Ko'ko' Weekend at the Governor Joseph Flores Memorial Park in Tumon. The countdown begins for Guam's elite running event. The Guam Ko'ko' Kids Fun Run is a fun-filled family event for children ages 4-12 years old. The Guam Ko'ko' Road Race features a four-person 5K relay and a Half Marathon.

Register online at VISITGUAM.COM/KOKO. For more details contact GVB at 646-5278.



KO'KO' KIDS FUN RUN Saturday, April 12, 2025

- .6K - Ages 4 to 6
- 1.6K – Ages 7 to 9
- 3.3K – Ages 10 to 12

\$10 registration per child



KO'KO' HALF MARATHON & 5K EKIDEN RELAY Sunday, April 13, 2025

- Half Marathon (13.1 miles): \$40
- Ekiden Relay Race (3.1 miles): \$80 (\$20/person)

LESS PAPERWORK REQUIRED FOR TRAVEL TO GUAM OR CNMI UNDER VISA WAIVER PROGRAM

If you're eligible under the **Guam-CNMI Visa Waiver Program**, here's what you need to do:

1. Apply for a **G-CNMI Electronic Travel Authorization (eTA)**, or
2. Complete **Form I-736** before traveling.

Benefits of the eTA:

- **Faster entry:** No paperwork upon entry to Guam-CNMI.
- **Support available:** Email and online help are available from U.S. Customs and Border Protection (CBP).
- **Increased security:** CBP can pre-screen travelers prior to their arrival.

When to Apply:

- Recommended to apply at least 5 days before departure.

eTA Validity:

- Valid for **2 years** or until the **passport expires**.
- A new eTA is needed if you get a new passport or change your name, gender, or nationality.
- **Passports expiring in less than 6 months** are not eligible for an eTA.

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

AS OF NOVEMBER 30, 2024 HARDCOPIES OF THE i-736 FORM ARE NO LONGER AVAILABLE OR ACCEPTED



Guam is just a click away with the new electronic travel authorization.

MANDATORY ELECTRONIC DECLARATION FORM

As of February 4, 2025, the Guam EDF is now **MANDATORY** upon entry into Guam. All persons arriving in Guam must comply with United States and Guam laws prior to their arrival. For your convenience, the form may be completed up to 72 hours prior to arrival date.



Access the Guam EDF from our GVB website or the Guam CQA website.



<https://www.guamvisitorsbureau.com/>
<https://cqa.guam.gov/>

EXPLORE GUAM - MAP



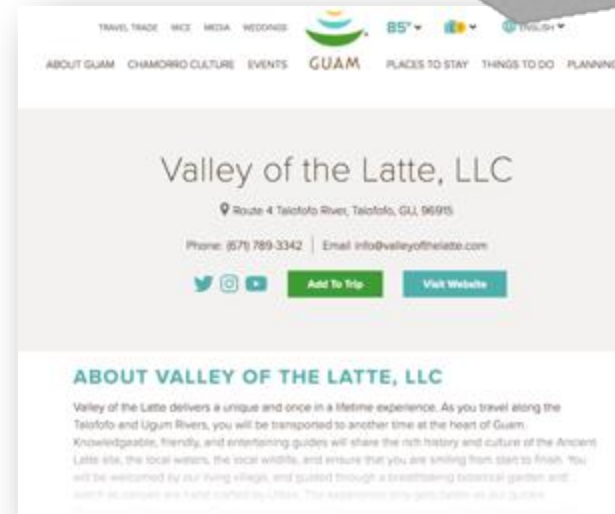
Valley of the Latte, LLC
Get Directions (671) 789-3342


Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village, and guided through a breathtaking botanical garden and watch as canoes are hand crafted by Ulitao. The experience only gets better as our guides demonstrate how ancient Chamorros started their fires and show you traditional basket weaving techniques. The longer you are here, the more you realize, that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality, fulfilled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the 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: <http://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  BS  ENGLISH

