



INDUSTRY REPORT

NOV 22, 2024



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DESTINATION UPDATES



17th ANNUAL TOUR OF GUAM

The **Guam Visitors Bureau** and **Guam Cycling Federation** will be holding its 17th Annual Tour of Guam cycling competition on **December 15, 2024**. Join the fun and sign up for either the short (42km) or long course (105km).

Participants will face over 5,500 feet of elevation on a beautiful course that winds a 'figure 8' pattern through central and southern Guam.

\$80 REGISTRATION: from 30 August – 22 November 2024, 5pm

\$100 LATE ENTRY: from 22 November – 9 December 2024, 3pm

Registration will close at 3pm, December 9 2024 – or until the 250 person capacity is reached, whichever comes first.

Participants may register online at <https://www.tourofguam.com/register.html>

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/>

HARDCOPIES OF THE I-736 FORM WILL NOT BE AVAILABLE OR ACCEPTED AFTER NOVEMBER 30, 2024



Guam is just a click away with the new electronic travel authorization.



EXPLORE GUAM - MAP



Explore Guam

Explore Guam!

Attractions

- 1 Valley of the Latte, LLC
- 2 Big Cruises
- 3 Big Sunset Cruise
- 4 Blue Penicision Dive Boutique
- 5 Coco Palm Garden Beach
- 6 Dulce Nombre de Maria Cathedral-Basilica
- 7 FaiFai 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 Inuka (Dolphin) Watching Adventure
- 18 Puntan Dos Amantes
- 19 SandCastle, Inc.
- 20 Skydive Guam Inc.
- 21 Star Tour
- 22 Super American Circus
- 23 Talofoto 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 Talofoto and Uigum 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 Talofoto and Uigum 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.

EXAMPLE



TRAVEL TRADE | INFL | MEDIA | WEBSITE |  |  |  |  | 

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

Valley of the Latte, LLC

Route 4 Talofoto River, Talofoto, GU 96905

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 Talofoto and Uigum 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 Talofoto and Uigum 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/>

Email your updated info to:
taylor.pangilinan@visitguam.com

CALLOUT FOR TOUR GUIDES

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

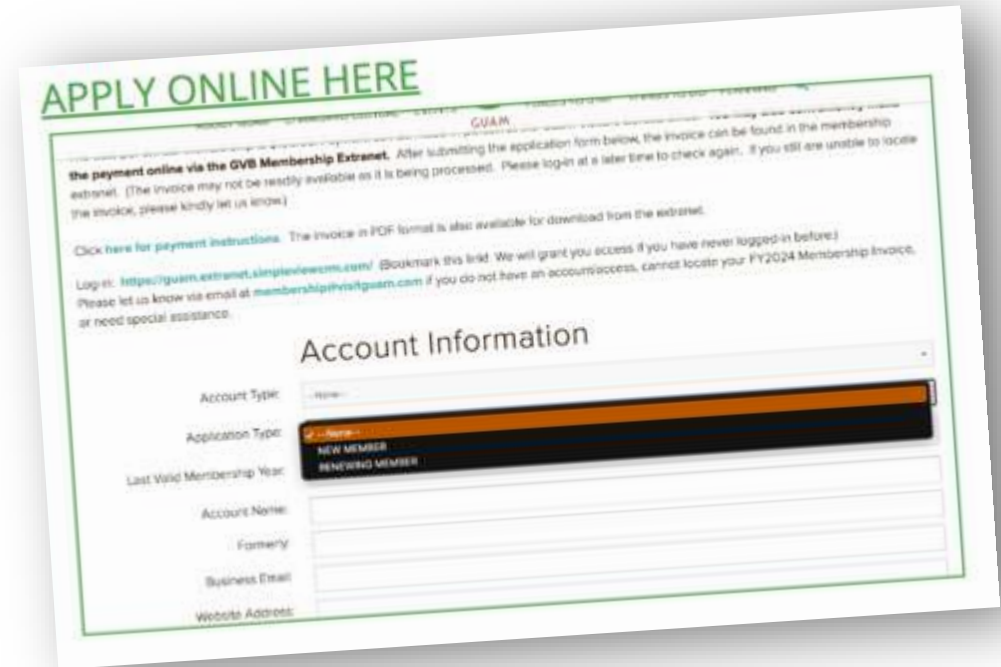
<https://www.guamvisitorsbureau.com/destination/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

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 November 22, 2024 and may be subject to change.



MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for November remains at 34,688; December at 40,871; and January at 37,543.
- Japan Airlines 2024 flight schedule shown in appendix
- Shown in appendix are: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

SOUTH KOREA

- Total outbound seat capacity for November remains at 30,552; December at 34,426; and January at 39,773.
- Shown in appendix are: media monitoring of press releases; and SNS weekly activity

TAIWAN

- US Airline plans Taipei-Guam flights
- Taiwan's EVA Air signs letter of intent with Thai Tourism Authority
- China Airlines begins flights to Guam in November 2024 and will continue to fly twice weekly in December
- Shown in appendix are: airline updates; marketing activities; etc.

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in November 2024 and are offering specials
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX



APPENDIX

As of November 22, 2024 and may be subject to change.




JAPAN






JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION – NOVEMBER

Interviews with various companies

ARLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TME	FREQUENCY	SEAT CAPACITY
	A vailab le	UA 827	NRT	11:50 / 16:00	Daily	4,980
	A vailab le	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Suspended	UA 874	NRT	21:05 / 15:0+1	Daily	0
	A vailab le	UA 865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,988
	Suspended	UA 841	NRT	17:55 / 22:40	Daily	0
	A vailab le from May 1, 2024	UA 848	HND	23:55 / 4:45+1	Daily	4,980
	A vailab le	UA 136	NGO	11:40 / 16:15	Daily	4,482
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 12:25+1	Mon, Wed, Thu, Sun	0
	A vailab le	UA 150	KIX	11:00 / 15:45	Daily	4,980
	A vailab le	UA 178	KIX	20:45 / 12:0+1	Tue, Thu, Sat	1,328
	Route D iscontinued A fterO ct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0
TTL						28,718


ARLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TME	FREQUENCY	SEAT CAPACITY
	A vailab le	JL941	NRT	9:30 / 14:15	Daily	5,970
	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
	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						5,970




NOVEMBER TOTAL OUTBOUND SEAT CAPACITY : 34,688

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - DECEMBER

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
	Available from Dec 9, 2024	UA 874	NRT	21:20 / 20:5+1	Daily	3,818
	Available	UA 865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,822
	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 / 12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:45 / 12:0+1	Tue, Thu, Sat	2,158
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0	
TTL						34,528


AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	Available	CI	HJ	21:00 / 1:50+1	1 flight	174
	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						6,343



DECEMBER TOTAL OUTBOUND SEAT CAPACITY : 40,871

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - JANUARY

Interviews with various companies

AIRLINES	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 from Dec 9, 2024	UA 874	NRT	21:20 / 2:05+1	Daily*	2,158
	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	4,316
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:45 / 12:0+1	Tue, Thu, Sat	1,328
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0	
TTL						31,374

AIRLINES	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

JANUARY TOTAL OUTBOUND SEAT CAPACITY : 37,543

AIRLINE OPERATION – APPENDIX

Japan Airlines 2024 Flight Schedule

2024

OPERATION DATE			SEAT CAPACITY
January	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 13, 14, 16, 18, 20, 21, 23, 25, 27, 28, 30	21	4,179
February	1, 3, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29,	16	3,184
March	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 20, 23, 24, 26, 28, 30, 31	18	3,582
April	1, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 30	22	4,378
May	1, 2, 3, 4, 5, 6, 8, 9, 11, 12, 13, 15, 16, 18, 19, 20, 22, 23, 25, 26, 27, 29, 30	23	4,577
June	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 15, 16, 17, 19, 20, 21, 22, 23, 24, 26, 27, 29, 30	23	4,577
July	1, 2, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 31	23	4,577
August	3, 4, 7, 8, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 31	22	4,378
September	1, 2, 4, 5, 7, 8, 9, 11, 12, 14, 15, 16, 18, 19, 21, 22, 23, 25, 26, 28, 29, 30	22	4,378
October	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 14, 15, 16, 17, 19, 20, 22, 23, 24, 25	20	3,980
November	Daily	30	5,970
TTL			58,307

JAPAN MARKETING ACTIVITIES

JAPAN AIRLINE MISSION

- A Guam delegation led by GVB President & CEO, Carl T.C. Gutierrez and GIAA Executive Manager, John Quinata participated in aviation strategy meetings with key individuals from JAL, Jetstar Japan, and T'way.
- During the meetings, GVB and GIAA discussed the launch of flights to Guam from Japan and the challenges that will need the support and cooperation from Guam.



