



INDUSTRY REPORT

MAY 2, 2025



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GUAM ARRIVALS



MONTH TO DATE 2025

March 1-31, 2025

Total: 61,249 (42.5%)

% Market Mix	Origin	2019	2024	2025	% of 2019
36.3%	Korea	53,980	32,670	22,224	41.2%
44.8%	Japan	72,603	22,194	27,467	37.8%
11.3%	US/Hawaii	8,170	6,720	6,905	84.5%
2.0%	Philippines	1,365	1,354	1,229	90.0%
0.2%	Taiwan	1,962	139	97	4.9%
0.4%	China	693	305	227	32.8%
0.1%	Hong Kong	416	54	67	16.1%

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

Note: March 2025 Daily Arrivals reflect Civilian Air arrivals only

CALENDAR YEAR TO DATE 2025

January – March 31, 2025

Total: 187,770 (43.8%)

% Market Mix	Origin	2019	2024	2025	% of 2019
45.9%	Korea	182,704	121,263	86,114	47.1%
36.2%	Japan	189,398	58,749	67,999	35.9%
10.1%	US/Hawaii	23,964	22,049	18,944	79.1%
1.6%	Philippines	3,923	3,257	2,990	76.2%
1.0%	Taiwan	6,958	929	1,898	27.3%
0.7%	China	4,603	1,485	1,367	29.7%
0.1%	Hong Kong	1,615	169	150	9.3%

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

Note: March 2025 Daily Arrivals reflect Civilian Air arrivals only

FISCAL YEAR TO DATE 2025



October 2024 – March 31, 2025

Total: 362,621 (43.7%)

% Market Mix	Origin	2019	2024	2025	% of 2019
47.1%	Korea	364,771	224,383	170,912	46.9%
34.1%	Japan	350,181	109,322	123,656	35.3%
10.3%	US/Hawaii	46,562	42,071	37,175	79.8%
1.9%	Philippines	10,326	6,905	6,947	67.3%
0.9%	Taiwan	13,246	1,450	3,102	23.4%
0.6%	China	7,945	2,413	2,349	29.6%
0.1%	Hong Kong	3,643	408	314	8.6%

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

Note: March 2025 Daily Arrivals reflect Civilian Air arrivals only

DESTINATION UPDATES

GVB Quarterly Membership Meeting

Help us celebrate Tourism Month by joining us for our next GVB Membership Meeting!

To RSVP, please fill out the form here –

<https://www.visitguam.com/membership-meeting-rsvp/>

Date: Thursday, May 15, 2025

Location: Hilton Guam Resort & Spa, Micronesian Ballroom

Time: 11:00 AM – 2:00 PM



The flyer features a blue background with a blurred image of people at a meeting. It includes the GVB logo, the date and time, the location, and a detailed agenda. A QR code and contact information are provided at the bottom.

GUAM VISITORS BUREAU

Thursday, May 15, 2025
11:00 AM - 2:00 PM
Micronesian Ballroom, Hilton Hotel Guam

QUARTERLY MEMBERSHIP MEETING

AGENDA

CALL TO ORDER
Michelle Merfalen, Membership Committee Chair

RESOLUTION PRESENTATION
Senator Jesse Lujan

RECOVERY COMMITTEE UPDATE
Mr. Mark Baldyga, Recovery Committee Chair

SOURCE MARKET SURVEY
Mr. Chris Kam, President & COO
Omnitrak TravelTalk America

MANAGEMENT REPORT
Régine Biscoe Lee, GVB President & CEO

ADJOURNMENT

You may join the meeting from your computer, tablet, or smartphone at

us02web.zoom.us/j/82876630785
Meeting ID: 828 7663 0785

 For more information, please contact:
■ taylor.pangilinan@visitguam.com
☎ (671) 646-5278

UPCOMING EVENTS

MAD COLLAB BLOCK PARTY

Celebrate GUAMTIME's 5th year at the **MAD COLLAB BLOCK PARTY** on May 3, 2025.

From live performances across different genres to culinary showcases from your favorite local eateries.

Dive into creativity with over 20 unique collaborations featuring apparel, self-care essentials, art, and locally crafted goodies!

