



INDUSTRY REPORT

MARCH 14, 2025



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DESTINATION UPDATES



UPCOMING EVENTS

17th ANNUAL GUPOT CHAMORU/ CRAB FESTIVAL

Experience one of the island's largest annual celebrations. This event is a CHamoru celebration of southern hospitality featuring great food and barbecue, live music and dancing, Guam gifts and handcrafted items, friendly contests and carnival games for children.

For more information, please contact the Malesso' Mayor's Office at [671-828-8312](tel:671-828-8312) or [671-828-2941](tel:671-828-2941).



AGAÑA HEIGHTS COCONUT FESTIVAL

Join us in celebrating Agaña Heights' Coconut Festival. Residents and guests can expect a fun-filled weekend and will be able to support a variety of local vendors.

Games, activities, petting zoos, food trucks, more for the whole family to enjoy will be available to the public.

UPCOMING EVENTS

2025 KO'KO' WEEKEND

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](https://visitguam.com/koko). For more details contact GVB at 671-646-5278.

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)



2025 KO'KO' WEEKEND!
Governor Joseph Flores Memorial Park (Ypao Beach) Tumon

KO'KO' KIDS FUN RUN
SATURDAY, APRIL 12, 2025

AGES 4 TO 6 .6K | AGES 7 TO 9 1.6K | AGES 10 TO 12 3.3K

REGISTER FOR ONLY \$10

PLEASE ALSO JOIN US FOR THE JAPAN FESTIVAL! "HARUMATSURI" APRIL 12TH, 2025 2:00 PM - 9:30 PM

Guam Japan Festival - HARUMATSURI

KO'KO' HALF MARATHON & 5K EKIDEN RELAY
SUNDAY, APRIL 13, 2025

UNTIL 03/31/2025	
HALF MARATHON	\$40
EKIDEN RELAY RACE	\$80 (\$20 / PERSON)
UNTIL 04/13/2025	
HALF MARATHON	\$45
EKIDEN RELAY RACE	\$100 (\$25 / PERSON)

REGISTER ONLINE AT [VISITGUAM.COM/KOKO](https://visitguam.com/koko)

[/guamvisitorsbureau](https://facebook.com/guamvisitorsbureau) [@visitguamusa](https://instagram.com/visitguamusa) For more details, go to visitguam.com/koko or contact GVB at 646-5278

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



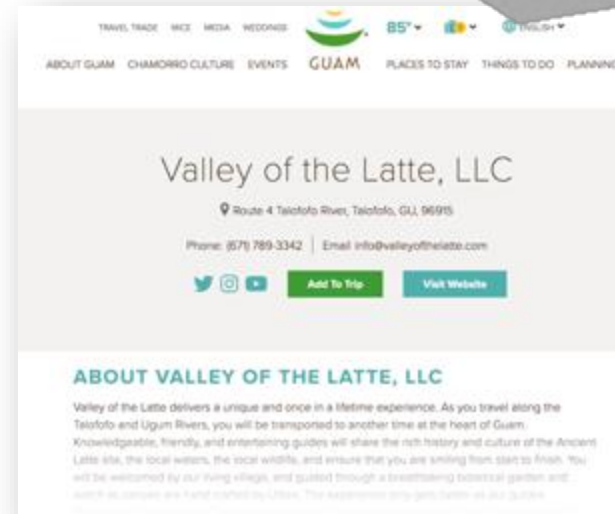
Valley of the Latte, LLC
Get Directions
(671) 789-3342

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.



Valley of the Latte, LLC
Route 4 Talofofo River, Talofofo, GU 96915
Phone: (671) 789-3342 | Email: info@valleyofthelatte.com

ABOUT VALLEY OF THE LATTE, LLC
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Email your updated info to:
taylor.pangilinan@visitguam.com

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>

SATISFACTION SURVEY

GVB is always looking for ways to better serve its members. To accomplish this goal, kindly complete the survey link below.

Your feedback is greatly appreciated!

