



INDUSTRY REPORT

MAY 16, 2025



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GUAM ARRIVALS



MONTH TO DATE 2025

April 1-30, 2025

Total: 50,558 (42.4%)

% Market Mix	Origin	2019	2024	2025	% of 2019
43.1%	Korea	54,072	28,981	21,777	40.3%
33.9%	Japan	47,388	13,937	17,139	36.2%
11.5%	US/Hawaii	7,044	6,185	5,823	82.7%
3.4%	Philippines	2,432	1,072	1,705	70.1%
1.4%	Taiwan	2,275	341	700	30.8%
0.6%	China	737	350	319	43.3%
0.2%	Hong Kong	593	46	95	16.0%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only

CALENDAR YEAR TO DATE 2025

January – April 30, 2025

Total: 239,076 (43.4%)

% Market Mix	Origin	2019	2024	2025	% of 2019
45.1%	Korea	236,883	150,250	107,895	45.5%
35.7%	Japan	237,157	73,083	85,377	36.0%
10.5%	US/Hawaii	32,310	28,985	25,064	77.6%
2.0%	Philippines	6,355	4,329	4,695	73.9%
1.1%	Taiwan	9,233	1,270	2,598	28.1%
0.7%	China	5,344	1,837	1,686	31.5%
0.1%	Hong Kong	2,208	215	245	11.1%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only

FISCAL YEAR TO DATE 2025



October 2024 – April 30, 2025

Total: 413,927 (43.5%)

% Market Mix	Origin	2019	2024	2025	% of 2019
46.6%	Korea	418,950	253,370	192,693	46.0%
34.1%	Japan	397,940	123,656	141,034	35.4%
10.5%	US/Hawaii	54,908	49,007	43,295	78.9%
2.1%	Philippines	12,758	7,977	8,652	67.8%
0.9%	Taiwan	15,521	1,791	3,802	24.5%
0.6%	China	8,686	2,765	2,668	30.7%
0.1%	Hong Kong	4,236	454	409	9.7%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only



MARKET INTELLIGENCE REPORT

As of May 16, 2025 and may be subject to change.



MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for May remains at 37,045; June at 36,016; and July at 36,039.
- Marketing intelligence, marketing activities, and Weekly Guam digital PR articles

SOUTH KOREA

- Total outbound seat capacity for May remains at 31,457; June at 39,180; and July at 50,629.
- Media monitoring of press releases; and SNS weekly activity

TAIWAN

- Taoyuan Airport continues early MRT services
- The MICHELIN Guide expands to New Taipei City, Hsinchu County and Hsinchu City
- Marketing activities; upcoming in-market events; etc.

PHILIPPINES

- 11 PH hotels now part of Michelin Guide
- United Airlines and Philippine Airlines continue to fly daily in May 2025 and are offering specials
- Marketing activities; etc.

DETAILS ARE FOUND IN THE APPENDIX


JAPAN





JAPAN AIRLINE INTELLIGENCE

AIRLINE OPERATION - MAY **As of May 12, 2025*

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Suspended untill July 31, 2025	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,494
	Available from March 1 to July 10, 2025	UA841	NRT	17:55 / 22:40	Daily	5,146
	Available from May 1, 2024	UA848	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	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						6,169



MAY TOTAL OUTBOUND SEAT CAPACITY : 37,045

JAPAN AIRLINE INTELLIGENCE

AIRLINE OPERATION - JUNE **As of May 12, 2025*

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	4,980
	Available	UA197	NRT	17:00 / 21:45	Daily	4,980
	Suspended until July 31, 2025	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,494
	Available from March 1 to July 10, 2025	UA841	NRT	17:55 / 22:40	Daily	4,980
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Suspended from May 7, 2024	UA172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	Available	UA150	KIX	11:00 / 15:45	Daily	4,980
	Suspended from April 1, 2025	UA178	KIX	20:45 / 1:20+1	Tue, Thu, Sat	0
	Route Discontinued After Oct 26, 2024	UA166	FUK	11:05 / 16:15	Daily	0
TTL						30,046


AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	5,970
	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						5,970



JUNE TOTAL OUTBOUND SEAT CAPACITY : 36,016

JAPAN AIRLINE INTELLIGENCE

AIRLINE OPERATION - JULY **As of May 12, 2025*

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Suspended until July 31, 2025	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,328
	Available from March 1 to July 10, 2025	UA841	NRT	17:55 / 22:40	Daily	1,660
	Available from May 1, 2024	UA848	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						27,224

