



#InstaGuam

@__akaris82

INDUSTRY REPORT

JULY 12, 2024



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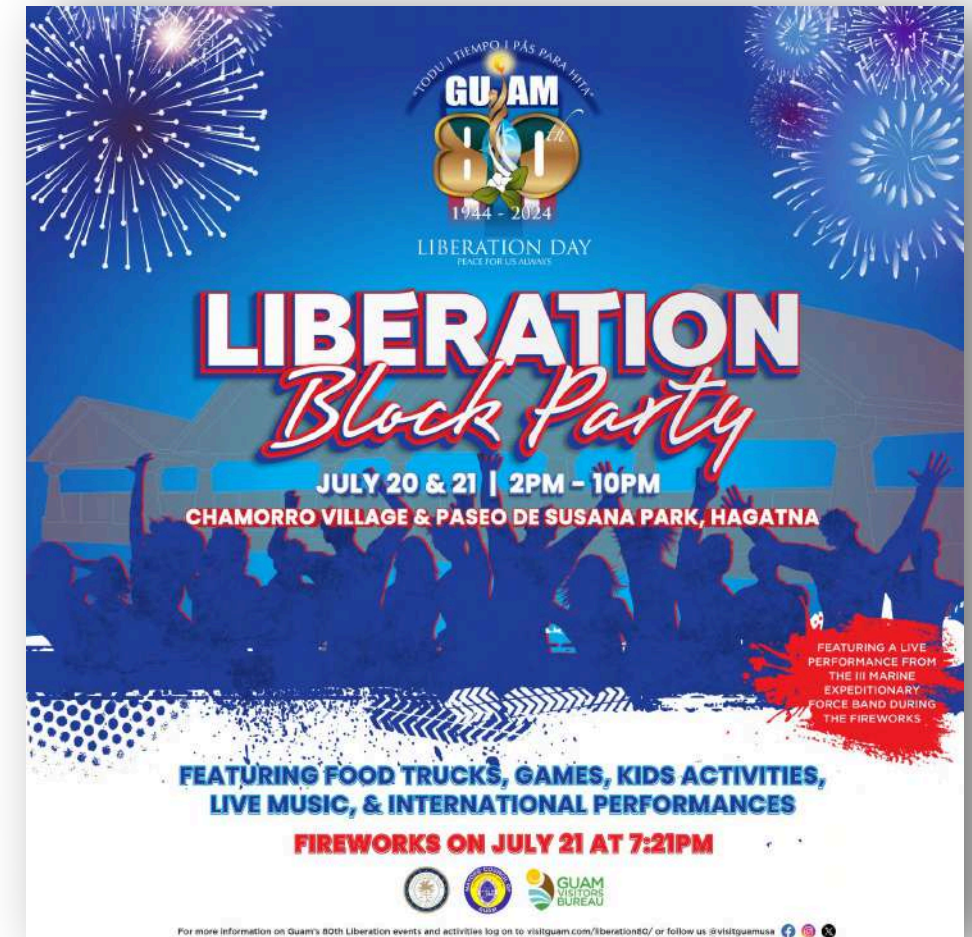
DESTINATION UPDATES



UPCOMING EVENTS

GUAM'S 80th LIBERATION CELEBRATION EVENTS

- Join us in celebrating **Guam's 80th Liberation** in Hagåtña.
- **“Todū I Tiempo I Pās Para Hita”** which translates to **“Peace For Us Always”** is this year's theme in commemoration of July 21, 1944 referencing the Guam Hymn.
- Block Party - hosted by GVB on July 20 & 21, 2024
 - Fireworks at 7:21 pm on July 21, 2024
- Memorial Lights – hosted by MCOG on July 19-21, 2024 at Plaza de España
- Liberation Parade – hosted by MCOG on July 21, 2024 at Marine Corps Drive



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 Fai Fai 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 its 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/>