Access Membership Survey
here



Membership Satisfaction Survey

Dear Valued Member:

The Guam Visitors Bureau (GVB) is always looking for ways to better serve its members. To accomplish this goal, we need your assistance in completing the following survey.

taylor.pangilinan@visitguam.org [Switch account](#)

* Indicates required question

Email *

Your email

Name

Your answer

Organization

Your answer

[Membership Satisfaction Survey](#)

WATERBLAST AND PAINT MONTH

TUMON SPRING CLEANING

March is Waterblast & Paint Month!

We are inviting you to join us in improving Guam as part of the Tourism Recovery effort.

- **20% off at Sherwin Williams** for paint supplies
- **10% off at Murphy Enterprises, Inc.** for exterior cleaning, sign removal, and installation, plumbing, electrical, and mechanical services.
- Sponsor a high school for our Senior Mural Contest by providing prizes for our students!



TUMON
Spring Cleaning

MARCH 2025
DISCOUNTS

PAINT
20% off at Sherwin Williams!
20% discount from retail pricing for any purchases to include any exterior or deck coating, accessories, or sealants for the month of March! Present this flyer. Located in the Star Bldg., on Marine Corps Drive. Call Roger at (671) 646-8050 / 671-646-8042.

SERVICES
10% off at Murphy Enterprises!
10% discount on any water blasting, painting, roofing, sign removal/installation, plumbing, electrical, and mechanical services for the month of March! Call Luke at (671) 487.6542 for a quotation. Present this flyer.

MORE INFO
401 Pale San Vitores Rd.
Tumon, Guam
(671) 646-5278 ext. 523

GUAM VISITORS BUREAU | GUAM

TUMON
Spring Cleaning

Please complete the following information and present Sherwin Williams /Murphy Enterprises to avail of your discount.

NAME:	
COMPANY:	
BLDG LOCATION:	
PHONE:	
EMAIL:	

Signature Date



MARKET INTELLIGENCE REPORT

As of March 14, 2025 and may be subject to change.



MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for March remains at 41,693; April at 35,352; and May at 37,045.
- Shown in appendix: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

SOUTH KOREA

- Asiana completes cargo business sale to Air Incheon
- Daemyung Sono Group acquires T'Way Air
- Total outbound seat capacity for March remains at 32,591; April at 30,363; and May at 31,457.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

TAIWAN

- US senators introduce bill to boost US-Taiwan travel
- Taiwan sees 18% increase in foreign guest stays
- Shown in appendix: 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 March 14, 2025 and may be subject to change.




JAPAN





JAPAN AIRLINE INTELLIGENCE

AIRLINE OPERATION - MARCH

Interviews with various companies

ARLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Available	UA 874	NRT	21:20 / 2:05+1	Daily*	4,648
	Available	UA 865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40 / 16:15	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	11:00 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:45 / 1:20+1	Tue, Thu, Sat	2,158
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0	
TTL						35,524


ARLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	Suspended	7C 1182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 3184	KIX	10:10 / 14:50	Tue	-
TTL						6,169



MARCH TOTAL OUTBOUND SEAT CAPACITY : 41,693

JAPAN AIRLINE INTELLIGENCE

AIRLINE OPERATION - APRIL

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:00/15:45	Daily	4,980
	Available	UA 197	NRT	17:00/21:45	Daily	4,980
	Available	UA 874	NRT	21:20/20:5+1	Mon, Wed, Fri, Sat	2,988
	Available	UA 865	NRT	17:25/22:10	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55/22:40	Daily	0
	Available from May 1, 2024	UA 848	HND	23:55/4:45+1	Daily	4,980
	Available	UA 136	NGO	11:40/16:15	Mon, Tue, Thu, Fri, Sun	3,486
	Suspended from May 7, 2024	UA 172	NGO	20:50/12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KK	11:00/15:45	Daily	4,980
	Suspended from April 1, 2025	UA 178	KK	20:45/12:0+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05/16:15	Daily	0	
TTL						29,382


AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	5,970
	Suspended	7C 1182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 3174	KK	10:10 / 14:50	Daily	-
	Suspended	7C 3184	KK	10:10 / 14:50	Tue	-
TTL						5,970



APRIL TOTAL OUTBOUND SEAT CAPACITY : 35,352

JAPAN AIRLINE INTELLIGENCE

AIRLINE OPERATION - MAY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Suspended until July 31, 2025	UA 874	NRT	21:20 / 20:5+1	Mon, Wed, Fri, Sat	0
	Available	UA 865	NRT	17:25 / 22:10	Mon, Fri	1,494
	Available from March 1 to July 10, 2025	UA 841	NRT	17:55 / 22:40	Daily	5,146
	Available from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 1:20+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0	
TTL						30,876

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	Suspended	7C 1182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C 3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C 3184	KIX	10:10 / 14:50	Tue	-
TTL						6,169

MAY TOTAL OUTBOUND SEAT CAPACITY : 37,045

JAPANESE TV SHOW FEATURES GUAM

- March 2, 2025
- Guam was featured on an episode of *Real Totsu West*, with popular idol, Fujii Ruisei
- In collaboration with H.I.S. and GVB, the episode covered local experiences such as Two Lovers Point, Handmade Sandal Workshop (Lea Lea), Infusion Coffee & Tea, and Hotel Nikko's BBQ & Cultural Dance Show
- HIS launched a special tour package within the episode



H.I.S. TRAVEL THANKSGIVING FESTIVAL

- March 8-9, 2025
- GVB attended the H.I.S. travel thanksgiving festival in Tokyo
- The event had 10,000+ visitors and 30+ exhibitors
- GVB booth provided travel consultations, distributed ecobags and guidebooks, and promoted the upcoming Ko'ko' Road Race
- A CHamoru food truck also showcased Guam's cuisine sellin 256 food plates
- On-site bookings resulted in 17 confirmed reservations



JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Guam's Hottest Dining Spots

First time visitors to Guam will have many restaurant options to choose from. A conveniently placed dining spot in Tumon is Blue Lagoon Plaza.

Kai Restaurant offers authentic sake snacks, fresh sushi, tempura, and robatayaki dishes. The casual atmosphere makes it a great place to enjoy yourself. For more information, check out their Instagram @kai_restaurantguam.

Håfaloha is popular for its colorful shaved ice, but also offers acai bowls, smoothies, and tasty food menu items like burgers and poke. Follow their Instagram at @hafaloha.

At night you can visit Molly's Irish Sports Pub or The W Nightclub. Blue Lagoon Plaza is home to many popular restaurants and nightlife spots.

グアムのホットなダイニングスポット

Sunday February 25, 2025 10:07 AM 4/27/25

グアムに訪れた時のベストな食事スポットは? 人気レストランやカフェでは、オーガニックメニューやベジタリアンメニューなどが提供されています。当選されるレストランやカフェを訪ねてください。

詳しくはインスタグラムをチェック [@blue_lagoon_plaza](https://www.instagram.com/blue_lagoon_plaza)

営業時間: 水曜日18:00~2:00am | 金曜日土曜日19:00am~2:00am

休館日: 日曜日~火曜日

電話番号: 979-462-4342

グアムに訪れた時のベストな食事スポットは? 人気レストランやカフェでは、オーガニックメニューやベジタリアンメニューなどが提供されています。当選されるレストランやカフェを訪ねてください。

詳しくはインスタグラムをチェック [@kai_restaurant_guam](https://www.instagram.com/kai_restaurant_guam)

営業時間: 水曜日18:00~2:00am | 金曜日土曜日19:00am~2:00am

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詳しくはインスタグラムをチェック [@hafaloha](https://www.instagram.com/hafaloha)

営業時間: 水曜日18:00~2:00am | 金曜日土曜日19:00am~2:00am

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詳しくはインスタグラムをチェック [@mollys_irish_sports_pub](https://www.instagram.com/mollys_irish_sports_pub)

