



# INDUSTRY REPORT

JUNE 28, 2024





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# DESTINATION UPDATES



# SUMMER YOUTH EMPLOYMENT PROGRAM

- GVB welcomed interns under the Governor's Summer Youth Employment Program.
- The interns were tasked with beautifying the Tumon areas by cleaning and repainting the fading colors of murals.

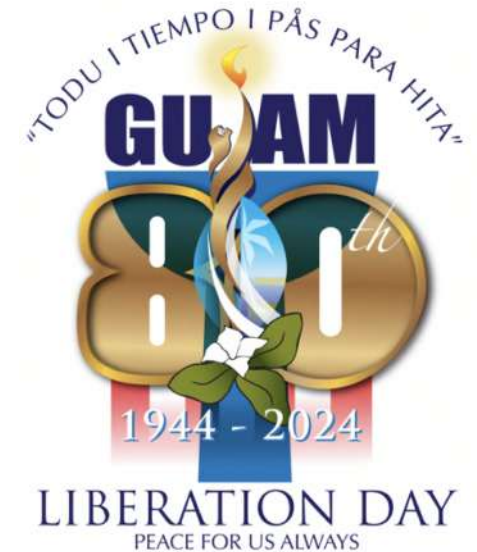




# UPCOMING EVENTS

## GUAM'S 80<sup>th</sup> LIBERATION CELEBRATION EVENTS

- Join us in celebrating [Guam's 80<sup>th</sup> Liberation](#) in Hagåtña.
- “Todu I Tiempo I Pås 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 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/>

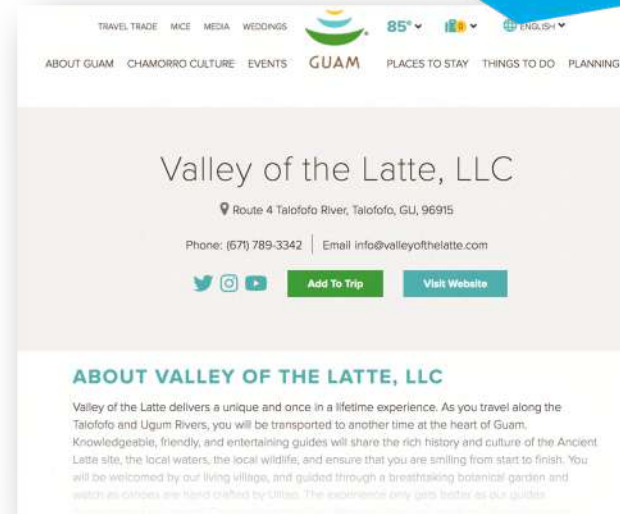
[More Info](#)






INDUSTRY PARTNERS:  
PLEASE UPDATE YOUR  
INFORMATION

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

EXAMPLE






TRAVEL TRADE MICE MEDIA WEDDINGS  85°  

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](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

Email your updated info to:  
[taylor.pangilinan@visitguam.com](mailto: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/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>



If interested, please  
click link for more info

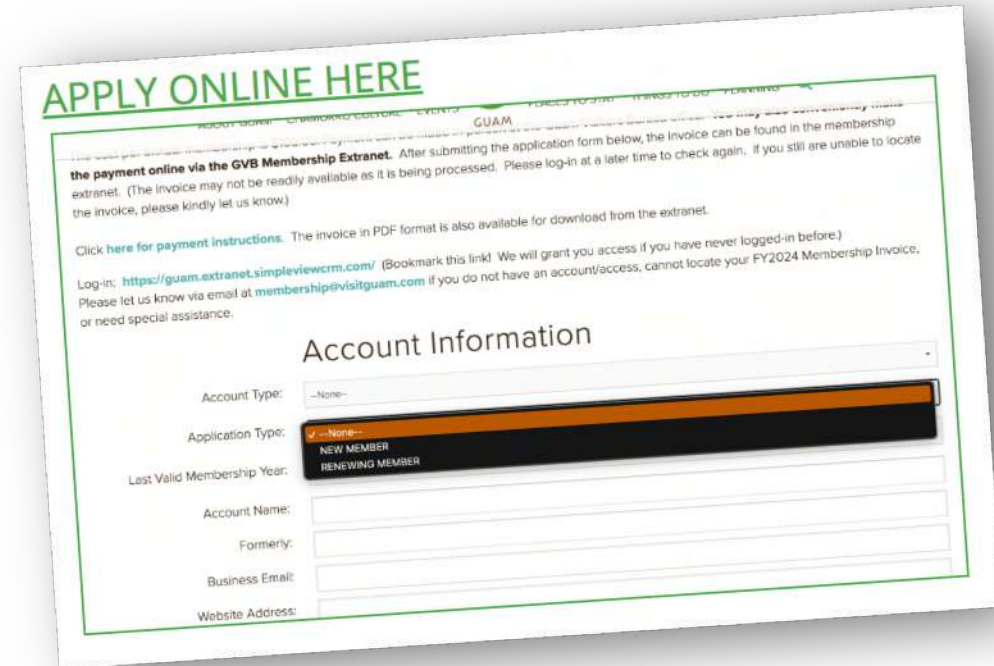


# CALL OUT FOR BROCHURES

## 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 a Guam membership. At the top, it says "APPLY ONLINE HERE" in green. Below this, there is a paragraph of text explaining that after submitting the application, the invoice can be found in the membership extranet. It also mentions that the invoice may not be readily available as it is being processed and advises logging in at a later time to check again. A link is provided for payment instructions. Below the text, there is a section titled "Account Information" with several dropdown menus and text input fields. The "Account Type" dropdown is set to "-None-". The "Application Type" dropdown is set to "NEW MEMBER" (with "RENEWING MEMBER" also visible). The "Last Valid Membership Year" field is empty. The "Account Name", "Formerly", "Business Email", and "Website Address" fields are also empty.