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	Available from July 18, 2025	TW509	KIX	10:40 / 15:30	Daily	2,646
TTL						8,815

JULY TOTAL OUTBOUND SEAT CAPACITY : 36,039

JAPAN MARKETING ACTIVITIES

LAUNCH OF GOGO! GUAM HÅFA ADAI CAMPAIGN 2025 PART 2

- Due to a strong positive reception from Japan, GVB officially launched Part 2 of the “GOGO! GUAM Håfa Adai Campaign with extended availability and enhanced offerings.
- GOGO! GUAM PAY (Digital Coupon)
 - \$30 digital coupon per traveler
 - Valid: May 7-September 30, 2025
 - Not valid during summer holiday period (July 19-August 31)
 - Limited to the first 15,000 applicants
- GOGO! GUAM BONUS (QR Code Offers)
 - Instant discounts by scanning QR codes at participating stores
 - Available until September 30, 2025
 - Now includes airport duty-free shops and rental car companies



JAPAN MARKETING ACTIVITIES

HANKYU TRAVEL BUSINESS FAIR

- May 8, 2025
- The Guam Visitors Bureau participated in the Hankyu Travel internal business fair at the Visit Grande Tokyo Hamamatsucho
- Over 70 travel-related companies and 120+ Hankyu travel planners attended
- Key Highlights:
 - High interest in Guam across multiple segments
 - Product discussions with travel planners
 - Positive meetings with Hankyu's top management
 - Promising talks on future educational travel collaboration
- The event reinforced Guam's visibility and opened new paths for partnership



JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Weekly Guam is one of GVB's ongoing efforts to promote visitor-friendly sites, businesses, and/or attractions in Guam.

This week's topics include:

- May-June Event Information

Go to the visitguam.jp website or click [here](#) to access more articles.

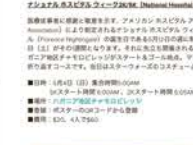
If you would like your business to be featured in *Weekly Guam*, please contact Yusuke Imazu at imazu@leapguam.com.

5月6月のイベント情報

Thursday, May 1, 2025 08:00 AM to 5:00 PM



アムでは毎年恒例のイベントとして、新しい風情に彩りを添えています。



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SOUTH KOREA



KOREA AIRLINE INTELLIGENCE



MAY AIRLINE SCHEDULE **As of May 12, 2025*

• 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: Apr 2nd~Jun 21st: 4/W, Jun 23rd~Aug 24th: Daily, Aug 27th~Oct 1st: 4/W, Oct 2nd~13th: Daily, Oct 15th~Oct 25th:4/W*

TOTAL OUTBOUND SEAT CAPACITY: 31,457 SEATS

KOREA AIRLINE INTELLIGENCE



JUNE AIRLINE SCHEDULE **As of May 12, 2025*

• 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
	KE423	DAILY	18:40	00:00+1	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	3,780
TOTAL					35,400

**TW505: Jun 21st – Jul 18th: Temporary suspension*

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W & Daily	21:00	02:00+1	3,780
TOTAL					3,780

**LJ921: Apr 2nd~Jun 21st: 4/W, Jun 23rd~Aug 24th: Daily, Aug 27th~Oct 1st: 4/W, Oct 2nd~13th: Daily, Oct 15th~Oct 25th:4/W*

TOTAL OUTBOUND SEAT CAPACITY: 39,180 SEATS

KOREA AIRLINE INTELLIGENCE

JULY AIRLINE SCHEDULE **As of May 12, 2025*

• 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
	KE423	DAILY	18:40	00:00+1	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
	7C3107*	DAILY	20:20	02:00+1	3,780
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ917	DAILY	19:30	01:00+1	5,859
T'way Air	TW505**	DAILY	09:00	14:30	2,457
TOTAL					44,770

*7C3107: Jul 12th – Sep 30th: Daily

**TW505: Jun 21st – Jul 18th: Temporary suspension

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W & Daily	21:00	02:00+1	5,859
TOTAL					5,859