ABOUT GUAM CHAMORRO CULTURE EVENTS  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 demonstrate how ancient Chamorros started their fires and show you traditional basket weaving techniques. The longer you are here, the more you realize, that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality, fulfilled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the Talofofo and Ugum rivers with us! We take pride in being Guam's only true eco-friendly and sustainable island extravaganza filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the intrepid traveler, romantic couple escape, or childhood adventure of a lifetime. It is sure to keep you returning for more. We have also served as venue to special days such as weddings, school field trips, birthdays, company retreats, and more. Feel free to email info@valleyofthelatte.com for more information and if you have any questions. Find us: <http://www.valleyofthelatte.com/valley-latte-map-contact/>

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

CALLOUT FOR TOUR GUIDES

CONNECT WITH OUR VISITORS: BECOME AN ENGLISH OR TAGALOG SPEAKING TOUR GUIDE

- Participate in the Tour Guide Certification Program (TGC)
- GUAM COMMUNITY COLLEGE conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities



If interested, please click link
for more info

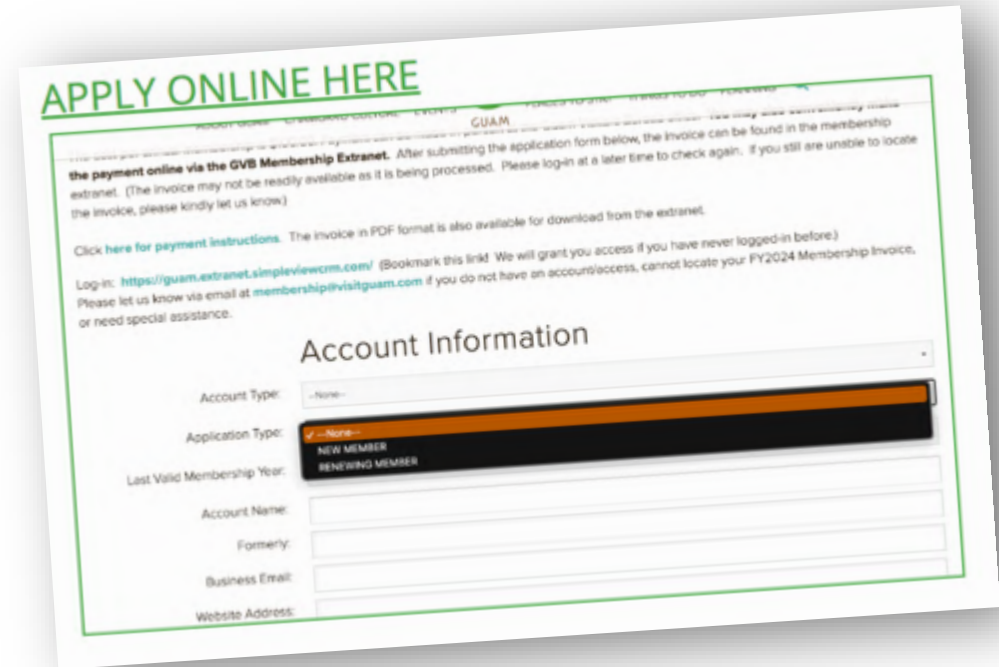
<https://www.guamvisitorsbureau.com/destination/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

MEMBERSHIP BENEFIT

CALLOUT FOR BROCHURES

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

If interested, please provide at least 500 brochures (each language).



Download our membership application from our GVB website.

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



MARKET INTELLIGENCE REPORT

As of February 28, 2025 and may be subject to change.



MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for March remains at 41,693; and April at 35,352.
- Shown in appendix: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

SOUTH KOREA

- 2025 tourism market trend
- Total outbound seat capacity for March remains at 32,591; and April at 30,363.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

TAIWAN

- Taiwan's China Airlines, Tourism Administration sponsor San Francisco marathon
- Tourism demand boosts Taiwan airlines' sales
- Shown in appendix: airline updates; marketing activities; etc.

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in March 2025 and are offering specials
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX



APPENDIX

As of February 28, 2025 and may be subject to change.



JAPAN



PECO AS AMBASSADOR FOR 'GOGO GUAM HÅFA ADAI CAMPAIGN 2025'

- January 30, 2025
- The GOGO GUAM Håfa Adai Campaign began with celebrity Peco, with over 2.5M followers, as its ambassador.
- Peco praised Guam as Japan's closest U.S. destination, perfect for both travel and learning English.
- Moving forward, she will actively promote the island through social media.