Date: May 3, 2025

Location: Aspinall Avenue, Hagåtña

Time: 4:00 – 10:00 PM



The poster for the MAD COLLAB BLOCK PARTY features a vibrant, multi-colored background with abstract line art. The text is organized into sections: event title, date and location, ticket information, and three categories of collaborations (Music, Retail, and Food). A 'PLUS' section and 'HOSTED BY' information are also included.

GuamTime
MAD COLLAB
BLOCK PARTY

MAY 3, 2025 | 4 PM - 10 PM
Aspinall Ave, Hagåtña
FREE TICKETS AT WWW.GUAMTIME.NET

MUSIC COLLABS
THE JOHN DANK SHOW & DJ SYLNT • TAJ & STRAIGHTUPJED
PACIFIC COOL & JOE GARRIDO • SKIP ENTERTAINMENT & DJ LEZEAH & TUESDAY
INETNON GEPÁ'GO & SEN GUAIYA HÃO GUÁHAN YOUTH ACADEMY • RONNIE PEREZ & IZ

RETAIL COLLABS
CROWNS & FÓKAI • PAY-LESS SUPERMARKETS & BLADES BY CRANK
GUAM ARMY NATIONAL GUARD & HÁFALOHA • GTA & BLUE LATITUDE
OPAKE & LONG LIVE • THE LOCAL SHOP & CROOK
PARADISE FITNESS & SHUT UP AND LIFT • WEEK TO WEEKEND & DEAR TREE LEARNING CENTER • GUAM WOMEN'S CHAMBER OF COMMERCE & NEMIN GUAM
TINANOM SOAP COMPANY & OLFACTORY CREATIVE • STONESTYLEE & LOTUS SURE SHOP • NATALIE'S COLLECTION 888 & RUMALI BEYOND CREATION
THE NENPIRE & BONITA BABY • HIBISCUS GUAM & SALTY SWELLS
EARTH STAR HOLISTIC HEALTH & RM SPORTS • HÁFA ADAI LIFE & FISH ON GUAM
THE DOLLYHOUSE & LOLE HANDMADE • DANNIE'S VANITY & JBEAUTY
MSKP & UNITY DESIGN • STOICH PROVISION & SAVAGE SANDWICH CO
TOTOT ISLAND & SURF YOUR SOUL • MÁOLEK MILES REWARDS & GUAM GEAR

FOOD COLLABS
CARABAO BREWING & PONO • BANK OF GUAM & SUNDAYS ICE CREAM & SHELL
PATISSERIE PARISCO & PUFF SUPPLY • STAX SMASH BURGERS & MOM&POP
RICE & RAMEN & DENANCHE' DRIZZLE • FRANCES BAKEHOUSE & FIRE SLAVE 880
SHUT UP & FISH & HÁFALOHA • THE COCONUT TREE COMPANY & MARKET DELI & DENANCHE' DRIZZLE • COFFEE SLUT & CROOK • THE FOOD TRUCK & CLOSET NO.37

PLUS
GTA CREATIVE COLLAB SPACE
BANK OF GUAM CARNIVAL
GUAMTIME BEER

HOSTED BY
SHANICE POE & VICTORIOUS PALAN



16th Annual
Talo'fo'fo'
Banana Festival

Friday, May 09th 5:30pm-9:00pm
Saturday, May 10th 10:00am - 10:00pm
Sunday, May 11th 9:00am - 9:00pm

Location: Ipan Beach Park

Make it a weekend for you and your family to relax and enjoy by the beach side, enjoying the 16th Annual Talo'fo'fo' Banana Festival. Great food, rides, games, novelties, entertainment, and so much more. We hope to see you all there!!

Special Thanks to our Sponsors & to All who supported our Festival!!

*Guam Visitors Bureau	*Ambros Guam	*East Island Tinting
*GTA Teleguam	*Pepsi	*Jeff's Pirates Cove
*Bank of Guam	*Coca Cola	*Pacific LP Gas
*Our Lady of Peace	*Hyatt Regency Guam	*Dept. of Parks & Recreation
*Nissan Guam	*Hilton Guam Resort & Spa	*Guam Power Authority
*Coast 360	*Pay-Less Supermarkets	*Vendors & Entertainment
*Family Finance	*Infusion Coffee & Tea Guam	
*Bank Pacific	*McDonald's	

**The Community of Talo'fo'fo'/Ipan, Our hardworking staff and all who supported our Festival one way or another!*

16TH ANNUAL BANANA FESTIVAL

Join us for this fun-filled three-day Banana Festival at Ipan Beach Park! Enjoy great food, rides, games, novelties, entertainment, and so much more!