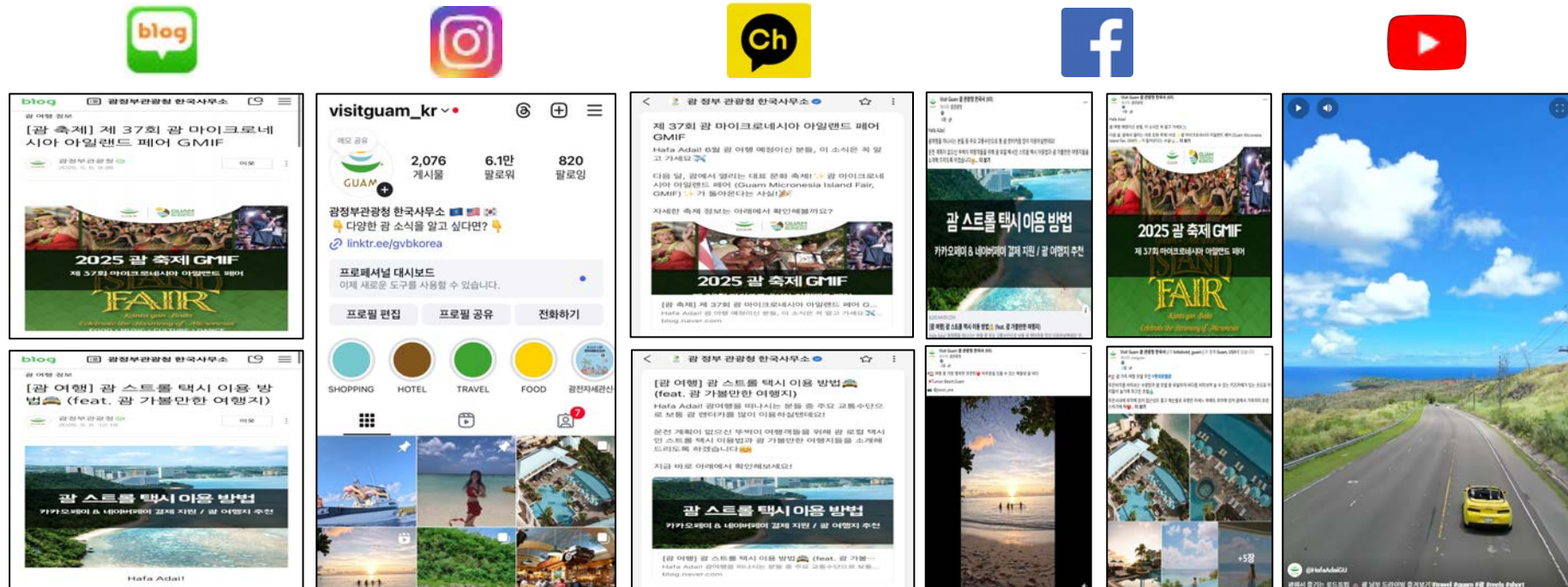
*Jun 23rd~Aug 24th: Daily, Aug 27th~Oct 1st: 4/W, Oct 2nd~13th: Daily, Oct 15th~Oct 25th:4/W

TOTAL OUTBOUND SEAT CAPACITY: 50,629 SEATS

KOREA MARKETING ACTIVITIES

SNS WEEKLY ACTIVITY: MAY 5 - MAY 9

THEME: 2025 GUAM GMIF/ GUAM STROLL PAYMENT UPDATE (KAKAO PAY & NAVER PAY)



TAIWAN



Operation Schedule: May



Flight	Departure (local time)	Arrival (local time)	Frequency
TPE-GUM UA 0166	10:30 a.m	4:20 p.m	Every Wednesday
	11:00 a.m	4:50 p.m	Every Saturday
GUM-TPE UA 0165	7:00 a.m	9:25 a.m	Every Wednesday, Saturday

- United Airlines started the direct flight TPE-GUM service starting April 2nd.
- The limited-time promotion for TPE-GUM route has been extended from March 4 to June 27. The promotional fares are US\$302 (TWD 10,000, tax excluded). UA launched a new discounted economy K-class fare of US\$386.5 (TWD 12,500, tax excluded) for both B2B and B2C channels.