KO'KO' ROAD RACE PROMOTIONS

- February 2, 2025
- GVB Japan promoted the Ko'ko' Road Race at an Osaka Full/Half Relay Marathon
- Winners will receive 2 round-trip tickets to Guam + free entry to the Ko'ko' Road Race in April



RUN TRIP TO KO'KO' ROAD RACE 2025

- HIS launched a special tour package for Japanese runners, centered around the upcoming Ko'ko' Road Race on April 13, 2025 in Guam.
- The 3-4 day tour is priced at ¥129,000–¥174,000 (approx. \$870–\$1,170) per person, based on double occupancy.
- Special guests include Myako, an ultra marathon runner, and Haruka Shimoida, a yoga instructor and runner.
- The tour aims to increase Japanese participation in the Ko'ko' Road Race and promote Guam as a destination for sports tourism.



PR VIDEO SHOOTING FOR GUAM WEDDING PROGRAM

- February 18-19, 2025
- GVB Japan team visited various locations in Guam to capture content for its wedding campaign.
- The content focused on the *Jewel by the Sea* chapel and experiences for wedding groups visiting Guam.
- Promotional material to be distributed across various platforms by mid-April 2025.



SNS HIGHLIGHT



433 Like



290 Like



1159 Like



169 Like



382 Like



538 Like



216 Like



222 Like



247 Like



240 Like



41 Like



165 Like



257 Like



59 Like



41 Like

SOUTH KOREA

2025 TOURISM MARKET TREND



Season-Stretching

Travelers are increasingly drawn to ‘season-stretching’ — also known as off-peak or shoulder-season travel.

More travelers want to avoid extreme weather, overcrowding, and rising costs. This shift is driven by both practical concerns and the appeal of more affordable travel.



Destination Dupes

Travelers seek lesser-known yet similar alternatives to overcrowded and expensive hotspots.

Social media and travel operators are driving this shift, highlighting hidden gems that offer comparable experiences at a lower cost.



Frontier Tourism

Travelers seek remote, nature-rich destinations driven by a growing desire for open spaces and outdoor experiences.

Influenced by cultural trends, activities like horseback riding and camping under the stars are gaining popularity.