SNS HIGHLIGHT



SNS HIGHLIGHT



WEEKLY GUAM

Pancake breakfast at IHOP!

Pancakes are a popular breakfast menu item for tourists coming to Guam and there are many restaurants that serve pancakes. However, this article recommends IHOP – an American chain restaurant that specializes in breakfast, offering not only pancakes, but also waffles, French toast, omelets, and more.

In Guam, IHOP is located on the first floor of Dusit Place. Although the breakfast menu is extensive, there is also a wide selection of steaks and hamburgers. Tourists can not only enjoy an American meal, but also local Chamorro cuisine such as chicken kelaguen, denanche burgers, locally flavored omelets and more.



Enjoy Chamorro cuisine at lunchtime!

Chamorro cuisine is one of the things visitors should experience when they come to Guam. The flavors are often suitable for the Japanese palate. When we think of Chamorro cuisine, we tend to think of only barbecue, but there are also many dishes that we recommend visitors to try.

This article introduces a new restaurant that serves Chamorro dishes – BLAZE, located at the Acanta Mall in Tumon. It is a restaurant and bar with table seating, counter seating, and terrace seating for those who enjoy dining outdoors.

Some local dishes include Chamoru Bistek, Tinaktak, and fried parrot fish. At BLAZE, Chamorro cuisine is only served during lunch so we highly recommend visiting during the day for a quick bite.

ランチタイムはチャモロ料理を楽しもう



JAPAN MARKETING ACTIVITIES

WEEKLY GUAM

CV Ads have been reopened.



SOUTH KOREA

NOVEMBER 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	10,140
Jeju Air	7C3101	DAILY	10:05	15:25	5,670
Jin Air	LJ913	DAILY	09:35	14:50	5,670
T'way Air	TW303	DAILY	08:05	13:30	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 (MON, WED, FRI, SAT)	20:00	01:10+1	3,402
TOTAL					3,402

TOTAL OUTBOUND SEAT CAPACITY: 30,552 SEATS

DECEMBER 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	5,859
	LJ915*	DAILY	08:30	13:50	2,457
T'way Air	TW303	DAILY	08:05	13:30	5,859
TOTAL					30,512

*LJ915: Additional flight operation from Dec 19, 2024 ~ Mar 29, 2025

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4W & DAILY	20:00	01:10+1	4,914
TOTAL					4,914

*LJ921: Operating daily during Dec 12th ~ Mar 3rd and 4/W (Mon, Wed, Fri, Sat) in winter season

TOTAL OUTBOUND SEAT CAPACITY: 35,426 SEATS

JANUARY 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	5,859
	LJ915	DAILY	08:30	13:50	5,859
T'way Air	TW303	DAILY	08:05	13:30	5,859
TOTAL					33,914

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	DAILY	19:55	01:15+1	5,859
TOTAL					5,859