Download our membership application from our GVB website.

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





# MARKET INTELLIGENCE REPORT

As of June 28, 2024 and may be subject to change.





# MARKETS AT-A-GLANCE





# MARKETS AT-A-GLANCE

## JAPAN

- Total outbound seat capacity for June remains at 44,583; July at 46,243; and August at 45,686.
- Japan Airlines summer 2024 flight schedule shown in appendix
- Shown in appendix are: SNS performance summary and highlights; and Weekly Guam digital PR articles



## SOUTH KOREA

- Total outbound seat capacity for June remains at 33,108; July at 35,837; and August at 35,270.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



## TAIWAN

- Unveiling sustainable initiatives at Food Taipei 2024
- Taiwan passport ranks 69<sup>th</sup> strongest on global list
- Lai announces three new committees at the Presidential Office
- Taiwan still aims for 10M visitors despite slow start
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

## PHILIPPINES

- PAL emerges as a PH valued brand
- PAL extends Independence Day Seat Sale
- How Philippines is boosting the travel industry with new visa-free entry policy for 156 countries
- PH tourism slowest to recover in Asia-Pacific region
- DOT targets Korea, US, Japan markets amid new Chinese visa rules
- NAITAS spearheads golf tourism in Guam with exciting four-day visit
- United Airlines and Philippine Airlines continue to fly daily in June 2024 and are offering specials
- Shown in appendix: marketing activities and social media calendar



DETAILS ARE FOUND IN THE APPENDIX





# APPENDIX

As of June 28, 2024 and may be subject to change.





# JAPAN



# JAPAN MARKET INTELLIGENCE

## SPECIAL FARES TO GUAM OFFERED BY JAL

- Japan Airlines (JAL) offered special fares to Guam from June 17 to 30.
- Minimum round-trip fare is 40,000 yen for economy class and 90,000 yen for business class.
- Fuel surcharge is included; however, taxes are not.
- Travel period is from July 1 - September 30 for 2 days to 2 weeks.









# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - JUNE

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Suspended from May 6 - Jul 24, 2024	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	4,980
	Available from May 6 - Sep 24, 2024	UA840	NRT	17:55 / 22:40	Tue, Thu, Sat, Sun	2,988
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:20 / 15:55	Daily	4,980
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	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						40,006


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	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						4,577




JUNE TOTAL OUTBOUND SEAT CAPACITY : 44,583

# 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	UA197	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	UA136	NGO	11:20 / 15:55	Daily	5,146
	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	5,146
	Available	UA178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	2,158
	Available	UA166	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	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						4,577


JULY TOTAL OUTBOUND SEAT CAPACITY : 46,243







# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - AUGUST

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:50 / 16:00	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Available	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,988
	Suspended until Oct 26, 2024.	UA 865	NRT	17:50 / 22:35	Daily	0
	Available from May 6 - Sep 24, 2024	UA 840	NRT	17:55 / 22:40	Tue, Thu, Sat, Sun	2,822
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,146
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 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	2,324
	Available	UA 166	FUK	11:05 / 16:15	Daily	5,146
TTL						<b>39,010</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL 941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	4,378
	Available	OZ	KIX	21:00 / 1:00+1	6 flights	1,764
	Available	OZ	NRT	22:00 / 2:00+1	3 flights	534
	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C 182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 314	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 384	KIX	10:10 / 14:50	Tue	-
TTL						<b>6,676</b>

**AUGUST TOTAL OUTBOUND SEAT CAPACITY : 45,686**

# JAPAN MARKET INTELLIGENCE

## 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

## 68<sup>th</sup> JATA ANNUAL GENERAL MEETING

- On June 19, the GVB Japan Trade Team attended the JATA annual general meeting and reception.
- The team met with many JATA and industry representatives.
- JATA's business plans for this fiscal year includes the following:
  - Increasing passport possession rate
  - Promoting overseas travel among young people
  - Supporting charter flights for the launch of regular international routes at regional airports





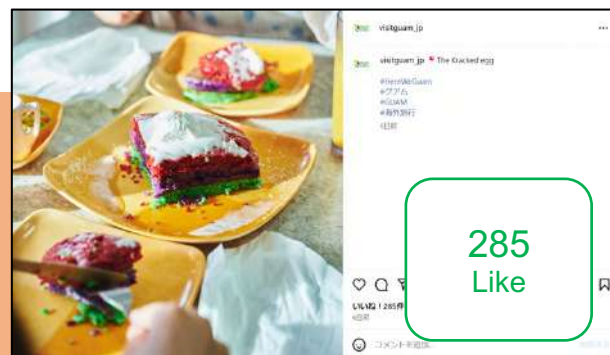
# JAPAN MARKETING ACTIVITIES

## YOKOSUKA GAKUIN HIGH SCHOOL BRIEFING

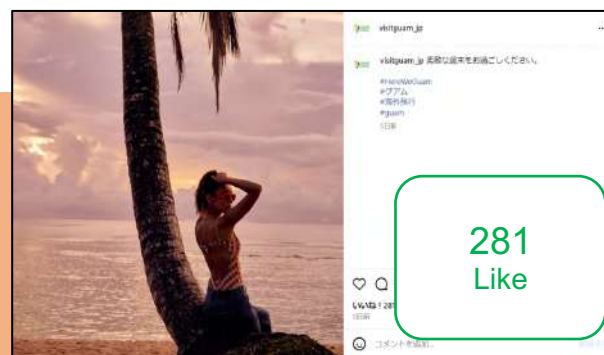
- On June 20, the GVB Japan Trade Team attended a briefing for a school trip to Guam for Yokosuka Gakuin High School in Kanagawa Prefecture
- The briefing was requested by Tobu Top Tours as the trip will take place in October of 2024.
- Around 170 students attended the briefing and learned basic information about Guam such as major tourist attractions and activities.
- GVB bags, guidebooks, and educational travel guides were distributed to the students.