営業時間: 水曜日18:00~2:00am | 金曜日土曜日19:00am~2:00am

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詳しくはインスタグラムをチェック [@w_nightclub](https://www.instagram.com/w_nightclub)

営業時間: 水曜日18:00~2:00am | 金曜日土曜日19:00am~2:00am

休館日: 日曜日~火曜日

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詳しくはインスタグラムをチェック [@mollys_irish_sports_pub](https://www.instagram.com/mollys_irish_sports_pub)

March in Guam is CHamoru Month!

In Guam, March is designated as CHamoru Month to promote the revival and preservation of the CHamoru language and culture. The main event is the Guam History & Chamoru Heritage Day Festival, held on the first week of March in Humåtak. This year, the festival took place from Friday, February 28 to Monday, March 3.

The festival featured lively cultural dance performances, singers and bands, and a vibrant atmosphere. The highlight of the event is the reenactment of Magellan's landing, which illustrates how the ancient islanders faced the landing of Magellan and his crew during the 1500s.

Several hotels in Tumon also hold special events for tourists to experience CHamoru Month.

- Hotel Nikko – carabao rides and coconut leaf weaving experiences
- PIC – CHamoru dance performances
- Hilton – CHamoru cuisine buffet every Saturday during March

グアムの3月はチャモロマンス! 始まっています!

Sunday, March 2, 2025 9:00 PM

グアムでは3月がチャモロマンスが開催されています。チャモロ文化の復興と保存を目的として、毎年2月の最終週末から3月の最初の週末まで開催されています。今年は2月28日から3月3日まで開催されています。

詳しくはインスタグラムをチェック [@blue_lagoon_plaza](https://www.instagram.com/blue_lagoon_plaza)

営業時間: 水曜日18:00~2:00am | 金曜日土曜日19:00am~2:00am

休館日: 日曜日~火曜日

電話番号: 979-462-4342

グアムに訪れた時のベストな食事スポットは? 人気レストランやカフェでは、オーガニックメニューやベジタリアンメニューなどが提供されています。当選されるレストランやカフェを訪ねてください。

詳しくはインスタグラムをチェック [@kai_restaurant_guam](https://www.instagram.com/kai_restaurant_guam)

営業時間: 水曜日18:00~2:00am | 金曜日土曜日19:00am~2:00am

休館日: 日曜日~火曜日

電話番号: 979-462-4342

グアムに訪れた時のベストな食事スポットは? 人気レストランやカフェでは、オーガニックメニューやベジタリアンメニューなどが提供されています。当選されるレストランやカフェを訪ねてください。

詳しくはインスタグラムをチェック [@hafaloha](https://www.instagram.com/hafaloha)

営業時間: 水曜日18:00~2:00am | 金曜日土曜日19:00am~2:00am

休館日: 日曜日~火曜日

電話番号: 979-462-4342

グアムに訪れた時のベストな食事スポットは? 人気レストランやカフェでは、オーガニックメニューやベジタリアンメニューなどが提供されています。当選されるレストランやカフェを訪ねてください。



SOUTH KOREA



KOREA AIRLINE INTELLIGENCE



MARCH AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	10,478
Jeju Air	7C3101	DAILY	10:05	15:25	5,859
Jin Air	LJ913*	DAILY	09:35	14:50	4,536
	LJ915**	DAILY	08:30	13:50	2,268
T'way Air	TW303	DAILY	08:05	13:30	5,859
TOTAL					29,000

*LJ913: Suspension from Mar 6th – Mar 12th

**LJ915: Dec 19th – Mar 12th: Daily

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	DAILY & 4/W	19:55	01:15+1	3,591
TOTAL					3,591

*LJ921: Feb 1st – Mar 3rd: Daily

Mar 4th – Mar 29th: 4/W (Mon, Wed, Fri, Sat)