TAIWAN MARKET INTELLIGENCE

TAOYUAN AIRPORT CONTINUES EARLY MRT SERVICES

Taoyuan Airport MRT will continue its 5:30 a.m. early express services after a successful three-month trial initially launched for Lunar New Year travelers. The early trains run daily from Taipei Main Station, stopping at New Taipei Industrial Park (A3) and Chang Gung Memorial Hospital (A8), mainly serving outbound international passengers. Nearly 10,000 travelers used the early service during the trial, and trains will keep running at reduced speeds through densely populated zones for safety.



THE MICHELIN GUIDE EXPANDS TO NEW TAIPEI CITY, HSINCHU COUNTY AND HSINCHU CITY

Building upon its previous coverage of Taipei, Taichung, Tainan and Kaohsiung, the MICHELIN Guide will now include New Taipei City, Hsinchu County, and Hsinchu City in its 2025 Taiwan selection. These areas add culinary variety from Hakka cuisine in Hsinchu County to seafood and street food in New Taipei City. The full restaurant selection for the 2025 MICHELIN Guide Taiwan will be unveiled in the second half of the year.

TAIWAN MARKETING ACTIVITIES

2025 MARIANAS PRO TOURNAMENT - TAIWAN

- April 26-27, 2025
- The 2025 Marianas Pro Taiwan Gi & No-Gi Tournament featured over 1,200 competitors from 23 countries, with approximately 80% being from Taiwan
- Spectator attendance was estimated around 2,500 due to venue space limitations
- In support of the event, GTO delivered the opening remarks, participated in the awards ceremony, and distributed Guam promotional items.
- GTO also promoted the United Airlines TPE-GUM direct flight by distributing flyers, conducting lucky draw raffles, and sharing key travel advantages.



TAIWAN MARKETING ACTIVITIES

NR Monitor

For the past week (May 3-9), a total of 22 exposures were monitored.

1 of the news reported that our collaboration with Milksha has officially begun, alongside the promotion of our flight ticket giveaway campaign.

1 of the news reported National Taiwan Normal University's EMBA program conducted a five-day overseas management study tour in Guam, receiving high-level hospitality from the Governor and engaging in discussions on bilateral cooperation.

(1)

yahoo!新聞

白沙屯風情 半導體開戰 臺灣利率 台股400萬失主 國家設計作品 柯文哲 扁治像與忠貞 邱巴亮

焦點 即時 大馬免費 娛樂影視 國際 政治 社會地方 財經 職教季 運動 玩樂 品

styletc

每年夏天必喝！迷客夏海島芒果飲、大苑子愛文冰沙，一口喝下超過癮！

加七
更新時間：2025年5月7日 週三 上午11:56



(圖／華宅提供)

隨著盛夏腳步逼近，手搖飲品紛紛推出芒果飲品陣容。像是迷客夏首度攜手關島觀光局，推出三款「海島系芒果飲」，讓消費者一邊喝手搖、一邊遊南洋海島；另一邊，大苑子備受期待的「芒果季」也火熱登場，以最新鮮的鮮果愛文芒果打造經典冰沙與茶飲，芒果控絕對不能錯過！

5月7日起，迷客夏正式推出三款關島觀光局聯名新品：「海鹽芒果綠」、「島嶼芒果青梅綠」及「熱帶水果氣泡」。靈感來自關島海島原住民風味與熱帶水果特色，飲品不僅在口味上帶來南洋風情，更透過美、綠兩款繽紛夏季杯款展現海島熱情。

「海鹽芒果綠」巧妙融合檸檬清香、成熟芒果的甜美以及鹽神鹽味，喝下去彷彿漫步杜夢灣沙灘（65元）。「島嶼芒果青梅綠」則將芒果的甜與青梅的酸完美結合，尾韻有綠茶回甘（65元）。想要清爽氣泡感則不能錯過「熱帶水果氣泡」，芒果、蜜桃、蔓越莓汁三重果香層次堆疊，搭配夢幻夕陽紅糖漸層，令人耳目一新（75元）。

(2)