**LJ921: Operating daily during Dec 12th ~ Mar 3rd and 4/W (Mon, Wed, Fri, Sat) in winter season*

TOTAL OUTBOUND SEAT CAPACITY: 39,773 SEATS

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE

Guam introduced new G-CNMI eTA for travelers



▶ Joongang Ilbo



▶ Edaily



▶ Joongdo Ilbo



▶ Gukje News



▶ Digital Chosun



▶ Biz World



▶ Open News Agency



▶ Korea Duty free News



▶ News Journalism



▶ Gukje News

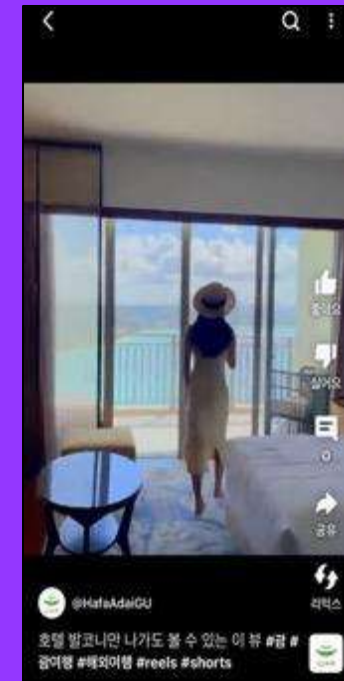
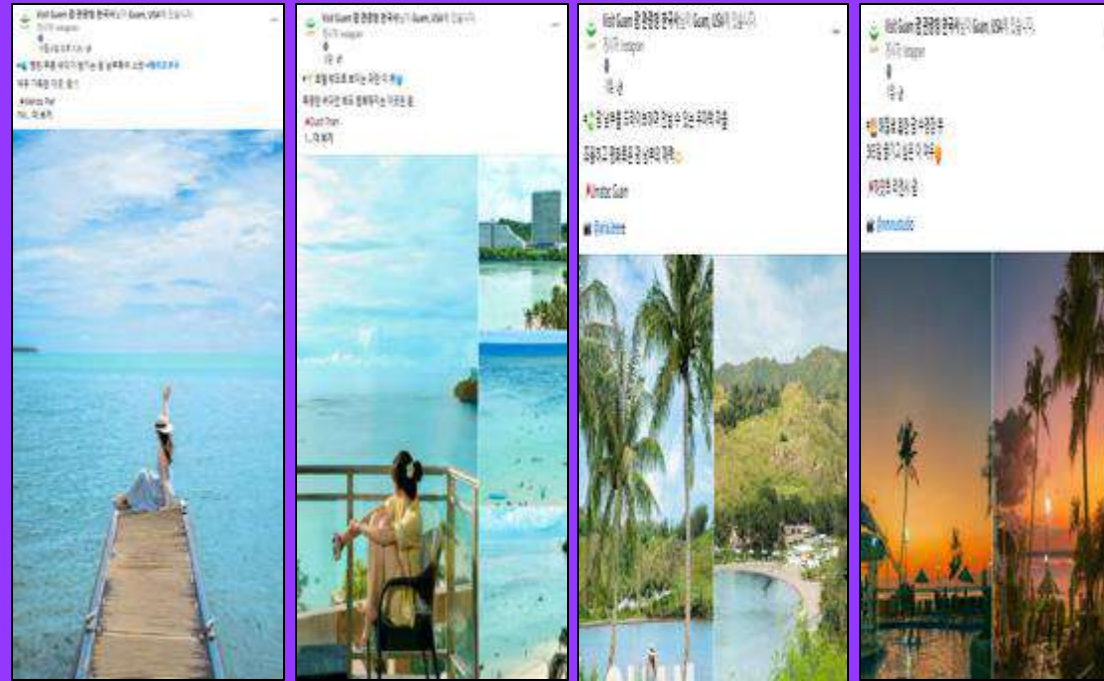


▶ Tour Korea



▶ News Road

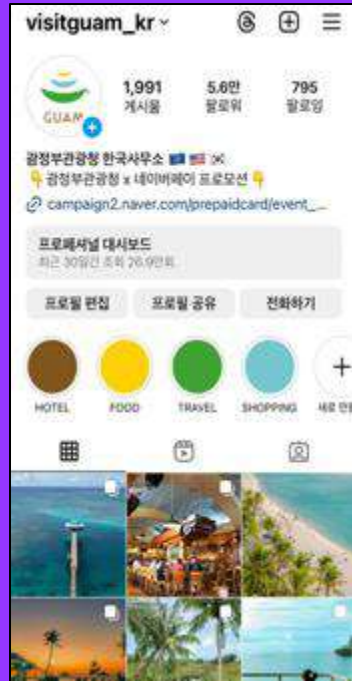
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 4-8, 2024

THEME: USER GENERATED CONTENTS

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 11-15, 2024

THEME: TOUR OF GUAM

TAIWAN

US AIRLINE PLANS TAIPEI-GUAM FLIGHTS

United Airlines plans to launch direct flights between Taipei and Guam starting April 2, 2025, with two weekly flights on Wednesdays and Saturdays, subject to regulatory approval.

Guam's Lieutenant Governor Joshua Tenorio expressed hope that the new service would boost the travel market and facilitate medical travel for Guamanians. The airline aims to connect two prominent destinations in the Asia-Pacific region, with Taipei potentially serving as a transit hub for travelers from Southeast Asia.



TAIWAN'S EVA AIR SIGNS LETTER OF INTENT WITH THAI TOURISM AUTHORITY

EVA Airways has signed a letter of intent with the Tourism Authority of Thailand (TAT) to promote travel between Taiwan and Thailand over the next three years. TAT aims to attract more Taiwanese travel industry professionals, media, and influencers to visit and promote Thailand as a holiday destination.