# SNS HIGHLIGHT



285  
Like



281  
Like



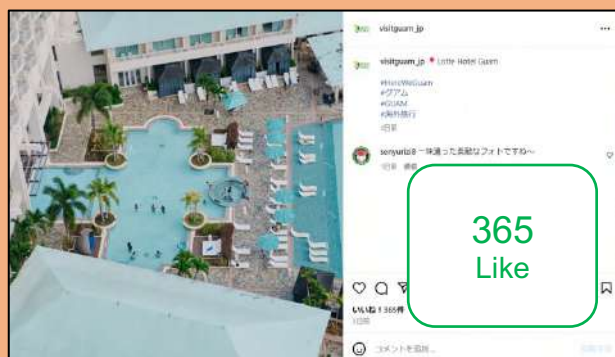
142  
Like



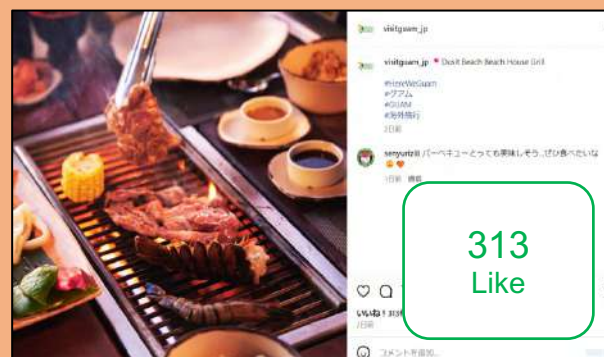
259  
Like



130  
Like



365  
Like



313  
Like



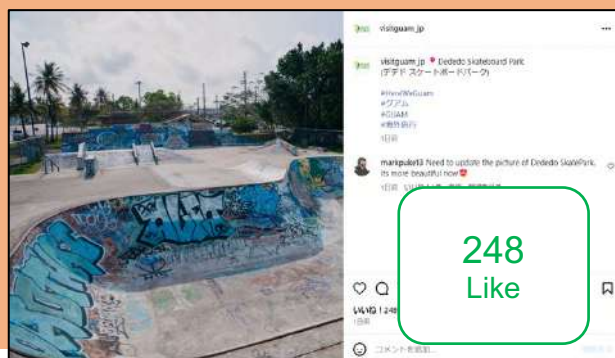
54  
Like



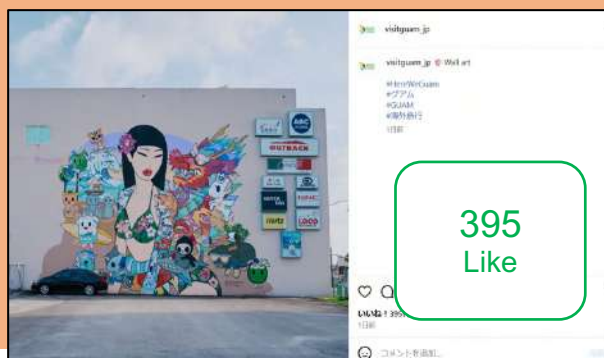
45  
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40  
Like