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE

Guam Visitors Bureau and Lotte Duty Free Launch Joint Promotion



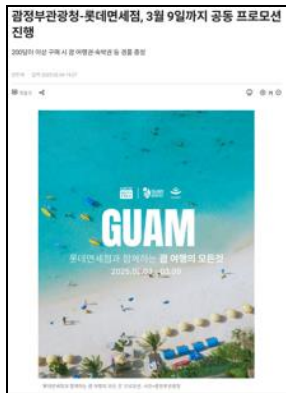
▶ Gukje News



▶ Digital Chosun



▶ Tour Korea



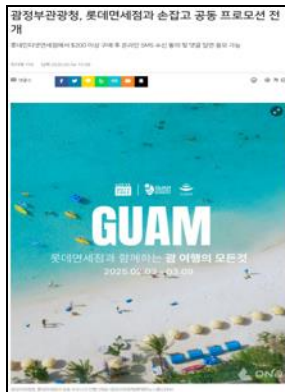
▶ News Journalism



▶ Herald Economy



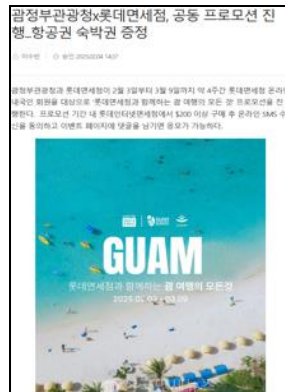
▶ Biz World



▶ Open News Agency



▶ News Road



▶ Korea Duty Free News



▶ TTL News



▶ Korea Travel Times



▶ Discovery News

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE

Guam Visitors Bureau accomplished 2025 Maekyung-KPGA Golf Expo



TTL News



Travel Leisure



News Road



Yeonhap News

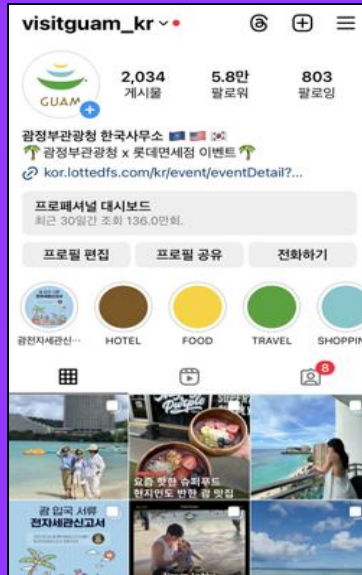


Kookmin Ilbo



Job Post

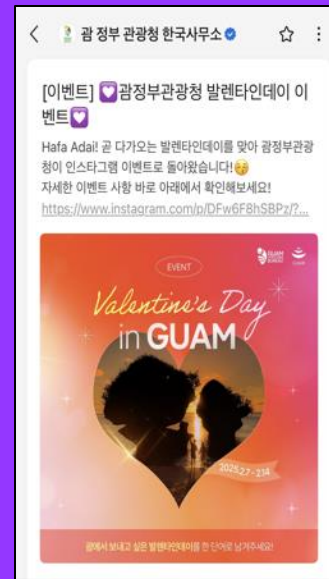
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: FEBRUARY 3-7, 2025

THEME: EDF UPDATE/ LOTTE DUTY FREE PROMOTION/ GUAM GOLF CLUB & 2025 MAEKYUNG KPGA GOLF EXPO

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: FEBRUARY 10-14, 2025

THEME: 2024 GUAM TRAVEL AWARDS HOTEL/ VALENTINE'S DAY EVENT

TAIWAN

TAIWAN'S CHINA AIRLINES, TOURISM ADMINISTRATION SPONSOR SF MARATHON

China Airlines and the Tourism Administration are sponsoring the 2025 San Francisco Marathon to promote Taiwan as a premier sports tourism destination, making Taiwan the only official travel destination associated with the event.

As the official airline partner, China Airlines aims to attract international runners to participate in its Starlight Road Race and the New Taipei City Wan Jin Shi Marathon in 2026, further strengthening Taiwan's position in the global marathon scene.

With over 30,000 participants, the San Francisco Marathon's scenic route covers iconic landmarks such as the Golden Gate Bridge, Golden Gate Park, and Fisherman's Wharf, offering an unparalleled race experience.

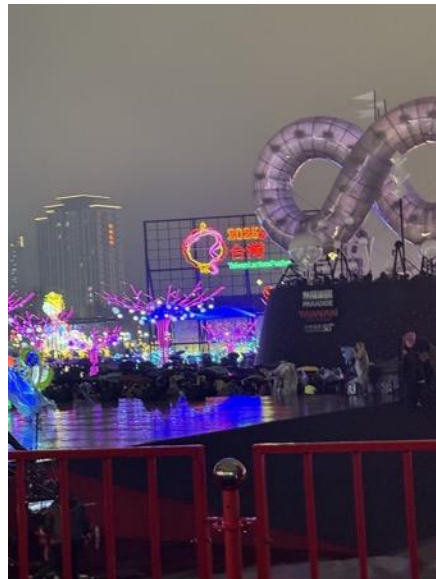


TOURISM DEMAND BOOSTS TAIWAN AIRLINES' SALES

Taiwan's major airlines saw record-breaking revenue in January, with China Airlines (CAL) hitting NT\$19.29 billion in consolidated sales and EVA Air reaching NT\$20.045 billion, fueled by strong tourism demand during the Lunar New Year and winter vacation peak season. Regional and long-haul routes performed exceptionally well, with EVA Air's load factor on North American and European routes nearing 90%, and flights to Japan and South Korea exceeding 85%, driven by CES visitors and holiday travel demand.

2025 TAIPEI LANTERN FESTIVAL

- February 12, 2025
- The 2025 Taiwan Lantern Festival opening ceremony was held in Taoyuan, with GTO attending as an invited guest from its sister city.
- President Lai Ching-te delivered the opening speech, extending blessings with the theme “Six Harmonies and Spring Serpents Bringing Prosperity.”



DAC TRADE SEMINAR IN KAOHSIUNG

- February 20, 2025
- GTO participated in the trade seminar in Kaohsiung to promote Guam and announce the launch of the direct flight to local travel agents.
- Also hosted three lucky draw prizes for the participants, enhancing interaction and excitement at the event.
- Met with Mr. Samuel Goffman, Deputy Branch Chief at AIT Kaohsiung Branch Office, and other AIT officers to express gratitude for their continued support and hospitality.