TOTAL OUTBOUND SEAT CAPACITY: 32,591 SEATS

APRIL AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
T'way Air	TW505	DAILY	09:00	14:30	5,670
TOTAL					27,150

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,213
TOTAL					3,213

*LJ921: Apr 2nd– Apr 30th: 4/W (Mon, Wed, Fri, Sat)

TOTAL OUTBOUND SEAT CAPACITY: 30,363 SEATS

KOREA AIRLINE INTELLIGENCE



MAY 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	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
T'way Air	TW505	DAILY	09:00	14:30	5,859
TOTAL					28,055

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,402
TOTAL					3,402

*LJ921: May 1st– Jun 22nd & August 25th – September 31st: 4/W (Mon, Wed, Fri, Sat)
 Jun 23rd– August 24th & Oct 1st – Oct 12th: Daily

TOTAL OUTBOUND SEAT CAPACITY: 31,457 SEATS

TRAVEL TRADE UPDATE

Asiana completes cargo business sale to Air Incheon



- **Asiana Airlines has received final shareholder approval to sell its cargo business to Air Incheon**, fulfilling all conditions set by European competition regulators for its merger with Korean Air on Feb 25.
- The approval finalizes the January agreement to divest the cargo business for approximately \$328 million and **the airline aims to finalize the transfer of assets and personnel by June 10.**

Daemyung Sono Group acquires T'way Air



- **Sono International, the holding company of Daemyung Sono Group, has agreed to acquire the management control of T'way Air Co. on Feb 26.**
- Sono was T'way's second-largest shareholder with a 26.77 percent stake, and the agreement boosted its share in the air carrier to 54.79 percent.

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE

Dusit Beach, Hyatt Regency and Abis honored with World Travel Awards 2024



News Journalism



Digital Chosun



Biz World



Tour Korea (1)



Tour Korea (2)



TTL News



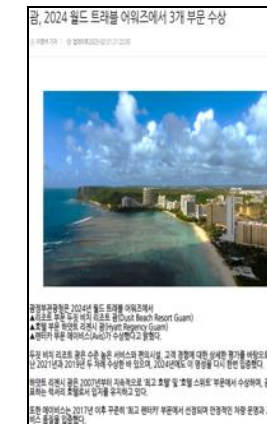
Open News Agency



News Road



Discovery News



Korea Tourism News



Korea Duty Free News

TAIWAN

TAIWAN AIRLINE INTELLIGENCE



United Airlines, in partnership with the Guam Visitors Bureau, will launch the exciting new direct service between Taipei, Taiwan and Guam on **April 2, 2025**.



The **twice-weekly nonstop service**, will depart Guam at 7:00 a.m. and arrive in Taipei at 9:25 a.m. local time. Return flights from Taipei to Guam will depart at 10:30 a.m. and 11:00 a.m. on Wednesdays and Saturdays, respectively, and arrive in Guam at 4:20 p.m. and 4:50 p.m. the same day. United will operate the flights with a Boeing 737-800 aircraft, offering 166 seats, 16 of which are in business class.

Taipei (TPE) – Guam (GUM) Service, Effective April 2, 2025*

Flight No.	Depart	Time	Arrival	Time	Frequency
UA 0165	Guam (GUM)	7:00 a.m.	Taipei (TPE)	9:25 a.m.	Wednesdays and Saturdays
UA 0166	Taipei (TPE)	10:30 a.m.	Guam (GUM)	4:20 p.m.	Wednesdays
UA 0166	Taipei (TPE)	11:00 a.m.	Guam (GUM)	4:50 p.m.	Saturdays

**Schedule subject to change*

For more information on booking, please visit the United Airlines office in Tiyan or access their official mobile app.