Day 1: Friday, May 9, 2025 – 5:30-9:00 pm

Day 2: Saturday, May 10, 2025 – 10:00am-10:00pm

Day 3: Sunday, May 11, 2025 – 9:00am-9:00pm

FRIDAY MARKET PLACE

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

Every Friday evening for the month of **May**, guests can enjoy:

- A curated shopping experience with local vendors
- Fish Eye's signature Island Cultural Dinner Show
- One (1) complimentary Fish Eye photo souvenir with each booking



FISH EYE
Marine 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

UPCOMING EVENTS

WORLD BEE DAY

Honeybees play an essential role in our local ecosystem and protection of them are critical, as Guam is one of the few places to have **VARROA MITE-FREE BEES**.

Join the Guam Beekeepers Association in their efforts to educate and promote the precious honeybees and rich diversity in Guam's pure honey.

Enter in a **World Bee Day Photo Contest** for a chance to win a special prize. Submission deadline: **May 16, 2025**.

Let's celebrate **WORLD BEE DAY!**

Date: May 21, 2025

Time: 4-8pm

Location: Chamorro Village Farmer's Pavillion



2025
**WORLD BEE DAY
PHOTO CONTEST**

Capture the buzz and show us your best photowork for a chance to win a prize!

Categories

Bees in Action **Beekeepers in Action**

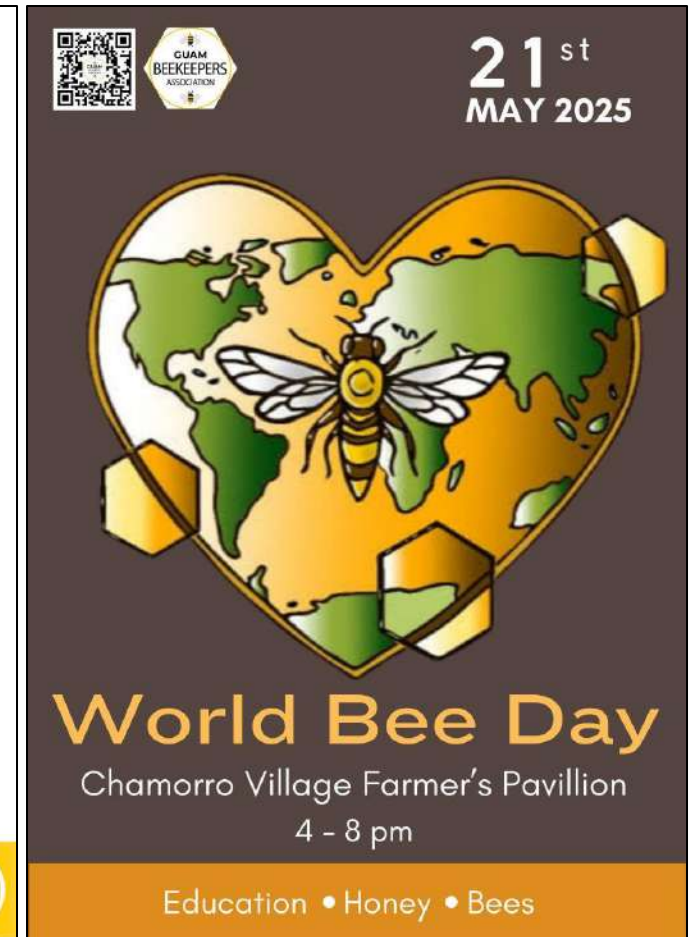
HOW TO ENTER



- Only ONE entry per person.
- Fill out the google form and upload photos here: <https://tinyurl.com/5bad9j99>

**Professional photographers are not eligible to participate*


Submission deadline: May 16, 2025

One winner will be selected per category.
Photos will be uploaded on Instagram and photo with the most likes wins.
Winner will be announced at the World Bee Day event, May 21, 2025