CI December Operation Schedule



Location					
North America	Operation Schedule	Southeast Asia	Operation Schedule	Southeast Asia	Operation Schedule
Los Angeles	Daily	Bangkok	Daily	Ho Chi Minh City	Daily
Ontario	Daily	Singapore	Daily	Hanoi	Daily
San Francisco	Daily	Jakarta	Daily	Manila	Daily
Vancouver	Daily	Kuala Lumpur	Daily	Bali	Daily
Seattle	5 flights/week	Penang	Daily	Da Nang	Daily
New York	4 flights/week	Cebu	5 flight/week	Kagoshima	2 flights/week
Guam	2 flights/week	Chiang Mai	5 flights/week	Phnom Penh	5 flights/week
		Palau	4 flights/week	Yangon	3 flights/week
				Brunei	3 flight/week

CHINA AIRLINES CHARTER FLIGHTS



CI Flight Information:

- Duration: 27th Nov - 1st Feb, 20 flights
- Flight Time
 - TPE-GUM:2110-0300(+1)
 - GUM-TPE:0430-0645
- Frequency: Every Wednesday and Saturday

Booking Information:

- Taipei-Guam Special price starting from TWD 6,713 (excluding tax)/USD 209.95 (excluding tax) .
- CI Members can use their miles to get discounts on tickets, with 3.5 miles discounted by TWD \$1.
- Additional information is available on the official [China Airlines website](https://www.china-airlines.com).



GUAM NIGHT IN TAIPEI, TAIWAN

- November 18, 2024
- GVB Taiwan hosted a Guam night and welcomed around 183 attendees, including 145 trade partners from governmental units, travel agencies, airlines, and tourism units, alongside 38 media representatives.
- Attendees expressed gratitude for GVB's efforts in fostering direct flights and strengthening Taiwan-Guam relations.
- GVB, in collaboration with United Airlines, officially announced the launch of direct flights between Taipei and Guam, beginning on April 2, 2025.
- A 2-minute announcement video showcased Guam's beauty and the new TPE-GUM direct flight via UA, earning positive feedback.



ASOA NIGHT SERIES EVENT: MEET-AND-GREET TEA GATHERING

- November 21, 2024
- ASOA, in collaboration with the Department of North American Affairs in MoFA, is hosting the 2024 annual ASOA Night Reception, featuring two series of activities.
- The first event was the Meet-and-Greet Tea Gathering with representatives from 24 U.S. States in Taiwan.
- Felix from GTO and other state reps introduced their state businesses to key industry leaders and engaged in close face-to-face matchmaking.



TAIWAN MARKETING ACTIVITIES

NR Monitor

For the past week (November 16–22), a total of 99 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 97
- Newspaper: 0
- Social Media: 2

1 of the news reported that Guam: America in Asia, Now Closer Than Ever with New United Airlines Direct Flights from Taipei

1 of the news reported that Direct flights to Guam now available! Hoshino Resorts' "RISONARE Guam" joins hands with China Airlines to launch a luxury vacation in Guam, allowing you to reach the Pacific Paradise with just one flight



PHILIPPINES



PHILIPPINES MARKET 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!

CEB to GUM Dec 30–Jan 04, 2025	DAV to GUM Dec 06–14, 2024	MNL – GUM Feb 02–07, 2025
From US \$591 Round-trip Economy	From US \$641 Round-trip Business	From US \$378 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 22:30 or 23:50 / Arrive GUM 04:15 or 5:40
UA183 Depart GUM 19:00 / Arrive MNL 21:00

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:20 / Arrive GUM 06:10

Featured Daily Fairs for Flights from MNL to GUM

Nov 2024	Dec 2024	Jan 2025
From US \$435* Round Trip Economy	From US \$353* Round Trip Economy	From US \$353* Round Trip Economy

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

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

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

PHILIPPINES MARKETING ACTIVITIES

GVB NOVEMBER NEWSLETTER

- GVB sent out its monthly newsletter to 646 travel trade contacts in the Philippines
- November's newsletter highlighted family-friendly activities, attractions, and entertainment in Guam.
- 25.27% trackable open rate

UNITED AIRLINES MONTHLY EDM

- United Airlines and its GSA Holiday Travel & Tours sent out an EDM promoting Guam as a US destination to visit in 2025
- EDM shared flight times between Manila and Guam and also included the newly launched CEB-NRT route as an alternative way to travel to Guam

AMERICA'S hidden gems.
Guam, USA is the perfect destination for those seeking new and exciting places to visit. Aside from its white sand beaches and tax-free shopping, Guam has an array of activities, attractions, and entertainment that fit every type of traveler.