SENATORS INTRODUCE BILL TO BOOST US-TAIWAN TRAVEL

US Senators Marsha Blackburn and Brian Schatz introduced the Taiwan Travel and Tourism Coordination Act, which seeks to explore opportunities for stronger bilateral travel and tourism cooperation between the US and Taiwan. The bill mandates a study on the feasibility of establishing US Customs and Border Protection (CBP) preclearance facilities at Taiwan Taoyuan International Airport, which would enhance security and streamline travel for passengers flying to the US. Lawmakers argue that preclearance in Taiwan would improve homeland security and create more economic opportunities for both Taiwan and the US.



TAIWAN SEES 18% INCREASE IN FOREIGN GUEST STAYS

Taiwan's Tourism Bureau reported an 18.3% increase in foreign guest stays in 2024, while domestic guest stays declined by 6.21%, influenced by the growing popularity of one-day travel excursions. The total number of hotel guests in 2024 was 78.796 million, slightly below pre-pandemic levels. The average room rate for tourist-class hotels remained stable at NT\$2,960 (US\$90), while B&B prices dropped 4.15% to NT\$2,405. The hotel industry is adapting to post-pandemic demand for high-quality travel experiences, incorporating local cultural elements to enhance guest satisfaction and attract international visitors.

TAIWAN PRIORITIZES QUALITY TOURISM, AIMS FOR 10 MILLION VISITORS: MINISTER

Taiwan is shifting its tourism approach to prioritize high-quality experiences over sheer visitor numbers, while still aiming for 10 million foreign arrivals in 2024. The government is partnering with healthcare and technology sectors to promote high-end travel experiences, such as medical tourism and scenic railway tours. The number of Western travelers has been rising, with the U.S. now the fourth-largest visitor source, signaling a shift from the traditionally dominant markets of Japan, South Korea, Hong Kong, and Macao.



TAIWAN'S EVA AIR AND STARLUX PLAN FLIGHTS TO KOBE

EVA Air and Starlux Airlines will begin flights to Kobe Airport's new international terminal upon its opening on April 18. EVA Air anticipates increased demand for the Osaka-Kobe route due to Expo 2025 in Osaka, running from April 13 to October 13.

EVA Air will operate four weekly flights from Taoyuan to Kobe (April 18-27) before reducing to two per week, while increasing Kaohsiung-Osaka flights to 11 per week. Starlux will launch three weekly flights from Taoyuan and seven from Taichung to Kobe.

SUNSHINE VIBES FESTIVAL

- February 22-23, 2025
- The Sunshine Island Vibes Festival featured over 160 brands and attracted 140,000+ visitors.
- Many Kaohsiung travelers showed interest in the Guam booth and were happy to hear about the upcoming regular direct flights between Guam and Taipei.
- The Guam booth promoted United Airlines' limited-time fares, drawing 850+ visitors.
- Guam snacks and guidebooks were passed out to visitors at the booth.



UNITED AIRLINES PRODUCT SEMINAR

- March 6, 2025
- United Airlines hosted a product seminar to introduce new flight routes for 2025, including the TPE-GUM direct flight launching in April.
- GTO was invited to give a speech introducing Guam as a travel destination, sharing the latest entry policies, and highlighting incentives for travel agents.
- Around 80 travel agents participated in the seminar.
- UA announced that the TPE-GUM direct flight promotion will be extended until June 27.



TAIWAN MARKETING ACTIVITIES

NR Monitor

For the past week (March 1-7), a total of 21 exposures were monitored.

1 of the news reported that 2025 Guam Ko'Ko Road Race Kicks Off on April 12th! Experience Island Paradise Vibes!

1 of the news reported that United Airlines to Launch Year-Round Direct Flights to Guam on April 2; A Seamless 3.5-Hour Journey to Experience the American Charm

(1)



The screenshot shows a Yahoo News article in Chinese. The headline is '2025 關島可路跑 4/12 熱情開跑！運動、探險、島嶼度假一次享！'. Below the headline is a photo of a large group of runners at the starting line of a race. The article text is partially visible, mentioning the 'Ko'Ko Road Race' and the date 'April 12th'.