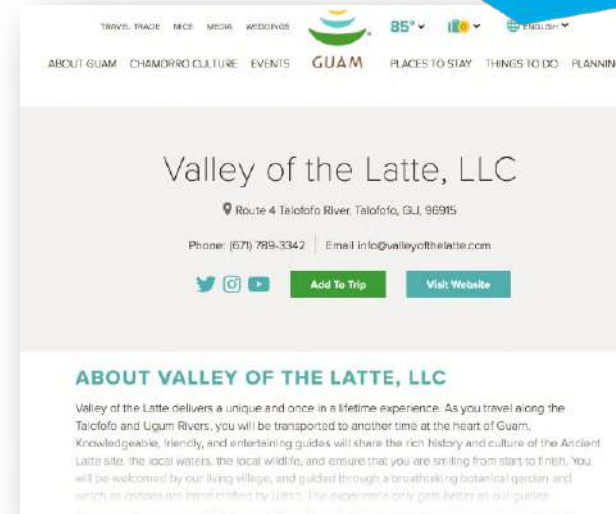
[More Info](#)



**INDUSTRY PARTNERS: PLEASE
UPDATE YOUR INFORMATION**

Give visitors better access to your business, with GVB's digital map.

EXAMPLE



TRAVEL TRAILER MUSIC 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

[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

BECOME A TOUR GUIDE

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).



The screenshot shows a web form for applying for GVB membership. At the top, it says "APPLY ONLINE HERE" in green. Below this, there is a navigation bar with links: ABOUT GVB, EMPLOYERS, EVENTS, GUAM, and PARTNERS. The main text explains that after submitting the application, the invoice can be found in the membership extranet. It provides a link to the extranet and instructions on how to log in. Below the text is a section titled "Account Information" with several input fields: Account Type (dropdown menu), Application Type (radio buttons for NEW MEMBER and RENEWING MEMBER), Last Valid Membership Year (text field), Account Name (text field), Formerly (text field), Business Email (text field), and Website Address (text field).

Download our membership application from our GVB website.

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

#InstaGuam
@ctfsevenfive



MARKET INTELLIGENCE REPORT

As of July 12, 2024 and may be subject to change.



MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for July remains at 46,243; August at 41,816; and September at 41,562.
- Japan Airlines summer 2024 flight schedule shown in appendix
- Shown in appendix are: SNS performance summary and highlights; and Weekly Guam digital PR articles



TAIWAN

- Tourism Administration launches “Taiwan Pass”
- Shown in appendix are: airline updates; marketing activities; etc.

SOUTH KOREA

- Total outbound seat capacity for July remains at 35,837; August at 35,270; and September at 34,710.
- Shown in appendix are: media monitoring of press releases; and SNS weekly activity



PHILIPPINES

- **Philippine Airlines to launch Manila-Seattle route in October 2024**
- **United Airlines to launch Narita-Cebu flight in July 2024**
- **United Airlines and Philippine Airlines continue to fly daily in July 2024 and are offering specials**
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX



#InstaGuam
@ideun_baba



APPENDIX

As of July 12, 2024 and may be subject to change.



JAPAN



HOSHINO RESORTS RISONARE HANEDA-GUAM OFFERS

- Hoshino Guam is offering the “Haneda-Guam Direct Flight Commemoration Plan” until September 30.
- This plan allows guests to check in from 6:00 AM for flights arriving early in the morning.
- Guests can also enjoy breakfast at the buffet restaurant “Le Premier” on the day of their arrival and use hotel’s facilities including the water park, which opens at 9:30 AM.
- The 3-day plan includes early check-in, accommodation (1 night), breakfast (2 times), and use of water park.
- Rates start at \$54 per person/night.



JAL ANNOUNCES SUMMER TIMETABLE FLIGHT PLAN


- JAL announced its flight plan for the GUM route from Oct. 1-26, 2024
- Until September 2024, five weekly flights will operate from Narita on Tuesdays, Wednesdays, Thursdays, Saturdays, and Sundays.






JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - JULY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Suspended from May 6 - Jul 24, 2024	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	664
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	5,146
	Available from May 6 - Sep 24, 2024	UA840	NRT	17:55 / 22:40	Tue, Thu, Sat, Sun	2,822
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,146
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:05 / 16:15	Daily	5,146
TTL						41,666

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	4,577
	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						4,577

JULY TOTAL OUTBOUND SEAT CAPACITY : 46,243

AIRLINE OPERATION – AUGUST


Interviews with various companies




AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Available	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Suspended until Oct 26, 2024.	UA865	NRT	17:50 / 22:35	Daily	0
	Available from May 6 - Sep 24, 2024	UA840	NRT	17:55 / 22:40	Tue, Thu, Sat, Sun	2,822
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,146
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 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	JL941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	4,378
	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	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						5,794

AIRLINE OPERATION - SEPTEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	4,980
	Available	UA197	NRT	17:00 / 21:45	Daily	4,980
	Available	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
	Available from May 6 - Sep 24, 2024	UA840	NRT	17:55 / 22:40	Tue, Thu, Sat, Sun	2,656
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	4,980
	Available	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
	Available	UA150	KIX	11:05 / 15:45	Daily	4,980
	Available	UA178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	1,992
	Available	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	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						4,378

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				47,959

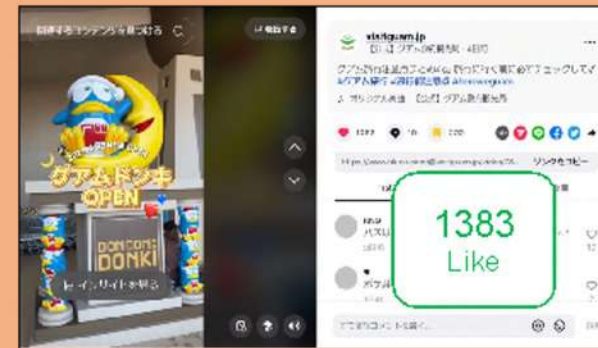
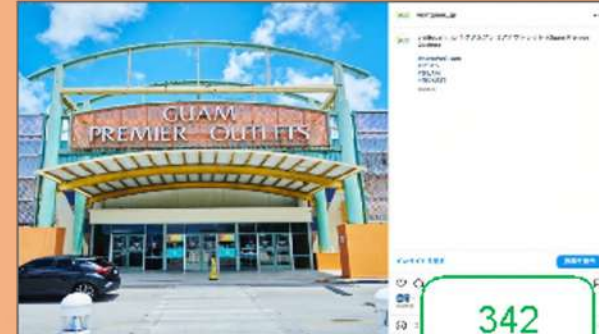
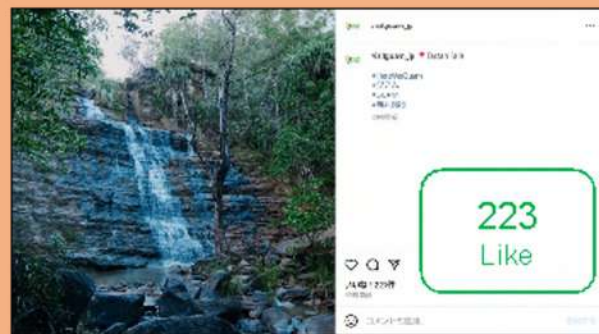
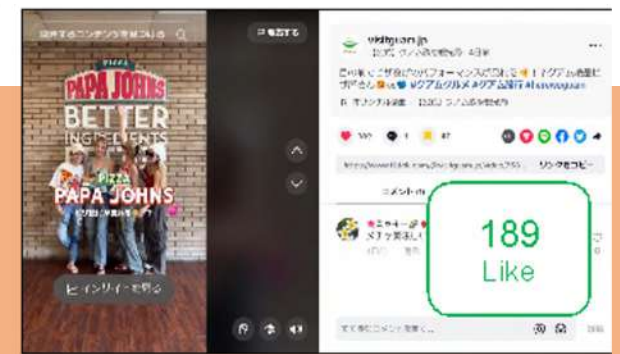
JAPAN MARKETING ACTIVITIES

