



# INDUSTRY REPORT

OCTOBER 25, 2024



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# DESTINATION UPDATES



## 4TH PINOY TRIVIA KATUWAAN LANG EVENT

The **University of the Philippines Alumni – Guam (UPAG)** is hosting its annual **Pinoy Trivia** event which aims to promote cultural, historical and other socio-educational information about the Philippines and Guam. It is a fun-filled event attended by teams from various groups, schools, companies, and associations.

Local Filipinos and Chamorros are more than welcome to participate in or attend the event. Participants can win raffle prizes such as a 65" TV, \$500 cash prize and many more!

- **Date/Time:** November 16, 2024 from 1:00 – 5:00 PM
- **Location:** St. Paul Christian School Gymnasium

## 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.

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



U.S. Customs and Border Protection

### Traveling to Guam or the Commonwealth of the Northern Mariana Islands Now Requires Less Paperwork!

Eligible non-immigrant travelers under the Guam-Commonwealth of the Northern Mariana Islands Visa Waiver Program (G-CNMI VWP) can apply for and receive an approved G-CNMI Electronic Travel Authorization (eTA) or complete and sign the paper Form I-736 before traveling to Guam or the CNMI region.


The new eTA provides G-CNMI VWP travelers with a faster, more efficient arrival process and eliminates the stress of completing the necessary forms at a port of entry. The new format also allows U.S. Customs and Border Protection (CBP) to provide applicants with email assistance and online self-help options.

Automating this process increases national security by allowing CBP to vet travelers before arrival. Modernizing the paper-based process contributes to CBP's overall efforts to improve security and efficiency and enhance the traveler experience.

Travelers are encouraged to obtain their travel authorization once they book their travel or at least seven days before they depart for Guam or the CNMI. The eTA is valid for up to two years or until the passport expires. A new eTA must be obtained if the traveler is issued a new passport, changes their name, gender, or country of citizenship, or if their previous responses to the eligibility questions on Form I-736 change. Travelers under the G-CNMI VWP with passports that expire in six months or less will not receive an approved eTA.

Learn more and apply for an electronic travel authorization [here](#).

The G-CNMI VWP allows eligible citizens from 12 countries to travel to Guam and/or the CNMI without the need for a physical visa. Travelers must present a round-trip ticket and a confirmed departure date not exceeding 45 days from the date of admission to be considered eligible.



[www.G-CNMI-eTA.cbp.dhs.gov](http://www.G-CNMI-eTA.cbp.dhs.gov)

<https://g-cnmi-eta.cbp.dhs.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 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 Iruka (Dolphin) Watching Adventure
- 18 Puntan Dos Amantes
- 19 SandCastle, Inc.
- 20 Skydive Guam Inc.
- 21 Star Tour
- 22 Super American Circus
- 23 Talofofo Falls Resort Park
- 24 Tropical Beach House Guam
- 25 Turtle Tours
- 26 UnderWater World
- 27 Valley of the Latte Adventure Park Guam

**Valley of the Latte, LLC**

[Get Directions](#)  
(671) 789-3342

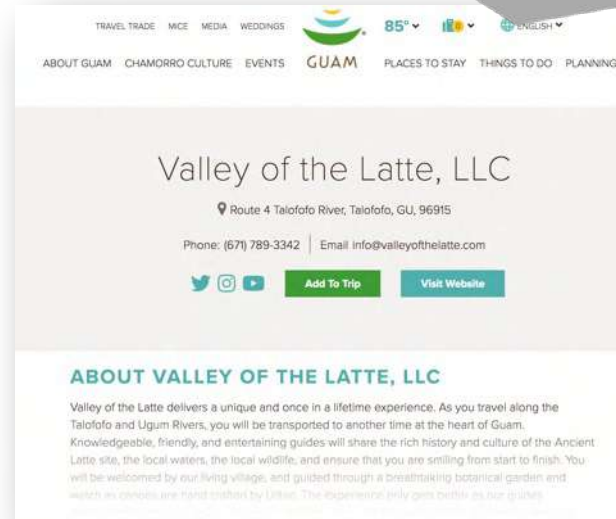
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village, and guided through a breathtaking botanical garden and watch as canoes are hand crafted by Ulitao. The experience only gets better as our guides demonstrate how ancient Chamorros started their fires and show you traditional basket weaving techniques. The longer you are here, the more you realize, that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality, fun-filled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the Talofofo and Ugum rivers with us! We take pride in being Guam's only true eco-friendly and sustainable island extravaganza filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the intrepid traveler, romantic couple escape, or childhood adventure of a lifetime. It is sure to keep you returning for more. We have also served as venue to special days such as weddings, school field trips, birthdays, company retreats, and more. Feel free to email [info@valleyofthelatte.com](mailto:info@valleyofthelatte.com) for more information and if you have any questions. Find us: <https://www.valleyofthelatte.com/valley-latte-map-contact/>