248  
Like



395  
Like



200  
Like



292  
Like



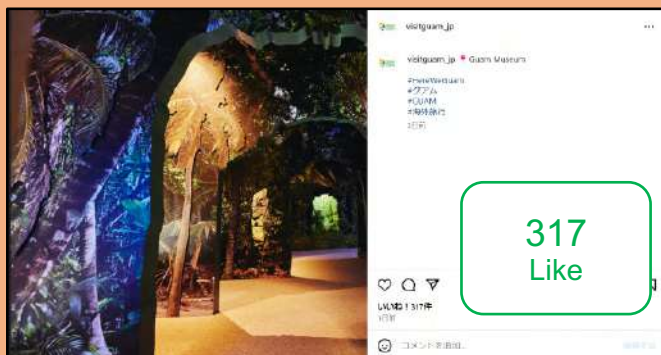
# SNS HIGHLIGHT



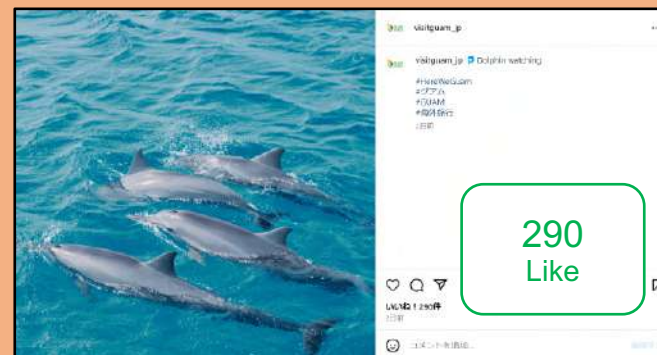
271  
Like



257  
Like



317  
Like



290  
Like



542  
Like



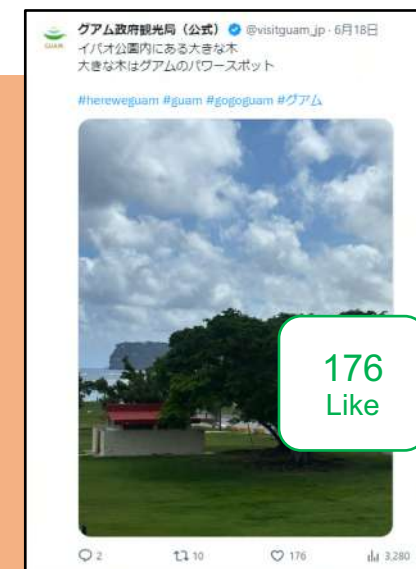
56  
Like



54  
Like



254  
Like



176  
Like



47  
Like



# JAPAN MARKETING ACTIVITIES

## PINK PACIFIC SNS ADS

- Period: June 18-27
- Platforms: Instagram, X
- Estimated total reach: 1,252,323



# JAPAN MARKETING ACTIVITIES

WEEKLY GUAM

The 36<sup>th</sup> GMIG was held on Saturday, June 1 and Sunday, June 2 at the Governor Joseph Flores Memorial Park (Ypao Beach Park) where visitors enjoyed beautiful blue skies and green grass on both days.

GMIF was a great opportunity to spend time learning more about the Chamorro culture.





Healthy and delicious Mediterranean cuisine for Sunday Brunch!

Recently, the number of Mexican food trucks and restaurants has increased, further enhancing the enjoyment of choosing when dining out. And now, Mediterranean cuisine is popular among locals.

The location is about a 15-minute walk from the center of Tumon. It is located on the first floor of the Grand Plaza Hotel (Grand Plaza Hotel).

Mediterranean cuisine is characterized by the abundant use of vegetables, fruits, legumes, herbs & spices, olive oil, and other plant-based foods, and the use of chicken, seafood, and dairy products instead of red meat.

# JAPAN MARKETING ACTIVITIES

GLAM

PICK UP FASHION BEAUTY LIFESTYLE ENTERTAINMENT TRAVEL ARTMAKE



グアムの首都であるアガニャは、政治と文化の中心地です。アガニャには、人気の観光スポットやレストラン、ローカルに愛されるショッピングセンターなどがあり、観光客・ローカルを問わず多くの人が訪れます。

この記事では、アガニャの概要やおすすめの観光地、ショッピングセンター、飲食店などを解説します。アガニャがどのような場所か気になっている方は、ぜひ参考にしてみてください。

アガニャはグアムの首都、政治と文化の中心地



▲グアムのスキナー広場

## GLAM DIGITAL MEDIA

Hagåtña Guam is a must-see tourist destination! Recommended tourist spots, shopping centers and restaurants.

Hagåtña, the capital of Guam, is the political and cultural center of the island. Hagåtña is home to popular tourist spots, restaurants, and shopping centers loved by locals, attracting both tourists and locals alike.

This article provides an overview of Hagåtña and its recommended tourist attractions, shopping centers, and restaurants.

### Table of Contents

- Hagåtña is Guam's capital, political and cultural center
- Hagåtña still retains traces of Spanish culture
- Rent a car to explore Hagåtña!
- 5 recommended sightseeing spots in Hagåtña
- Agana Shopping Center is the best place for shopping in Hagåtña
- 3 recommended restaurants in Hagåtña
- Summary: Visit Hagåtña when you travel to Guam!



# SOUTH KOREA



## TRAVEL TRADE UPDATE

### Air Incheon ascends to No. 2 air cargo carrier with Asiana deal



- Air Incheon has been named the preferred bidder for Asiana Airlines' cargo freighter division, paving the way to expand its business routes to the Americas and Europe. The purchase price is estimated to range between \$325-million-\$362 million.
- If the deal is successful, Air Incheon will acquire 11 more cargo planes from Asiana Airlines, consisting of eight owned and three leased aircraft.

### Korean Air boosts flights to China, Japan



- Korean Air will reopen some routes to China, particularly to popular tourist destinations including Shanghai, Beijing and Kunming, largely driven by a surge in passenger numbers.
- In addition, Korean Air will also increase the number of flights between South Korea and Japan, specifically from Jeju to Narita and from Incheon to Okayama, as more Koreans are drawn to Japan by the weak yen.

# KOREA MARKET INTELLIGENCE

## JUNE AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,160
Jeju Air	7C3102*	DAILY	10:40	16:05	2,268
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ913	DAILY	09:40	15:05	5,670
T'way Air	TW303	DAILY	08:45	14:10	5,670
TOTAL					27,438

*\*7C3102: Suspended due to aircraft maintenance and insufficient aircraft (June 13 ~ 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	5,670
TOTAL					5,670

TOTAL OUTBOUND SEAT CAPACITY: 33,108 SEATS



# KOREA MARKET INTELLIGENCE

## 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

### • 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

# KOREA MARKET INTELLIGENCE

## 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

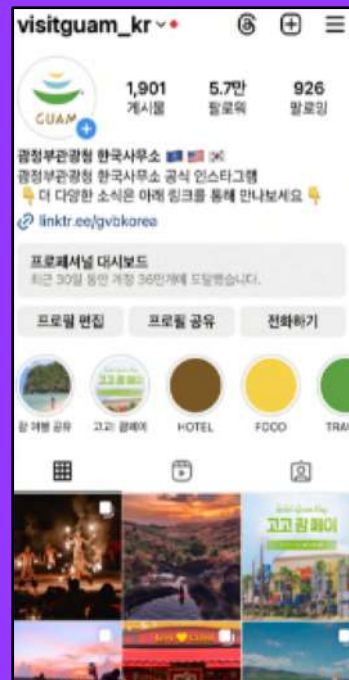
*\*7C3106: Suspended due to aircraft maintenance and insufficient aircraft (Aug 19 ~ Sep 11)*