TRAVEL EXPO IN UMEDA, OSAKA

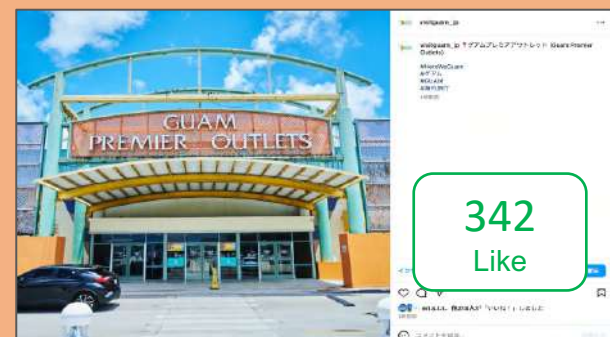
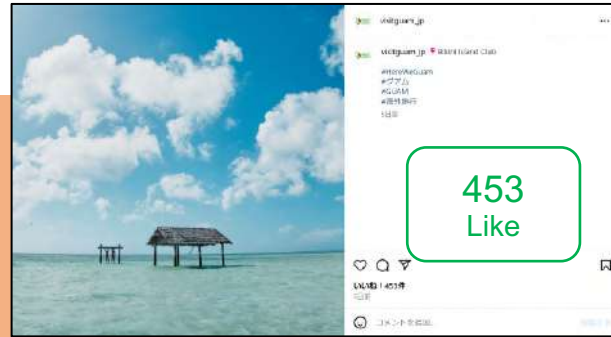
- On June 29, the Japan Trade Team exhibited a booth at Travel Expo 2024, a consumer event organized by Kansai Airport in Umeda, Osaka.
- The purpose of the event was to increase awareness of Guam in the Kansai area and to increase the number of visitors to the island.
- GVB team distributed guidebooks, driving maps, tour brochures from travel agencies (JTB, HIS, etc.) and conducted a SNS follow-up campaign.
 - Followers increase by around 200
- A Guam-only seminar (150 people attended) and a PR stage presentation (200 people attended) were also held during the event



SNS HIGHLIGHT



SNS HIGHLIGHT



韓国で人気のフォトブース店、ライフ・フォー・カット（Life Four Cuts）グアムに上陸！



WEEKLY GUAM

Life Four Cuts, a popular photo booth store in Korea, lands in Guam!

Life Four Cuts has opened on the first floor of the Micronesia Mall! This is the first store in Guam that specializes in taking “Purikura-like” pictures to preserve your travel memories. A number of limited time-only frames are available, including Guam’s limited-edition frames and K-pop frames.

You can check out frame information on Instagram at <https://www.instagram.com/life4cuts.guam>.

There are many accessories in the store that look great, such as cat suits, sunglasses, and headgear. Prices are listed on the wall. The simple 4-cut frames are \$8, and multi-frames are \$10 to \$12. The instructions are in English only, but I think it's easy for those who are familiar with purikura.

Step 1: Touch the screen to select the design of the photo you want to print.

Step 2: Select the number of copies.

Step 3: Select the background design

Step 4: Select a payment method and pay the fee.

Step 5: Take your photo

Step 6: Choose your photo and filters

Once you have taken your photo and selected your filters, simply print it out!

[illegible]

GLAM

PICK UP FASHION BEAUTY LIFESTYLE ENTERTAINMENT TRAVEL ART MAKE

グアムオーシャンパークでマリナクティビティを楽しもう！魅力と楽しみ方を紹介♪



グアム旅行では、パラセーリングやジェットスキーなどのマリナクティビティは必須です。グアムでは、その海の美しさを活かして、多くの旅行会社がマリナクティビティを実施しています。

その中でも、さまざまなマリナクティビティを遊び尽くして楽しめる、魅力的な施設があります。それが「グアムオーシャンパーク」です。グアムオーシャンパークは2つのプライベートビーチを有し、多種なマリナクティビティを得意でも体験できるサービスを提供しています。

今回、筆者はグアムオーシャンパークに訪ね、その様子を見ました。現地で感じたことを基に、グアムオーシャンパークの魅力やおすすめマリナクティビティ、アクセス方法などを紹介します。

グアム旅行の思い出
旅行会社のおすすめの手配方



© グアム政府観光局

GLAM DIGITAL MEDIA

GLAM Editorial Promotion

Enjoy marine activities at Guam Ocean Park! Marine activities such as parasailing and jet skiing are essential when travelling to Guam. In Guam, many companies offer marine activities, taking advantage of the beauty of the sea.