**21st
MAY 2025**



World Bee Day
Chamorro Village Farmer's Pavillion
4 - 8 pm

Education • Honey • Bees

UPCOMING EVENTS



16th Annual HÅGAT mango festival
Sagan Bisita

FRIDAY, MAY 23, 2025
6 PM - 10 PM

SATURDAY, MAY 24, 2025
10 AM - 10 PM

SUNDAY, MAY 25, 2025
10 AM - 10 PM

FRIDAY MAY 23

• 6:00 PM - 7:00 PM	• BENDISIÓN • COLOR GUARD • NATIONAL ANTHEM • GUAM HYMN • OPENING REMARKS
• 7:00 PM - 7:30 PM	• Marcial A. Sablan Elem.
• 7:30 PM - 8:30 PM	• OMS Choir
• FOR PEACE BAND	

SATURDAY MAY 24

• 11:00 AM - 11:30 AM	• PIKA BURGER CONTEST	• 10:00 AM - 11:00 AM	• AWARDS
• 11:30 AM - 12:00 PM	• PIKA MANGO CONTEST	• 11:00 AM - 1:00 PM	• STRANGERS W/CANDY
• 12:00 PM - 1:00 PM	• JONAH HANOM	• 1:00 PM - 3:30 PM	• KANANI & COMPANY
• 1:00 PM - 2:00 PM	• BRIGHT EYES	• 3:30 PM - 4:00 PM	• TALENT BOX
• 2:00 PM - 3:30 PM	• KANANI & COMPANY	• 4:00 PM - 6:00 PM	• PRECIOUS METAL
• 3:30 PM - 4:00 PM	• TALENT BOX	• 6:00 PM - 7:00 PM	• LOCAL STRINGS
• 4:00 PM - 5:00 PM	• MARIANAS REVIVAL	• 7:00 PM - 8:00 PM	• GUMA NINA'EN ACHO LATTE
• 5:00 PM - 7:00 PM	• MALAK MO'NA	• 8:00 PM - 9:00 PM	• R A F F L E
• 7:00 PM - 10:00 PM	• MIX PLATE	FIREWORKS	

SUNDAY MAY 25

16TH ANNUAL MANGO FESTIVAL

The Hågat Mango Festival is a three-day event that attracts both residents and visitors. Join us in celebrating the **16th Annual Mango Festival** with local vendor booths, mango displays and contests, cultural performances, live music, games, rides and more!

For more information, contact the Hågat Mayors Office at 671-565-2524.

GUAM MICRONESIA ISLAND FAIR

Presented by the Guam Visitors Bureau, the **GUAM MICRONESIA ISLAND FAIR** is an event showcasing the unique cultural heritage of the islands of Micronesia. Join the celebration and have opportunities to experience the vibrant and diverse cultures of our neighboring islands.

Celebrate customs, traditions, food and art of Micronesia!

Dates: 6/7/25, 6/8/25

Location: Governor Joseph Flores Memorial Park

Time: 9:00 AM – 7:00 PM



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



GUAM'S 81ST LIBERATION EVENT

Join us in Guam's capitol city of Hagåtña for the [Liberation Parade Festival](#) on **July 21, 2025**! Witness Guam's biggest parade of floats as the entire island community gathers for the annual commemoration of Guam's liberation from the Japanese occupation that ended in 1944.



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



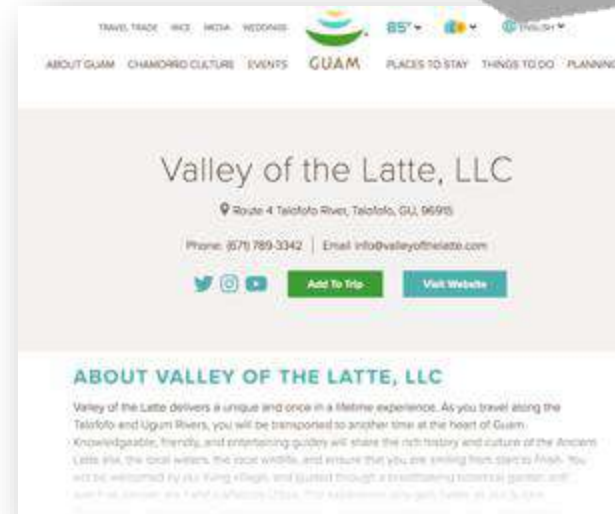
Valley of the Latte, LLC
Get Directions
(671) 789-3342






Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofolo 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 Talofolo and Ugum rivers with us! We take pride in being Guam's only true eco-friendly and sustainable island extravaganza filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the intrepid traveler, romantic couple escape, or childhood adventure of a lifetime. It is sure to keep you returning for more. We have also served as venue to special days such as weddings, school field trips, birthdays, company retreats, and more. Feel free to email info@valleyofthelatte.com for more information and if you have any questions. Find us: <http://www.valleyofthelatte.com/valley-latte-map-contact/>


More Info



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION
Give visitors better access to your business, with GVB's digital map.