經濟日報

西貢 經濟新聞 經濟論壇 即時 新聞 產業 證券 行情 國際 兩岸 金融 理財 房市 專欄 品牌 OFF 學 商航

11:36 中國聯合聲明：罕見地對美「雙重制裁」 俄反對任何形式自衛獨立 11:29 倫敦訊：拜登政府擬定今秋

證券投資人及期貨交易人保護中心 投保中心即日起受理團體訴訟求償登記

◆ 山富公司(台股收市價) 請符合資格投資人於 114年5月29日 前辦理登記。
◆ 通用公司(台股收市價) 請符合資格投資人於 114年6月2日 前辦理登記。

新聞日報 > 商航 > 商學知識

臺師大EMBA訪問島 獲總督高規格接待共議雙邊合作

本文共1194字

2025/05/05 14:00:00

經濟日報 許世榮

國立臺灣師範大學管理學院企業管理碩士在職專班(EMBA)為拓展國際視野，並深化與國際管理人的創新成長及分享與國際觀點，日前由該校校長李國、EMBA執行長陳人英及行政管理研究所所長陳昱珍帶領學生們，前往美國關島進行為期五天四夜的海外管理實務研習。

關島被視為「亞太區域經濟發展熱點」，其地理位置與經濟發展受到國際高度關注。陳人英表示，作為一個介於亞洲與大洋洲之間，擁有豐富多元文化與創新管理知識，持續關注並參與全球經濟的變化，是未來企業競爭力的不二法門。希望讓EMBA學生透過海外參訪，直接與當地企業、政府與國際學、商、研、教大學及商界團體交流，獲取更深入的實務知識與國際觀點。



UPCOMING IN-MARKET EVENTS

GVB TAIWAN ROADSHOW

- Event schedule:
 - May 19th 9:30 a.m. - 12:00 p.m. @ Taichung
 - May 20th 9:30 a.m. - 12:00 p.m. @ Taipei
 - May 21st 1:30 p.m. - 4:00 p.m. @ Taoyuan
- Seeking 8-10 GVB members to participate.
- Audience: 200+ trade partners, airline partners, media and government officials
- GVB will lead a sales mission across Taiwan in three key cities to include: Taipei, Taoyuan, and Taichung to promote Guam, strengthen ties with trade partners, and boost media exposure.
- The goal is to expand partnerships with TAs, reinforce existing collaborations, and raise brand awareness in Taiwan.



UPCOMING IN-MARKET EVENTS

TAIPEI TOURISM EXPO (TTE)

- May 23-26, 2025
- GVB will participate in the 2025 Taipei Tourism Exposition (TTE) to promote Guam as a premier travel destination to the Taiwan market.
- During the expo, GVB will host on-site activities at the Guam booth, participate in a stage event on 5/23, and organize a lucky draw to engage visitors.
- GVB also invited United Airlines to join the Guam booth to promote the TPE-GUM direct flight.
- In addition, GVB's Boba Tea Co-op partner, Milksha, will sell co-branded drinks.



PHILIPPINES

PHILIPPINES AIRLINE INTELLIGENCE



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 May 16-20, 2025	CEB to GUM JUL 11-25, 2025	MNL – GUM JUL 28-31, 2025
From US \$411 Round-trip Economy	From US \$474 Round-trip Economy	From US \$411 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.



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

May 2025	Jun 2025	Jul 2025
From US \$354* Round Trip Economy	From US \$354* Round Trip Economy	From US \$354* 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/>



11 PH HOTELS NOW PART OF MICHELIN GUIDE

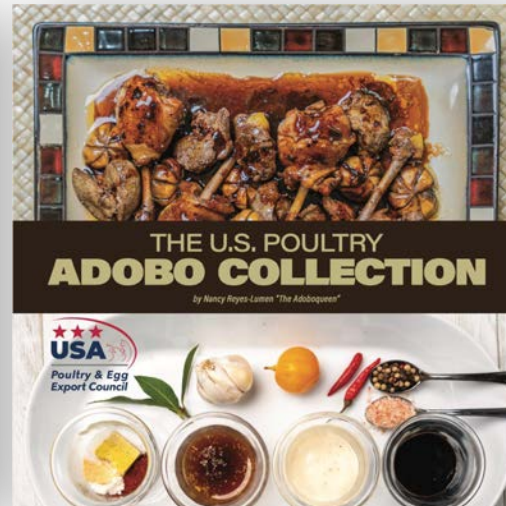
Five more Philippine-based hotels made it to the prestigious Michelin Guide Hotels list, bringing the country's total recognized properties to 11. The new entrants are Fairmont Makati, Manila Marriott Hotel at Newport World Resorts, Solaire Resort Entertainment City, Raffles Makati, and Shangri-La The Fort, Manila.