(2)



The screenshot shows a TTN Taiwan article in Chinese. The headline is '4/2起UA全年直飛關島 只要3.5小時即享美國風 最「美」關島亮點多 MICE、運動冒險獎勵加倍'. Below the headline is a photo of a Guam mascot character standing on a beach. The article text is partially visible, mentioning 'United Airlines' and 'direct flights to Guam'.

PHILIPPINES



Manila-Guam-Manila: Terminal 1

- **Daily**

PR110 Depart MNL 22:30 / Arrive GUM 04:15
 PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

CEB to GUM Mar 24-27, 2025	MNL to GUM May 01-Jun 30, 2025	ILO – GUM May 30-Jun 02, 2025
From US \$697 Round-trip Economy	From US \$208 Round-trip Economy	From US \$500 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 \$298* Round Trip Economy	From US \$298* Round Trip Economy	From US \$298* 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/>

ADF ENDERUN 101, INC AWARDED IN-MARKET REP FOR PHILIPPINES

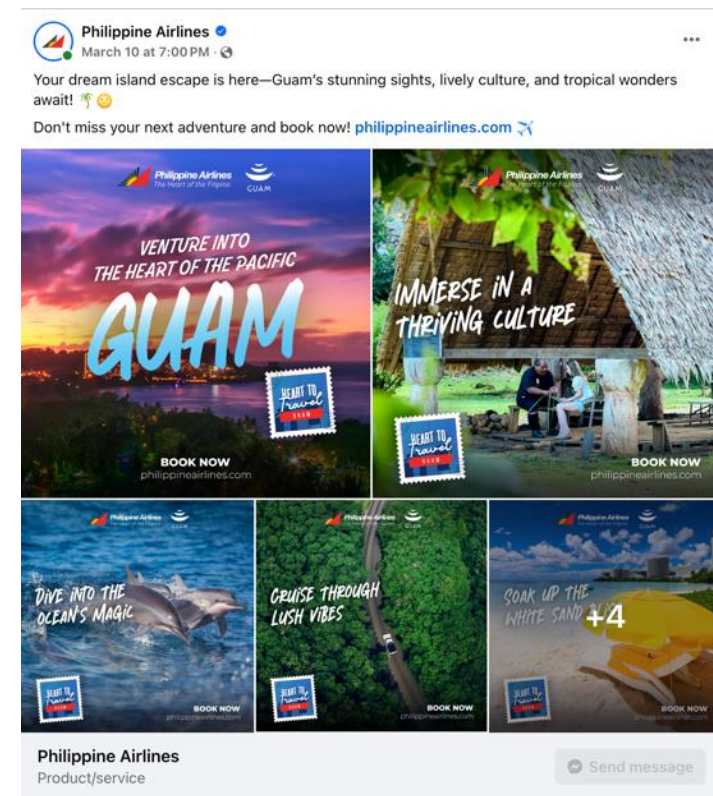
- FY2025 contract March - September
- Enderun Marketing expanded into a full-service agency in 2016
- Leverages its Enderun network (Enderun Colleges, Enderun Hotels, Enderun Events, Enderun Extension, and Enderun Coworking)



L to R: Thomas Wenger, Senior Vice President; Tricia Tensuan, Vice President for Marketing; and Cheska Dizon, Associate Director for Marketing

PAL CONTENT PROMOTION

- As part of their *Heart to Travel Series*, Philippine Airlines uploaded and boosted social content that highlights culture, scenery, and attractions in Guam



PHILIPPINES MARKETING ACTIVITIES



AVANZADO FAMILY IN GUAM

- The Avanzado Family visited Guam from March 9-11, 2025
- Posted highlights of their stay on social media platforms
- Collective following: 5M followers
 - **Jayda Zaragoza** 1M IG; 2.6M FB
 - **Jessa Zaragoza** 585k IG; 2.1M FB
 - **Dingdong Avanzado** 82.1k IG; 270k FB
- GVB members **Tsubaki Tower** and **Hertz Rent A Car** provided in-kind support for lodging and transportation