Among them, there is an attractive facility where you can enjoy a variety of marine activities as much as you like. This is the Guam Ocean Park. Guam Ocean Park has two private beaches and offers a wide variety of marine activities that can be experienced as many times as you wish.

This time, the author visited Guam Ocean Park to see what it has to offer. Based on what she felt there, she introduces Guam Ocean Park's attractions, recommended marine activities and how to access the park.

Table of Contents

What is Guam Ocean Park like and what are its three main attractions?

- (1) Marine activities can be enjoyed all day long!
- (2) Safe and secure as it is a private beach!
- (3) Japanese language service is available.

Guam Ocean Park has two beaches.

The Guam Ocean Park has two beaches.

Guam Ocean Park Facilities and Equipment

The Guam Ocean Park has two beaches.

Access to Guam Ocean Park (Main Beach)

Summary: Experience many marine activities at Guam Ocean Park!

SOUTH KOREA



JULY AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,432
Jeju Air	7C3102*	DAILY	10:40	16:05	3,969
	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					29,978

*7C3102: Suspended due to aircraft maintenance and insufficient aircraft (July 1 ~July 10)

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923	DAILY	21:00	02:00+1	5,859
TOTAL					5,859

TOTAL OUTBOUND SEAT CAPACITY: 35,837 SEATS

AUGUST AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,432
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106*	DAILY	20:20	02:00+1	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)

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923	DAILY	21:00	02:00+1	5,859
TOTAL					5,859

TOTAL OUTBOUND SEAT CAPACITY: 35,270 SEATS

SEPTEMBER AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,140
Jeju Air	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
T'way Air	TW303	DAILY	08:45	14:10	5,670
TOTAL					30,741

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

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923*	DAILY	21:00	02:00+1	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: 34,710 SEATS