Samuel Goffman, Deputy Branch Chief at AIT Kaohsiung Branch Office, Felix, Director of GTO

NR Monitor

For the past week (February 15-21), a total of 6 exposures were monitored.

1 of the news reported that Unbeatable Holiday Travel Deal! Fly Direct from Taipei to Guam Starting at NT\$10,000 – No Visa Required!

(1)

聯手16城市、TERU打造國際燈光藝術饗宴！ 2025台北燈節友好燈組數量再創新高

藝點新聞
更新於 02月06日 18:34 • 發布於 02月06日 18:34

搶購

藝點新聞Jeffrey編輯整理

「2025台北燈節」友好燈區展出花燈數量再創新高！臺北市政府觀光傳播局指出，今年共16個友好城市國家響應，其中印度、日本和歌山縣更是首次參展，共同打造一場盛大的國際藝術饗宴；此外，今年也首度與日本搖滾天團GLAY主唱兼藝術家TERU合作，以故鄉函館為靈感創作「等待豐收的樹」作品，承載了TERU對臺日友好關係的美好願景，邀請國內外遊客即日起至2月16日，搭乘捷運到臺北西門叮賞花燈。



(圖 / 臺北市政府)

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 Mar 11-13, 2025	MNL to GUM Mar 14-23, 2025	CEB – GUM Apr 16-21, 2025
From US \$335 Round-trip Economy	From US \$335 Round-trip Economy	From US \$518 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 fairs includes taxes, fees, and surcharges except PH Travel Tax paid at the airport.



Manila-Guam-Manila: Terminal 3

- **Daily**

UA184 Depart MNL 22:55 / Arrive GUM 04:40
 UA183 Depart GUM 19:55 / Arrive MNL 21:50

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:40 / Arrive GUM 06:30
 UA193 (via Koror) Depart GUM 19:55 / Arrive MNL 23:50

Featured Daily Fairs for Flights from MNL to GUM

Mar 2025	Apr 2025	May 2025
From US \$353* Round Trip Economy	From US \$353* Round Trip Economy	From US \$353* 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/>

AVION EXPRESS PHILIPPINES TO LAUNCH ACMI OPERATIONS

Avion Express Philippines is set to introduce its ACMI (Aircraft, Crew, Maintenance, and Insurance) services to the Philippines. The announcement was made during a high-profile industry event held on February 20. The new ACMI provider is designed to meet the Philippines' seasonal aircraft capacity needs. The intent is for airlines to optimize operations, explore new routes, and ultimately provide better travel experiences for passengers.



TRAVEL OUTLOOK FOR 2025

During an ANC Prestige interview, Philippine Travel Agencies Association (PTAA) President Mariegel Tankiang-Manotok discussed travelers' evolving preferences and behaviors amidst the rapidly changing tourism landscape. Ms. Meriegel was very optimistic about the Philippines' travel outlook for 2025. Despite inbound arrivals not matching up to its pre-covid numbers, visitor spend has increased and is a factor that the Philippines tourism industry is focusing on.



PHILIPPINES MARKETING ACTIVITIES



MANILA BULLETIN GUAM FEATURE

On February 20, 2025, Manila Bulletin posted an article feature highlighting luxury in Guam, from accommodations, shopping and dining, to spa treatments and personalized tours. The article was published within MB's *lifestyle section* in both print and online. February's artcard focused on Guam's rich history and unique culture that is still practiced today.



MONTHLY NEWSLETTER

- February 12, 2025
- Monthly newsletter was sent out to a total of 657 contacts, which included new connections made at the recent PTAA B2B event
- EDM highlighted places to visit and activities to experience in Guam
- Delivery rate 98.33%; Open rate 42.11%



Step into the Colors of Guam

Guam Visitors Bureau <infoph@7311845.brevo.com>
Reply-To: infoph@visitguam.com

Wed, Feb 12, 2025 at 4:05 PM



STEP INTO THE COLORS OF GUAM



Go to visitguam.ph to begin preparing your NEW DESTINATION itinerary!

Click [here](#) to access the Manila Bulletin article.