TRAVEL TRADE | INFLUENCERS | MEDIA | WEBCASTS |  |  |  |  | 

ABOUT GUAM | CHAMORRO CULTURE | EVENTS |  | PLACES TO STAY | THINGS TO DO | PLANNING

Valley of the Latte, LLC

Route 4 Talofolo River, Talofolo, GU 96905

Phone: (671) 789-3342 | Email: info@valleyofthelatte.com

    [Add to Trip](#) [Visit Website](#)

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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/>





MARKET INTELLIGENCE REPORT

As of May 2, 2025 and may be subject to change.



MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for May remains at 37,045; and June at 36,016.
- Shown in appendix: marketing intelligence, marketing activities, and Weekly Guam digital PR articles

SOUTH KOREA

- Travelers favor short-haul destinations during Golden Week
- Total outbound seat capacity for May remains at 31,457; June at 44,850; and July at 52,708.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

TAIWAN

- Southern Taiwan city launches inclusive tourism initiative
- **Taiwan's EVA Air plans direct flights to Dallas**
- Shown in appendix: marketing activities; upcoming in-market events; etc.

PHILIPPINES

- **United Airlines and Philippine Airlines continue to fly daily in May 2025 and are offering specials**
- Shown in appendix: marketing activities; etc.

DETAILS ARE FOUND IN THE APPENDIX



APPENDIX

As of May 2, 2025 and may be subject to change.






JAPAN

JAPAN AIRLINE INTELLIGENCE

AIRLINE OPERATION - MAY

Interviews with various companies

ARLINES	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


ARLINES	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

JAPAN AIRLINE INTELLIGENCE

AIRLINE OPERATION - JUNE

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
	Suspended until July 31, 2025	UA 874	NRT	21:20 / 2:05+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	4,980
	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	3,652
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 1:25+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 / 1:20+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	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	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

JUNE TOTAL OUTBOUND SEAT CAPACITY : 36,016

GVB ADVANCES AIR CONNECTIVITY

- April 17-18, 2025
- GVB President & CEO Régine Biscoe Lee, GVB Board Director Ken Yanagisawa, Airline Consultant Charles Duncan, and GIAA Deputy Director Ricky Hernandez visited Japan to strengthen ties with major airlines and travel agencies.
- The delegation held strategic meetings with Expedia, HIS, JTB, Rakuten Travel, China Airlines, JAL, United Airlines, World Compass, and AirAsia X.
- Discussions focused on expanding air access, boosting travel demand, and developing future promotional collaborations.



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:

- [Popular Restaurant Launches Sunday Brunch](#)
- [A New Spot in Guam to Enjoy Both Coffee and Wine](#)

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

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

人気レストランでサンデーランチがスタート!



サンデーランチがスタート! 人気レストラン「del's」でサンデーランチがスタートしました。メニューは、朝食メニューからデザートまで、充実しています。ぜひご来店ください。



人気レストラン「del's」でサンデーランチがスタートしました。メニューは、朝食メニューからデザートまで、充実しています。ぜひご来店ください。



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コーヒーもワインも楽しめるスポットが誕生!



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SOUTH KOREA

TRAVEL TRADE UPDATE



“Travelers favor short-haul destinations during Golden Week”

During the May Golden Week, Korean travelers are prioritizing short-haul destinations, aiming for efficient travel that maximizes the limited time off. According to Incheon International Airport Corporation, approximately 1.48 million passengers are expected to travel through Incheon Airport between April 30 and May 6.

According to Jin Air’s international flight booking data, Osaka ranks as the most favored destination during the golden week period followed by NHA Trang and Fukuoka. Other high-ranking destinations include Okinawa, Phu Quoc, and Guam, indicating continued strong demand for travel to Japan, Vietnam, and Guam.