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE IN JULY

Guam Visitors Bureau Seeks Market Research Firm For South Korea



▶ Job Post



▶ Gukje News



▶ Discovery News



▶ Digital Chosun



▶ Open News Agency



▶ Tour Korea



▶ The Korea Travel Times



▶ Biz world Times



▶ Hotel & Restaurant

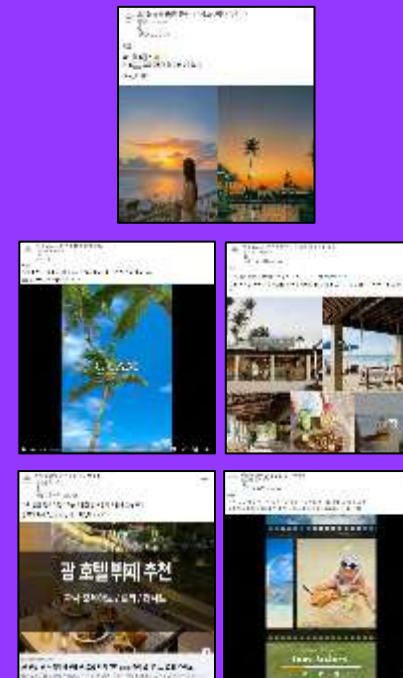


▶ TTL News



▶ News Journalism

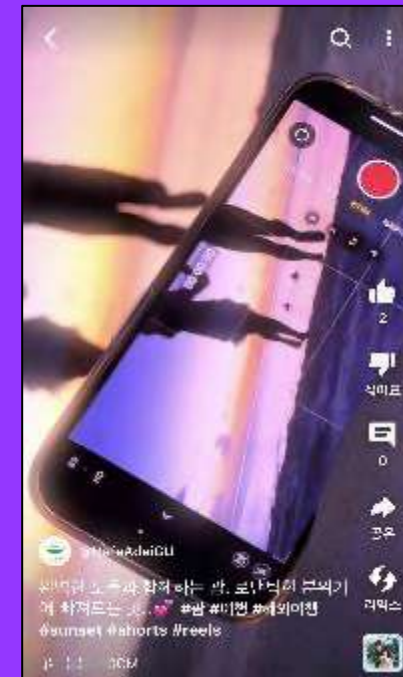
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JUNE 24-28, 2024

THEME: GUAM HOTEL BUFFETS

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JULY 1-5, 2024

TAIWAN



TOURISM ADMINISTRATION LAUNCHES 'TAIWAN PASS'






The Tourism Administration on Monday launched a limited-time round-the-island travel package called the “Taiwan Pass,” priced at NT\$2,800 for two travelers. The package, which integrates Taiwan Railway Corp services, local metro systems and tourist buses, would be offered through Sept. 30, the agency said. Under Taiwan Pass, available to both Taiwanese and foreign nationals, passengers can travel an unlimited number of times on Taiwan Railways trains over a five-day period either alone or with a companion.

In addition, travelers can select one regional metro travel service to use: a two-day Taipei FunPass, round-trip rides on the Taoyuan Metro, a 48-hour tourist pass for the Taichung Metro, or a two-day pass for the Kaohsiung Metro, which includes the city’s light rail service. Travelers can also choose round-trip tickets to one of four Taiwan Tourist Shuttle routes: Nantou County’s Cingjing Farm or Sun Moon Lake, Chiayi County’s Alishan , or scenic areas in the Kenting area of Pingtung County. The Taiwan Pass must be purchased at designated outlets, Klook or Lion Travel, and be used by Nov. 30, the Tourism Administration said.

Travelers can download the Taiwan Pass mobile phone app and enter the redemption code they receive from the outlets to activate their passes, it said. However, as the pass aims to aid the economic recovery of eastern Taiwan following a massive earthquake measuring 7.2 on the Richter scale that struck Hualien County on April 3, passengers would be required, when redeeming their Taiwan Railways service, to reserve a trip anywhere between Toucheng (頭城) and Dawu (大武) stations on the Eastern Line. Those railway trips can be booked through the Taiwan Pass App at one of 18 designated train stations, it said.



TAIWAN AIRLINE UPDATES

Airlines	GTO Contact	Updates
 CHINA AIRLINES	7/5 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> No updates for this week.
 EVA AIR 長榮航空	7/5 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> No updates for this week.
 STARLUX 星宇航空	7/5 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.
 Philippine Airlines	7/5 Jason Chen, Area Manager – Taiwan	<ul style="list-style-type: none"> No updates for this week.
 royalair philippines	7/5 Steven Shih, General Manager	<ul style="list-style-type: none"> No updates for this week.

FOOD TAIPEI USA PAVILION RECEPTION

- June 26, 2024
- ATO Taipei hosted a reception to welcome all US exhibitors on the opening day of Food Taipei.
- Local industry players, including importers, wholesalers and retailers were also invited to attend.
- As one of the exhibitors at the Food Taipei USA Pavilion, GTO sponsored Guam Chocolate. The set up provided an excellent opportunity to showcase Guam's products.



Chester Chu, Director of Wyoming – Asia Pacific Trade Office, Daniel Whietly, Administrator of USDA FAS, Felix, Director of GTO, Alex Lei, Director of Hawaii Office in Taipei



Felix, Director of GTO, Larry, Lt Governor of South Dakota

2024 FOOD TAIPEI

- June 26-29, 2024
- GTO participated in the 2024 Food Taipei, attracting over 600 visits and exchanging 24 name cards.
- The event promoted Guam's food products, culture, and tourist attractions, strengthening Guam's image as a holiday and culinary destination.
- GTO received 42 survey responses and 15 inquiry emails from potential business partners.