The Department of Tourism (DOT) welcomed the inclusion and described it as a recognition of the excellent hospitality that Philippine hotels offer. "This not only strengthens the Philippines' positioning as a destination of choice for world-class hotel and tourism experiences but also affirms the renowned Filipino warmth and excellence in hospitality," DOT said. Earlier this year, the Michelin Guide announced its arrival in the Philippines, with its first-ever edition expected to launch in 2026.

PHILIPPINES MARKETING ACTIVITIES

BOOK LAUNCH AT U.S. AMBASSADOR'S RESIDENCE

- May 15, 2025
- At the invitation of the U.S. Embassy, GVB Philippines attended the launch of *U.S. Poultry Adobo Collection* by Nancy Reyes Lumen
- Met with U.S. Ambassador MaryKay Carlson
- Introduced ADF Enderun as GVB's representatives in the Philippines
- Discussed the Guam-CNMI Visa Waiver for Filipinos
- Ambassador Carlson shared that she is hopeful on the outlook for Guam as a U.S. destination among Filipino travelers
- Encouraged ADF Enderun to highlight the faster US visa processing



L-R: Tricia Tensuan, Enderun VP for Marketing;
MaryKay Carlson, U.S. Ambassador; Cheska
Lagera-Dizon, GVB PH Associate Director



APPENDIX

As of May 16, 2025 and may be subject to change.



DESTINATION UPDATES



MEMBERSHIP UPDATES

GVB QUARTERLY MEMBERSHIP MEETING - MAY 15, 2025

- RECOVERY COMMITTEE UPDATE – Mark Baldyga, Recovery Committee Chair
- SOURCE MARKET SURVEY – Chris Kam, OmniTrak Inc. President & COO
- MANAGEMENT REPORT – Régine Biscoe Lee, GVB President & CEO



Access full presentations on our GVB website at guamvisitorsbureau.com/membership.

Scan QR code for GVB
Membership Survey



GUAM EVENTS – MAY



FISH EYE
Marina Park GUAM

FISH EYE FRIDAY MARKET PLACE EVERY FRIDAY

For a limited time, Fish Eye is hosting a Friday Market Place to showcase local vendors and small businesses set inside the Island Cultural Dinner Show venue.

Every Friday evening in May, dine-in guests can enjoy:

- A curated shopping experience with rotating local vendors
- Fish Eye's signature Island Cultural Dinner Show
- One complimentary Fish Eye photo souvenir with each booking

BOOK NOW 671.475.7777

  FISHEYEGUAM



**21st
MAY 2025**

World Bee Day
Chamorro Village Farmer's Pavilion
4 – 8 pm

Education • Honey • Bees



**UNIVERSITY OF GUAM
COOPERATIVE EXTENSION
& OUTREACH**

The Value-Added Foods Program Presents:

Breadfruit Flour Workshop

With food scientist Dr. Jian Yang and extension associates Clarissa Barcinas and Elaine De Leon

9 a.m. - Noon | Saturday, May 24, 2025
University of Guam Agriculture & Life Science Bldg.
Registration Fee: \$15

Why use breadfruit flour?:

- Low-glycemic index (diabetic friendly)
- Gluten-free
- High fiber
- A complete protein (all essential 9 amino acids)
- Versatile nutty flavor

REGISTER HERE!


<https://url.uog.edu/breadfruit-flour>

Featured recipes:

- Breadfruit flour pancakes
- Breadfruit flour mochi
- Breadfruit flour tortillas

For more information:
Clarissa Barcinas | (671) 735-2041 | csnbarcinas@triton.uog.edu