### • 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

# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JUNE 10-14, 2024  
THEME: INSTAGRAM EVENT – SHARE YOUR GUAM TRAVEL MOMENTS



# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JUNE 17-21, 2024  
THEME: NAVER BLOG EVENT – SUMMER BALANCE GAME

# TAIWAN



## UNVEILING SUSTAINABLE INITIATIVES AT FOOD TAIPEI 2024

The exhibition has become one of the most important food-purchasing platforms in Asia in recent years. This year is no exception, with 1,620 manufacturers occupying 4,353 exhibition booths, signifying a growing appetite for Asian tastes and flavors. To address growing sustainability concerns in the food industry, this year's exhibition features two main themes: "Food for the Future" and "Food Safety and Sustainability."

For the former theme, a Future Food Pavilion will be created in cooperation with Taiwan's Food Industry Research and Development Institute (FIRDI), showcasing the latest food trends and technologies, from alternative food to plant-based foods and microbial fermentation technology. The pavilion features exhibitors who are building a sustainable food system built upon innovation that will drive the food industry forward. The Future Food Pavilion also gives visitors a glimpse into the possibilities that await us at the dining table of tomorrow. Through the demonstration of low-carbon ingredients, we see the eco-friendly evolution in the food industry supply chain.

To further emphasize sustainability, the "Green Vision Award" will debut at the exhibition, shining a light on companies that have made significant steps in adopting Environmental, Social, and Governance (ESG) practices. This award aims to celebrate and encourage environmentally friendly efforts within the industry, showcasing the commitment of businesses to incorporate sustainable development.

Aside from domestic exhibitors, food manufacturers from 31 countries and regions will attend the exhibition, including those from the United States, Japan, South Korea, Canada, Malaysia, Thailand, Vietnam, Italy, France, and more. Moreover, the Guam Visitor Bureau will display Guamanian food during the 2024 Food Taipei to introduce Taiwanese visitors to the culinary delights of Guam, such as Guam Chocolates, Chamorro Cookies, Denanche, and more.

as of 28 June 2024





## TAIWAN PASSPORT RANKS 69<sup>TH</sup> STRONGEST ON GLOBAL LIST

Taiwan's passport was listed as the 69th strongest in the world by the VisaGuide. World Passport Index, reports said Friday (June 14). Singapore featured at the top of the list, while Japan was the only other Asian country in the top 20, ranked at No. 13. The 18 other countries were all European, the Liberty Times reported.

Taiwan climbed one place from the previous ranking last December, with the passport providing visa-free entry to 100 countries. Taiwan passport holders could obtain an electronic travel authority for nine nations, an electronic visa for 40 countries, and a visa on arrival for 29 countries. A visa was required for 47 countries.

Georgia was the only country to refuse entry to Taiwanese passport holders. The country switched to a fully electronic visa application system in September 2019, but Taiwan was not mentioned on the list of nationalities. The VisaGuide index ranked China as No. 117, with passport holders needing a visa to travel to 116 countries. Somalia's passport was ranked at the bottom of the list at No. 199.



## LAI ANNOUNCES THREE NEW COMMITTEES AT THE PRESIDENTIAL OFFICE

President Lai Ching-te announced the establishment of three committees at the Presidential Office June 19 to develop national strategies, engage in dialogue with civil society and deepen cooperation with the global community to chart Taiwan's future. Lai made the announcement at his first press conference since being sworn in, titled "Building Trust through Policy Initiatives: A New Taiwan for an Era of Innovation." Convened by the president himself, the new committees aim to consolidate both public and private sector efforts and provide effective solutions to address the global challenges of climate change, social resilience and health.

According to the president, the National Climate Change Response Committee will promote climate governance from a national perspective to expand transnational cooperation. He expects the body to play a key role in helping Taiwan realize a net-zero pathway, build a sustainable green lifestyle and enhance environmental resilience to foster a sustainable homeland.

The National Whole-of-Society Resilience Committee aims to enhance societal resilience in the face of severe disasters caused by earthquakes and climate change, as well as aggression seeking to disrupt regional peace and stability, Lai said. Specific goals include expanding training and utilization of civilian forces, stepping up material preparation and critical supply distribution systems and strengthening energy and vital infrastructural security, he added. To address the challenges of the post-pandemic era, Lai said the Healthy Taiwan Promotion Committee will advance the Healthy Taiwan Cultivation Plan and improve the employment environment to attract and retain health professionals.

It will also optimize the National Health Insurance system for sustainable operation, so that people can live longer and enjoy healthier lives, the president said. Lai said the three committees signify unity and a spirit of collaboration within the administration and across ministries, disciplines and sectors. By harnessing the power of all segments of society, Taiwan can address pressing issues and create its strategies as a global solution, he added. (SFC-E)



## TAIWAN STILL AIMS FOR 10M VISITORS DESPITE SLOW START

Taiwan still aims to reach its target of 10 million international visitors this year despite only 2 million arriving in the first quarter and 3.4 million as of Monday last week, Tourism Administration data showed. In the first three months of this year, Taiwan recorded 2.05 million international arrivals, with Japan, Hong Kong and Macau, and South Korea the top three sources of inbound visitors.