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 Aug 31–Sep 05, 2024	MNL – GUM Oct 27–Nov 02, 2024	MNL – GUM Nov 13–18, 2024
From US \$411* Round-trip Economy	From US \$416* Round-trip Economy	From US \$381* 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.

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/>

PHILIPPINE AIRLINES TO LAUNCH MANILA-SEATTLE ROUTE IN OCTOBER 2024

Philippine Airlines (PAL) will launch nonstop flights between Manila and Seattle starting October 2, 2024. PAL is the first carrier to link the Philippines and the U.S. Pacific Northwest region with direct flights that will help stimulate business and leisure travel of U.S. residents to the Philippines. Over 9,000 Americans visited the Philippines in 2023, making the U.S. the country’s second largest source of tourists.

The Philippine flag carrier will also serve the growing number of Filipinos visiting family and friends in Washington and Oregon, which are home to more than 240,000 Filipino Americans. “We are proud to welcome Seattle to our growing U.S. route network,” said PAL President and Chief Operating Officer Captain Stanley K. Ng. “Our Manila-Seattle-Manila flights give us a valuable opportunity to promote our beautiful island country as a flourishing tourist and business destination for American travelers. We also look forward to serving Filipinos who hope to reunite with a family members or experience new travel adventures in the vibrant U.S. Pacific Northwest.”

The PAL Manila-Seattle services will initially operate three times weekly from Manila’s Terminal 1 to Seattle Tacoma International Airport.

UNITED AIRLINES TO LAUNCH
NARITA-CEBU FLIGHT IN JULY 2024

United Airlines will be introducing new nonstop flights between Tokyo’s Narita International Airport and Cebu, Philippines starting July 31, 2024. The daily service will make United the only U.S. carrier offering direct transpacific flights to Cebu.

The airline will utilize Boeing 737-800 aircraft on the Cebu route. The new flights will provide connections from several of United’s U.S. gateways, including San Francisco, Los Angeles, Denver, Newark, and Houston via the airline’s existing service to Narita.

UA currently operates daily nonstop flights between SFO and MNL, in addition to service from Guam and Palau to the Philippine capital.

Beyond Cebu, United also unveiled new international routes commencing later this year. Tickets for the new Cebu service are now available on United’s website and mobile app.



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

Jul 2024	Aug 2024	Sep 2024
From US \$395* Round Trip Economy	From US \$357* Round Trip Economy	From US \$327* 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

SOCIAL MEDIA INSIGHTS

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ①



Facebook post

Sun-kissed and carefree in Guam, USA! Visit this islan...

May 18, 2024, 7:00 PM

This post's reach (69,708) is **946%** higher than your median post reach (6,664) on Facebook.

Highest reactions on a post ①



Facebook post

Indulge in Guam's unique flavors that will bring your...

May 22, 2024, 7:00 PM

This post received **834%** more reactions (841 reactions) than your median post (90 reactions) on Facebook.

Highest comments on a post ①



Facebook post

Indulge in Guam's unique flavors that will bring your...

May 22, 2024, 7:00 PM

This post received **3,550%** more comments (73 comments) than your median post (2 comments) on Facebook.

Reach

Post reach ①

256.4K ↓ 83.1%

Total from last 90 days vs 90 days prior



Period	Reach
90 days prior	~1.5M
Last 90 days	256.4K

Engagement

Post reactions, comments and shares ①

8.4K ↓ 91.3%

Total from last 90 days vs 90 days prior



Period	Engagement
90 days prior	~90K
Last 90 days	8.4K



Reach ①

3,968 Accounts reached

Followers	1,941
Non-followers	2,027

By content type

Posts	2.9K
Reels	1.4K
Stories	389
Videos	4

Top content based on reach



Engagement ①

276 Accounts engaged

Followers	236
Non-followers	40

By content interactions

Posts	410
Reels	196
Stories	2
Videos	1
Live	0

Top content based on engagement