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: 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

• 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
	LJ915	DAILY	19:30	01:00+1	5,670
T'way Air	TW505*	DAILY	09:00	14:30	3,780
TOTAL					41,070

*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: 44,850 SEATS

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	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	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ915	DAILY	19:30	01:00+1	5,859
T'way Air	TW505*	DAILY	09:00	14:30	2,457
TOTAL					46,849

*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: 52,708 SEATS

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE

Guam Visitors Bureau to extend the deadline for submission of South Korea Destination Marketing Service



▶ Biz News



▶ Gukje News



▶ Discovery News



▶ Tour Korea



▶ The Korea Travel Times



▶ TTL News

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.

SOUTHERN TAIWAN CITY LAUNCHES INCLUSIVE TOURISM INITIATIVE

Kaohsiung's Tourism Bureau has certified 40 gender-friendly hotels and aims to double that number through a new art installation subsidy program supporting inclusive tourism. The first gender-friendly accommodation seminar drew 21 hospitality businesses, offering expert guidance on creating welcoming spaces for women, families, and LGBTQ+ travelers. New subsidies will support rainbow art, flags and gender-friendly restrooms, promoting inclusivity while enhancing the artistic quality of public hotel spaces.



TAIWAN'S EVA AIR PLANS DIRECT FLIGHTS TO DALLAS

EVA Air will launch direct flights between Taiwan Taoyuan International Airport and Dallas, Texas starting October 3, operating three flights per week and becoming the only Asian airline serving both Houston and Dallas. This route will market EVA Air's ninth destination in North America, expanding its already strong network of 90 weekly flights. The airline had previously operated cargo flights to Dallas since 1998. The new service is timed to optimize connections to Northeast and Southeast Asia, with early-morning arrivals in Taoyuan for seamless transit.

KO'KO' WEEKEND FAM TOUR

- April 12-16
- GVB invited 6 runners from Taiwan's elite running club, SUB 3, to participate in the Guam signature sports event. The group consisted of 2 Half Marathon runners, while 4 participated in the Ekiden Relay Race.
- Their participation aimed to strengthen sports exchanges between Guam and Taiwan and to also further promote destination Guam.
- Taiwanese female runner Yu-Xin Lin delivered an outstanding performance by winning 3rd place in the Half Marathon Women's Division, setting a new record for Taiwanese participants in the Ko'ko' Road Race.

- The Taiwanese runners also explored Guam's stunning natural beauty through activities like jet skiing and sunset viewing, while also enjoying wellness and relaxation experiences.
- They immersed themselves in the island's rich culture by visiting the Guam Museum, savoring traditional Chamoru cuisine, and attending a vibrant cultural dinner show at Fish Eye Marine Park.



2025 TAOYUAN LONGGANG RICE NOODLE FESTIVAL

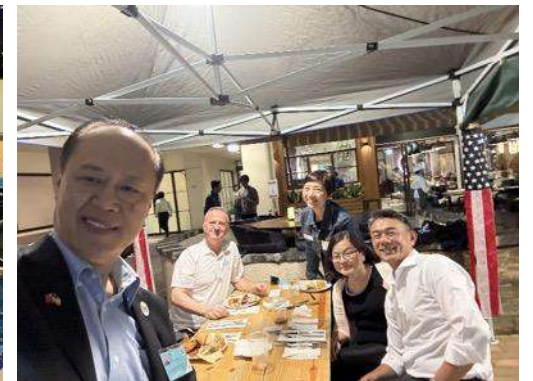
- April 19, 2025
- Taoyuan City held the Longgang Rice Noodle Festival celebrating local culture and international friendship. As a sister city of Guam, Taoyuan extended a special VIP invitation to Guam to participate in the event.
- The festival celebrates Taoyuan's cultural ties to the Golden Triangle with traditional Yunnan cuisine, water-splashing blessings, and fire dance performances.
- GTO met with the Taoyuan Mayor, San-Cheng, Chang and Acting Director-General of the Taoyuan City Government Dept. of Tourism, Li-Chuan, Wang.



San-Cheng, Chang, Mayor
of Taoyuan City

SELECTUSA SENDOFF RECEPTION

- April 24, 2025
- The SelectUSA Investment Summit is scheduled to take place from May 11-14 in Maryland, USA. AIT hosted a special Sendoff Reception for the Taiwan Delegation.
- AIT Director Raymond Greene attended the reception, showing strong support for Taiwan's participation.
- United Airlines was also present at the event. Ken Kiriya, Director of Sales for Japan, Micronesia, Taiwan and the Philippines, joined alongside the UA Taiwan team to express their encouragement and support.