Clutch Music

**ISLAND FEELS
IN THE HILLS 2**
SATURDAY, MAY 31, 2025 | LEOPALACE RESORT

Johnny Suite

EKOLU

High Waah

TICKETS ON SALE NOW AT WWW.CLUTCH-MUSIC.COM



CROWNE PLAZA
AN IHG® HOTEL
RESORT GUAM

Always FRIDAY



**FRIDAY, MAY 23, 2025
6 PM - 10 PM**

**SATURDAY, MAY 24, 2025
10 AM - 10 PM**

**SUNDAY, MAY 25, 2025
10 AM - 10 PM**

Sagan Bisita

**16th Annual
HAGAT
mango
festival**

GUAM VISITORS BUREAU

Bank of Guam

BUDDY'S HOME FURNISHINGS

LEDI

ARTS

gta

Budweiser

SEEN

Coca-Cola

CRANK

Local

SONG

VANTAGE ADVERTISING

TRI-VISION

76

SPPC



War in the Pacific National
Historical Park

Memorial Day Volunteer Events

MAY 23-24, 2025	9:00 AM - 4:00 PM FLAG ASSEMBLY T. STELL NEWMAN VISITOR CENTER
MAY 24	Saturday 7:00 AM - 12:00 PM FLAG INSTALLATION ASAN BEACH PARK
MAY 24	Saturday 4:30 PM start ILLUMINATION CEREMONY ASAN BEACH PARK
MAY 27	Tuesday 7:00 AM - 12:00 PM FLAG REMOVAL ASAN BEACH PARK

Email wapa_interpretation@nps.gov to register

GUAM EVENTS – JUNE



37th Annual
Guam • Micronesia
**ISLAND
FAIR**

FOOD • MUSIC • CULTURE • DANCE
EXPERIENCE THE BEST OF MICRONESIAN CULTURE IN ONE FESTIVAL!

SAVE THE DATE
JUNE 7 & 8, 2025
GOVERNOR JOSEPH FLORES MEMORIAL PARK, YPAO BEACH

For more information call (671) 646-5278 or log on to visitguam.com/gmif



10TH ANNUAL
GBA/PONY
SUMMER BASEBALL
AND SOFTBALL
ACADEMY

JUNE 16 – JULY 18, 2025
8:30 AM – 4:00 PM
OKKODO TRIPLE JJJ BASEBALL AND
SOFTBALL FIELDS

REGISTER: www.guamtime.net



Bank of
Guam

EIF

**ELECTRIC ISLAND
FESTIVAL**
JUNE 21 2025
PLAZA DE ESPANA



UNIVERSITY OF GUAM
COOPERATIVE EXTENSION
& OUTREACH

**4-H
Summer
ENRICHMENT
CAMPS**
June and July 2025

1-to 2-week camps
AGES 6-18

A fun, safe, enriching
environment for
youth and young
adults to explore,
learn, and grow!

MORE INFO:
http://bit.ly/4HSummer

- Crime Scene Investigation
- Imagination Art Explorers
- Mission: Move!
- Sew, Stitch, & Fun in the Kitchen
- Kids in the Kitchen: Food Drying
- Crazy Chemistry
- Micro-bit Adventures
- Mini Math Explorers
- GameDev with MakeCode Arcade
- Wisdom of Our Ancestors
- Financial Literacy
- Sustainable Agriculture
- Insects: Good, Bad, and Ugly!
- Beats and Bytes with Python
- Exploring the Art of Math
- Junior Fisheries: Growing Up Fishery-Friendly
- Reef Futures: High School Fishery Camp

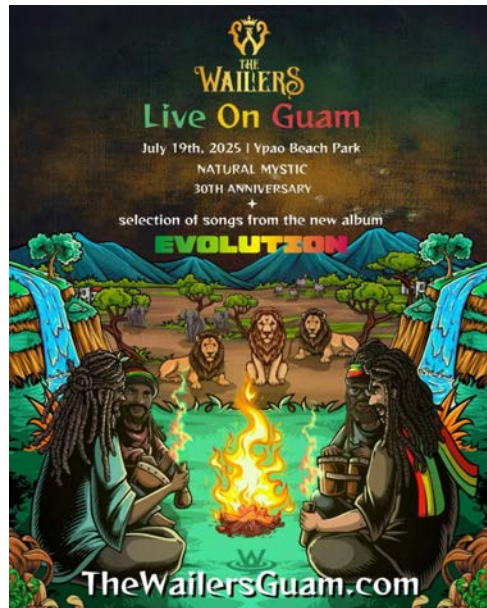
For more information, call 872 735-2040/2003 or email 4HCamp@triton.unig.edu



ina well fest
JUNE 21-22, 2025
LEO PALACE RESORT GUAM

For more information, visit our website or click [here](#).

GUAM EVENTS – JULY & BEYOND



For more information, visit our website or click [here](#).



STOP! SCAN FOR MANDATORY ENTRY FORM



cqa.guam.gov

The Guam Electronic Declaration Form (Guam EDF) is a mandatory digital form, available 72 hours before arrival. Each arriving passenger or a responsible family member must fill out the form in English, with one form per family.