In the three years prior to the COVID-19 pandemic (2017-2019), first-quarter arrivals accounted for about 24 percent of a given year's visitors, meaning Taiwan has some catching up to do to reach its 10 million target. In a radio interview on Friday, Minister of Transportation and Communications Li Meng-yen (李孟諺) said the nation still had opportunities to reach its visitor goal, but acknowledged that it would be challenging. As of Monday last week, 3.4 million international visitors had visited Taiwan, Li said, citing Tourism Administration data.

He said he hoped the fourth quarter, the usual peak season for inbound visitors, would be strong. Last year, 6.49 million foreigners visited Taiwan. Taiwan originally set a target of 12 million arrivals for this year, which included a significant number of visitors from China, but that target was adjusted as Beijing continues to restrict travel to Taiwan, the Ministry of Transportation and Communications said. When China's borders reopened last year, 1.76 million Taiwanese visited as independent visitors (not with tour groups), but only 220,000 Chinese traveled to Taiwan for meetings or for medical purposes due to Beijing's travel restrictions, Li said.

Tourism Administration data showed that 98,674 Chinese nationals visited Taiwan in the first quarter, far fewer than the 348,913 arrivals from Japan, 320,988 from Hong Kong and Macau, and 316,958 from South Korea. The visitors from the top three sources more than doubled compared with the first quarter of last year, the data showed. About 616,000 travelers from Southeast Asia arrived in the first quarter, up 30 percent from a year earlier. Before the pandemic, the number of inbound travelers to Taiwan peaked at 11.86 million in 2019.



# TAIWAN MARKET INTELLIGENCE

## COMPETITORS

**JAPAN:** Japan is one of the hottest travel destinations in the world now, so much so that locals are complaining of the effects of overtourism. But despite that, Japan's tourism agency chief, Ichiro Takahashi, has reaffirmed the country's ambitious goal of attracting 60 million foreign tourists annually, more than double the current level. This target comes as Japan welcomed over 25 million international visitors in 2023 following the lifting of pandemic-era border restrictions. Takahashi acknowledged the challenge but expressed confidence in achieving this goal. (June 21)

**KOREA:** South Korea emerged as a leading global tourist destination, captivating approximately 11 million visitors. South Korea is set to introduce a new visa program designed to attract foreign nationals interested in experiencing the entertainment industry, specifically K-pop culture. (June 19)

**MALAYSIA:** China and Malaysia have pledged to review visa-free travel arrangements that are set to expire in the following months. Two countries signed a series of agreements recently, renewing a five-year economic cooperation pact and allowing fresh durian exports. The new five-year pact is in effect until 2028 and provides for strategic collaboration in trade and investment areas. (June 20)

**THAILAND:** Thailand outpaces Indonesia and Malaysia in tourism growth, with 40M visitors in 2023 and 9.3M in Q1 2024, aided by strategic TAT initiatives and visa-free travel for 93 countries. (June 20)

**SINGAPORE:** Digital travel platform Agoda and the Singapore Tourism Board (STB) have signed a Memorandum of Understanding (MOU) to renew their partnership, focused on jointly promoting Singapore as a top destination in Southeast Asia via its 'Reason to Travel' campaign. (June 19)

**PALAU:** The Palau Visitors Authority (PVA) participated in the Taipei Tourism Expo (TTE) 2024, held from May 31 to June 3, to solidify its position in the Taiwanese market, a key source of visitors for Palau. (June 18)

**AUSTRALIA:** Tourism Australia dazzles at Jawa Pos Astindo World Expo 2024 in Surabaya, enhancing destination appeal with new travel packages. In a recent dynamic gathering at the Jawa Pos Astindo World Expo 2024, held in Surabaya, Indonesia's bustling second city, Tourism Australia made a significant impact. (June 19)

# TAIWAN AIRLINE UPDATES

## CURRENT ROUTE IN OPERATION:

### CHINA AIRLINES CHINA AIRLINES

- June – July operations schedule available

### 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 STARLUX

- 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

as of 28 June 2024



## CI June

### Operation Schedule : CHINA AIRLINES

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
Seattle	5 flights/week	Penang	Daily	Da Nang	Daily
New York	4 flights/week	Cebu	5 flight/week	Kagoshima	Daily
		Chiang Mai	5 flights/week	Phnom Penh	5 flights/week
		Palau	3 flights/week	Yangon	3 flights/week
				Brunei	3 flight/week



# TAIWAN AIRLINE UPDATES

## CI June Operation Schedule :



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

# TAIWAN AIRLINE UPDATES

## ***CI July 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
Seattle	5 flights/week	Penang	Daily	Da Nang	Daily
New York	4 flights/week	Cebu	5 flight/week	Kagoshima	Daily
		Chiang Mai	5 flights/week	Phnom Penh	5 flights/week
		Palau	3 flights/week	Yangon	3 flights/week
				Brunei	3 flight/week

# TAIWAN AIRLINE UPDATES



## CI July Operation Schedule :



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



# TAIWAN AIRLINE UPDATES

Airlines	GTO Contact	Updates
 <b>CHINA AIRLINES</b>	6/21 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> <li>No updates for this week.</li> </ul>
	6/21 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> <li>No updates for this week.</li> </ul>
	6/21 Patience Hsu, Manager	<ul style="list-style-type: none"> <li>Spunk Tour and Sunny World Tour have confirmed the CNY Starlux charter flights. Both travel agencies will start selling the packages once the flight times are confirmed, which will be around September to October. The charter flights will be during the daytime, with exact flight times to be confirmed in September after Starlux completes the application process.</li> </ul>
	6/21 Jason Chen, Area Manager - Taiwan	<ul style="list-style-type: none"> <li>No updates for this week.</li> </ul>
	6/21 Steven Shih, General Manager	<ul style="list-style-type: none"> <li>No updates for this week.</li> </ul>