TAIWAN MARKETING ACTIVITIES

NR Monitor

For the past week (April 19-25), a total of 12 exposures were monitored.

1 of the news reported that Over 1,000 Runners Celebrate 2025 Ko'ko' Race in Guam — Taiwan Athlete Finishes Third

1 of the news reported that A New Option for Guam Vacations: Spacious Comfort, Privacy, and Local Flavors at Ocean View B&B

(1)



(2)



UPCOMING IN-MARKET EVENTS

GVB TAIWAN ROADSHOW

- May 17-28, 2025
- 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 travel agencies, reinforce existing collaborations, and raise brand awareness in Taiwan.
- **Deadline to sign up for participation is May 5, 2025**



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.
- 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



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 09-12, 2025	MNL to GUM May 14-21, 2025	DAV – GUM Jun 20-24, 2025
From US \$411 Round-trip Economy	From US \$436 Round-trip Economy	From US \$497 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

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/>

KLOOK'S TRAVEL PULSE STUDY INSIGHTS

A study by travel booking service firm Klook revealed that 98.5 percent of Filipinos are looking to travel domestically in 2025 while 56.3 percent said they plan to travel abroad.

The study surveyed about 500 Filipino respondents across the Philippines, mainly from Metro Manila and Cebu. Internationally, more Filipinos traveled to Vietnam, Taiwan, and Thailand in 2024 on top of the usual hotspots like Japan, South Korea, and Singapore.

The top consideration for 37.3 percent of the respondents when booking is perfect weather. All Filipino respondents agreed that travel is an effective way to manage stress and their well-being and consider it a form of therapy. The study also found that 78.4 percent use travel as a getaway for a mental health break with 31.6 percent of them choosing a nature retreat for a creative reset, higher than market average of 15.8 percent.



PHILIPPINES MARKETING ACTIVITIES

GVB LAUNCHES INCENTIVE PROGRAM

- Effective May 1, 2025
- GVB launched an incentive program designed to reward Philippine travel agencies for promoting group travel to Guam.
- Travel agencies who register for this program are eligible to earn up to USD \$20 per traveler.
- Flight dates must be between May 1-August 31, 2025
- Travelers must stay at a hotel or short-term rental.
- The incentive program was sent out to 1,528 trade partners in the Philippines with a link to register.



GVB encourages local tour operators, hotels, and other tourism stakeholders to assist Philippine travel agents in creating packages to Guam.



Sell Guam, Earn Cash. It's That Simple!

JOIN GUAM VISITORS BUREAU'S TRAVEL INCENTIVE PROGRAM!

PROGRAM OVERVIEW

The Guam Visitors Bureau (GVB) is excited to launch an exclusive Travel Incentive Program designed to reward travel agencies for promoting trips to the island of Guam. You can earn up to US \$20 for every traveler you book to this stunning island paradise for the travel period May 1 to August 31, 2025. Don't miss this opportunity to increase your revenue while offering your clients a memorable vacation.

HOW TO JOIN

- REGISTER ONLINE**
Fill out the GVB Travel Incentive Program Online Form
Deadline for registration is on or before August 31, 2025
- GET VERIFIED**
Receive confirmation via email once registration is complete
- SEND TRAVELERS TO GUAM**
 - Flight dates must be between May 1, 2025 through August 31, 2025
 - Must stay in hotel or short-term rental
- SUBMIT TRAVELER INFO**
 - Agency must submit traveler names, flight and accommodation information on a spreadsheet
 - Agency must provide photos of the traveler's physical boarding passes in a compressed folder
 - Agency must email all required documents to infoph@visitguam.com
 - Deadline for submission: September 15, 2025

INCENTIVE TIERS

TRAVELER TIER	INCENTIVE PER TRAVELER
30 to 50	US\$ 10
51 to 100	US\$ 15
101+	US\$ 20

Earn more as you send more!

KEY DATES

- Program Starts: **May 1, 2025**
- Last Valid Travel Date: **August 31, 2025**
- Submit Documents by: **September 15, 2025**
- Payout by: **October 31, 2025**

REQUIREMENTS

- Must register to participate in the program
- Travelers must provide copies of their physical roundtrip boarding passes
- Traveler's accommodation must be in a hotel or short-term rental
- Fraud or incomplete documents disqualifies travel agency

 **Travel Agents Incentive Program Registration Form**



 **Have Questions?**
infoph@visitguam.com