Island Cultural Dinner Shows



Fish Eye Marine Park



Taitao Tavi Beach BBQ Show



Lotte Hotel Guam



Hoshino Resorts Roatanan

Enjoy a night that tantalizes all your senses, from the delicious local food to the mesmerizing performances that showcase Guam's rich heritage. Make the island's vibrant music, feel the rhythms of traditional island music, as captured by the storytelling that brings history to life. Whether you're a first-time visitor or a returning guest, this unforgettable experience will leave you with cherished memories and a deeper appreciation for the island's vibrant culture.

Kāreña Voyage of Wonder



Prepare to be amazed as Kāreña brings you an unparalleled spectacle of talent and creativity. Experience the electrifying energy of living traditions, breathtaking choreography, and mesmerizing stage effects. Kāreña is not just a show; it's an immersive journey where the audience becomes part of the magic. Perfect for all ages, Kāreña guarantees an unforgettable evening of entertainment, making it the must-see event of the season. Join us for a night where dreams come to life on stage!

Super American Circus Guam



Experience the magic of world-class acts and thrilling entertainment, gravity-defying acrobats to hilarious clown acts, and performance is being captured and delight audiences of all generations. Enjoy the atmosphere, stunning costumes, and countless feats that will leave you at the edge of your seat. Make memories that will last a lifetime with your loved ones at the Super American Circus Guam, where every show promises an unforgettable night of adventure filled with joy and wonder.

Valley of The Latte Adventure Park



Valley of the Latte is the perfect state for travelers seeking to immerse themselves in Guam's vibrant culture. Travel back in time and witness the ways of the Chamorro people. Experience the art of traditional weaving, discover storytelling sessions that bring the island's rich history to life, and enjoy the breathtaking natural beauty that surrounds you. Whether you're an adventure lover, history buff, or simply curious, Valley of the Latte offers an unforgettable journey into the heart of Guam's heritage.

Tagada Amusement Park



Discover the excitement of Tagada Amusement Park in Tumon. End your night with a fun-filled ride to Tagada located next to Empire Hotel. Famous for its thrilling roller coaster and wilding steeple, Tagada offers a wide array of exhilarating rides that cater to all ages. Soak up the vibrant atmosphere and enjoy the spectacular light displays that make the night even more magical. Tagada Amusement Park is the ultimate destination for thrill-seekers and families alike, ensuring a perfect end to your evening.



Kick Off the New Year with an American Adventure in Guam

Take advantage of United's daily service from Manila to Guam (just 3.5 hours away) or enjoy our NEW route from Cebu via Manila. Whether you're visiting for the first time or returning, a trip to Guam, USA will create unforgettable memories on this beautiful island. With serene ocean waters and lush greenery, outdoor adventures await.

Guam has even more to offer than family-friendly shows, performances to immerse you in its rich culture, there's something for every traveler. Immerse yourself in Guam's vibrant atmosphere and discover the charm of this beautiful American paradise.



Explore More of Guam with United Airlines

Route	Flight No.	Departs	Arrives	Frequency	Aircraft
CEB-NRT	UA 33	9:00 AM	3:15 PM	Everyday	
NRT-DUM	UA 317	9:00 PM	8:45 PM		
CEB-NRT	UA 33	9:00 AM	3:15 PM	Mon/Wed/Fri/Sat	
NRT-DUM	UA 665	9:55 PM	10:40 PM		
DUM-NRT	UA 196	12:45 PM	3:35 PM	Everyday	
NRT-CEB	UA 32	5:30 PM	10:05 PM		
DUM-NRT	UA 664	1:35 PM	4:25 PM	Tue/Thu/Fri/Sat/Sun	8737-800
NRT-CEB	UA 32	5:30 PM	10:05 PM		
MNL-DUM	UA 100	10:40 PM	6:30 AM	Tue/Fri	
	UA 104	10:55 PM	4:40 AM	Mon/Wed/Thu/Sat/Sun	
	UA 103	7:55 PM	9:50 PM	Everyday	
DUM-MNL	UA 103 (JCR)	7:55 PM	9:30 PM	Tue/Fri	

*Timetables subject to change without notice. Please refer to our website for the most updated information.

PHILIPPINES MARKETING ACTIVITIES

SNS HIGHLIGHTS: NOVEMBER 8-22, 2024