## ASOA GATHERING WITH AIT

- June 12, 2024
- SelectUSA will be held in June in the DC area, and AIT and ASOA have had many discussions and have supported each other for the trade show.
- ASOA held gathering with AIT to express appreciation and give best wishes to the state reps who are flying to DC.
- NVIDIA's CEO Jensen Huang has been popular lately as a leading AI giant in the industry. He was spotted casually dining with MediaTek's CEO, TSMC's founder, and many other industry giants in Taiwan, making that restaurant a popular spot.
- ASOA chose this location and invited everyone to touch the belly of Maitreya in the restaurant, hoping that everyone may make a fortune like Jensen Huang.



## MONTHLY MEETING IN JUNE

- June 1, 2024
- ASOA members reviewed upcoming events, including Food Taipei, Bio Asia, and Semicon Taiwan.
- Members discussed the free booth that was offered by the Taichung City Government for the International Friendship Area in the 2024 Taichung Jazz Festival (10/12-13).



# PR/AD UPDATES

## NR MONITOR

For the week of June 1-7, a total of 7 exposures were monitored including:

- TV Exposure: 0
- Online Exposure: 7
- Newspaper: 0
- Social Media: 0

1 of the news reported that The works exchanged between Austronesian ethnic artists and Guam are on display at the Pingtung Aboriginal Cultural Park.

1 of the news reported that Guam Visitors Bureau presents at the Taipei International Tourism Exposition with gifts from Guam!

1 of the news reported that Vice Speaker of the Guam Legislature, Tina Rose Muña Barnes visited the sister city, Taichung City.

(1)



(2)



(3)





# PHILIPPINES



## PAL EMERGES AS A PH VALUED BRAND

Flag carrier Philippine Airlines emerged as one of the country's top 50 trusted consumer brands in a survey conducted by Marketing Communications firms Campaign360 and Milieu Insight. PAL placed tenth in the Philippine component of the Southeast Asia survey, and is also the only travel brand in the top 10 scoring high on quality of services, buying experience, customer service and trustworthiness. Over 10,000 online interviews were conducted in the Philippines, Indonesia, Malaysia, Singapore, Thailand, and Vietnam combined, tracking more than 1,200 brands from 11 sectors.

Brands were ranked on nine key attributes, namely: awareness, purchase, quality, buying experience, customer service, trustworthiness, innovation, brand touchpoints, and advocacy. The Philippines' 'Top 10' are: Samsung, Shopee, Jollibee, Watsons, Gcash, Lazada, McDonald's, Netflix, Apple and Philippine Airlines. PAL is known for its distinct brand of Filipino heartfelt service marked by warmth, charm and Filipino hospitality. It is the country's only full-service legacy carrier serving 40 international and 32 domestic destinations.



## PAL EXTENDS INDEPENDENCE DAY SEAT SALE

Philippine Airlines extended their Independence Day Seat Sale. The *Let Freedom Take Flight* promo is **extended from June 17 - 30, 2024**. Enjoy exclusive fare deals on full-service flights to the Philippines and more international destinations.

Travel seasonality, blackout dates, terms & conditions apply. Book now at [flights.philippinesairlines.com](https://flights.philippinesairlines.com).

# PHILIPPINES MARKET INTELLIGENCE

## HOW PHILIPPINES IS BOOSTING THE TRAVEL INDUSTRY WITH NEW VISA-FREE ENTRY POLICY FOR 156 COUNTRIES

Philippines' visa-free entry for 156 countries boosted tourism, attracting diverse visitors and increasing arrivals through key international airports.

Philippines is experiencing a remarkable surge in tourism, driven by the implementation of a visa-free entry policy for citizens of 156 countries. This initiative has positioned the country as an increasingly attractive destination for global travelers, facilitating easier access and boosting international arrivals. Key international airports, including Manila International Airport, Mactan-Cebu International Airport, and Clark International Airport, have seen significant increases in visitor numbers. This policy not only enhances the Philippines' tourism revenue but also underscores its commitment to welcoming visitors from diverse regions.

The Philippines' tourism sector is set to experience a significant boost as visa-free entry has been extended to citizens of 156 countries. This strategic move is anticipated to enhance international arrivals, offering a seamless travel experience for millions of potential visitors. The visa-free policy not only simplifies travel but also strengthens international relations, ensuring a thriving future for the Philippines' tourism industry.





## PH TOURISM SLOWEST TO RECOVER IN ASIA-PACIFIC REGION

The recovery in Philippine tourism activities last year was the slowest compared to peers in the Asia-Pacific region, attended by sluggish domestic travel, Fitch Ratings said on Wednesday. In a report, the credit rating agency said tourism in the country clocked a recovery rate of 61 percent in 2023. This was slower compared to tourism growth in Malaysia, Indonesia, Singapore, Thailand, and Vietnam, which registered 70 percent to 80 percent of the prepandemic benchmark.

According to data from the Department of Tourism, the country exceeded its year-end target with 5.45 million international visitors last year, about 650 thousand more than the projected 4.8 million visitors.

Fish Ratings also expects tourism in the region to continue to recover – although at a slower pace mainly due to “less favorable base effects” – fueled by robust demand, economic resilience, additional flight capacity, policy efforts to reignite tourism, and depreciated local currencies.