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



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

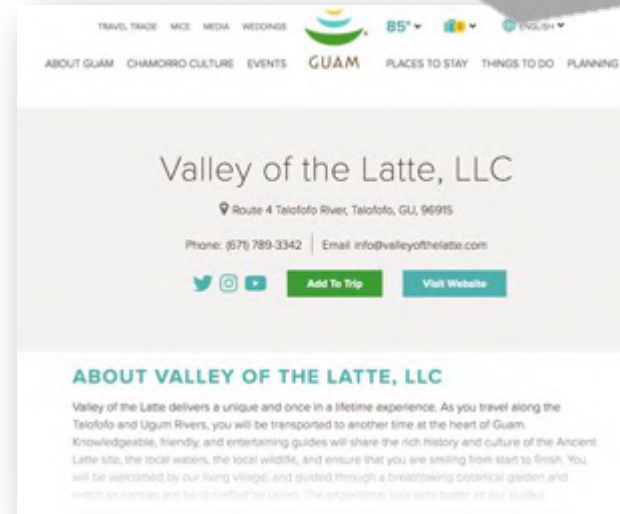
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, 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, 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: <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

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

MEMBERSHIP BENEFIT

CALLOUT FOR BROCHURES

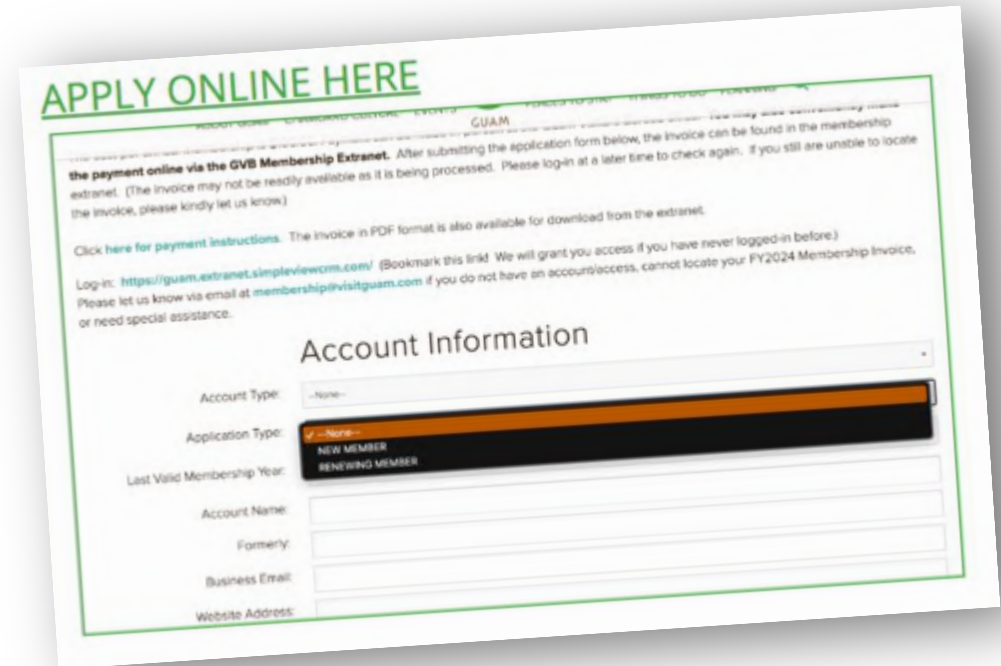
GVB will display and distribute your company brochures to visitors at the Bureau's front office and concierge service desks located at the Guam International Airport and the Guam Premium Outlets.

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

Download our membership application from our GVB website.



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



The screenshot shows a web form titled "GUAM" with a green border. At the top, it says "APPLY ONLINE HERE". Below this, there is a paragraph of text explaining the application process and where to find the invoice. It includes a link for payment instructions and a login URL: <https://guam.extranet.simpleviewcm.com/>. The form itself has several fields: "Account Type" (dropdown menu), "Application Type" (dropdown menu with "NEW MEMBER" and "RENEWING MEMBER" options), "Last Valid Membership Year" (text field), "Account Name" (text field), "Formerly" (text field), "Business Email" (text field), and "Website Address" (text field).