“Some of the downside risks are a slow restoration of international air traffic capacity due to remaining operational challenges and lingering issues around staffing shortages; elevated airfares; stubborn inflation to potentially keep interest rates high for longer; and heightened geopolitical tension,” the report added.

## DOT TARGETS KOREA, US, JAPAN MARKETS AMID NEW CHINESE VISA RULES

The Department of Tourism on Friday, said that it will continue its efforts in attracting other tourist markets aside from China following the Department of Foreign Affairs’ imposition of additional requirements for Chinese citizens applying for a temporary visitor’s visa.

Last June 13, the DFA required Chinese nationals applying for a temporary visitor’s visa to submit their Chinese Social Insurance Record Certificates, which are registered for at least six months at the time of the submission of visa application.

In an interview with the press at the sidelines of the Philippine Tourism and Hotel Investment Summit 2024 on Friday, Tourism Secretary Christina Frasco said that the imposition of more requirements for visa application of Chinese nationals coming to the Philippines will “certainly pose challenges in ushering in more Chinese tourists to the country.”

To cushion the impact of the new visa policy, the tourism chief said the DOT will continue its efforts to attract its well-performing traditional markets that include South Korea, the United States of America and Japan. Aside from these nations, the DOT chief said the Philippines is also tapping other potential tourist markets.

## NAITAS SPEARHEADS GOLF TOURISM IN GUAM WITH EXCITING FOUR-DAY VISIT

The National Association of Independent Travel Agencies (NAITAS), a prominent nationwide association that brings together travel agencies and tour operators from across the country, is making significant strides in promoting golf destinations not only in the Philippines but also internationally.

In partnership with the Guam Visitors Bureau (GVB), NAITAS recently embarked on a four-day familiarization tour to Guam, offering participants a rich blend of historical exploration, gastronomic delights, shopping experiences, and, of course, exceptional golfing opportunities.

One of the highlights of the tour was the visit to two of Guam's premier golf courses, the Finest Guam Golf and Resort and the Onward Mangilao Golf Club. At the Finest Guam Golf and Resort, participants had the opportunity to conduct a course inspection, led by Mr. Ben Mayoyo, and explore Hole 1, Hole 9, and the driving range. The Onward Mangilao Golf Club, headed by Coach Nation Kind, provided another exceptional golfing experience for the participants.

However, the tour offered more than just golf. Participants were treated to a comprehensive historical tour, immersing themselves in the rich cultural heritage of Guam. They explored historical sites, Two Lovers Point, and Tao Tao Tasi Beach BBQ Dinner Show.

Read the full article [here](#).



# PHILIPPINES MARKET INTELLIGENCE



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



- PAL continues to operate at Terminal 1 at NAIA.

Manila-Guam-Manila

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

### Popular PAL Flights Deals to Guam!

MNL to GUM July 17-24, 2024	MNL – GUM Aug 22-29, 2024	MNL – GUM Nov 7-11, 2024
From US \$417* Round-trip   Economy	From US \$346* Round-trip   Economy	From US \$334* 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.



- UA operates at Terminal 3 at NAIA.

Manila-Guam-Manila

- **Daily**  
UA184 Depart MNL 22:55 or 23:50 / Arrive GUM 04:45 or 5:50  
UA183 Depart GUM 19:20 / Arrive MNL 21:10
- **Tues/Fri**  
UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10

### Featured Daily Fairs for Flights from MNL to GUM

Jun 2024	Jul 2024	Aug 2024
From US \$448* Round Trip   Economy	From US \$390* Round Trip   Economy	From US \$363* Round Trip   Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>  
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

\*Prices have been available for round trips within the last 48 hours and may not be currently available. For Economy class, fares listed may be Basic Economy, which is our most restrictive fare option and subject to additional restrictions.



# PHILIPPINES MARKETING ACTIVITIES

## MANILA BULLETIN PHOTO ALBUM

- GVB collaborated with Manila Bulletin to post a FB album highlighting a Guam vacation as a U.S. dream
- On June 25, 2024 the album was uploaded to both Manila Bulletin's Main and Lifestyle FB pages
- The album acts as a guide for planning a seamless trip to Guam
- The album received a total of 19 shares and 55 likes combined



# PHILIPPINES MARKETING ACTIVITIES

## JTY DREAMS TRAVEL & TOURS PILGRIMAGE GROUP

- Guam welcomed a pilgrimage group of 23 pax from the Philippines.
- Coordinated by Dwayne Santos of Tasi Yan Tano Tours, the group visited Guam from June 6-9, 2024.
- The delegation visited Guam's churches, popular historical sites, and enjoyed Guam's shopping scene.
- GVB provided welcome gifts to the group as a warm gesture.





# PHILIPPINES MARKETING ACTIVITIES

## 305 TRAVEL & TOURS PILGRIMAGE GROUP

- Guam welcomed a pilgrimage group of 25 pax from the Philippines.
- Coordinated by 305 Travel & Tours, the group visited Guam from June 20-25, 2024.
- The delegation visited Guam's churches and held mass at the Chapel of St. Therese in Hagåtña.
- GVB provided welcome gifts to the group as a warm gesture.



# PHILIPPINES MARKETING ACTIVITIES



Highest reach on a post ⓘ



This post's reach (69,646) is **1,251%** higher than your median post reach (5,154) on Facebook.

Highest reactions on a post ⓘ



This post received **785%** more reactions (841 reactions) than your median post (95 reactions) on Facebook.

Highest comments on a post ⓘ



This post received **2,333%** more comments (73 comments) than your median post (3 comments) on Facebook.





# PHILIPPINES MARKETING ACTIVITIES



INSIGHTS