[More Info](#)



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

EXAMPLE



Email your updated info to:  
[taylor.pangilinan@visitguam.com](mailto:taylor.pangilinan@visitguam.com)

## CONNECT WITH OUR VISITORS: BECOME AN ENGLISH OR TAGALOG SPEAKING TOUR GUIDE

- Participate in the Tour Guide Certification Program (TGC)
- GUAM COMMUNITY COLLEGE conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities



If interested, please click link  
for more info

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

## 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 October 25, 2024 and may be subject to change.



# MARKETS AT-A-GLANCE

## JAPAN

- Total outbound seat capacity for October remains at 47,970; November at 39,668; and December at 46,017.
- 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 October remains at 38,072; November at 30,552; and December at 34,426.
- Shown in appendix are: media monitoring of press releases; and SNS weekly activity

## TAIWAN

- Immersive tourism exhibition in Paris focuses on Taiwan's landscapes, cultural events
- Australia, New Zealand tourists to Taiwan near pre-pandemic levels
- Shown in appendix are: airline updates; marketing activities; etc.

## PHILIPPINES

- To cover price hikes, airlines to slap new fee
- Philippines to boost tourism promotions
- United Airlines and Philippine Airlines continue to fly daily in October 2024 and are offering specials
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX



# APPENDIX

As of October 25, 2024 and may be subject to change.



# JAPAN



## JAL TO REDUCE FUEL SURCHARGES FOR TICKETS ISSUED BETWEEN DECEMBER 2024 - JANUARY 2025

Japan Airlines (JAL) will reduce the fuel surcharge for international flights for tickets issued between December 2024 and January 2025. The fuel surcharge will be calculated based on the average market price of Singapore kerosene over a two-month period and converted into yen using the average exchange rate. From August to September, the average market price of Singapore kerosene was US \$88.69 per barrel with the exchange rate of 144.88 yen to 1 USD, equivalent to 12,849 yen.




Fuel Surcharge Amount (for travel departing from Japan, one-way, December 2024 to January 2025)




Destination	Fuel Surcharge (JPY)	USD(1 USD = 148 JPY)
South Korea, Far Eastern Russia	¥2,500	\$ 16.89
East Asia (excluding South Korea and Mongolia)	¥6,200	\$ 41.89
<b>Guam</b> , Palau, Philippines, Vietnam, Mongolia, Russia (Irkutsk)	¥8,000	\$ 54.05
Thailand, Malaysia, Singapore, Brunei, Russia (Novosibirsk)	¥13,000	\$ 87.84
Hawaii, Indonesia, India, Sri Lanka	¥16,000	\$ 108.11
North America (excluding Hawaii), Europe, Middle East, Oceania	¥25,000	\$ 168.92

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - OCTOBER

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Suspended	UA874	NRT	21:05 / 15:0+1	Daily	0
	Suspended until Oct 26, 2024.	UA865	NRT	17:25 / 22:10	Daily	4,648
	Available	UA841	NRT	17:55 / 22:40	Mon, Wed, Fri, Sat	2,490
	Available	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40 / 16:15	Daily	4,814
	Available	UA 172	NGO	20:50 / 1:20+1	Daily	5,146
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:45 / 1:20+1	Tue, Thu, Sat	1,992
	Available	UA 166	FUK	11:05 / 16:15	Daily	4,316
TTL						<b>43,990</b>


AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Tue, Wed, Thu, Sat, Sun	3,980
	Suspended	TW311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						<b>3,980</b>




**OCTOBER TOTAL OUTBOUND SEAT CAPACITY : 47,970**

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION – NOVEMBER

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Suspended	UA874	NRT	21:05 / 15:0+1	Daily	0
	Available	UA865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,988
	Suspended	UA841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:15	Daily	4,482
	Available	UA 172	NGO	20:50 / 12:0+1	Daily	4,980
	Available	UA 150	KIX	11:00 / 15:45	Daily	4,980
	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						<b>33,698</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	5,970
	Suspended	TW311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						<b>5,970</b>


**NOVEMBER TOTAL OUTBOUND SEAT CAPACITY : 39,668**






# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - DECEMBER

*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
	Available from Dec 9, 2024	UA874	NRT	21:20 / 2:05+1	Daily	3,818
	Available	UA865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,822
	Suspended	UA841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40 / 16:15	Daily	5,146
	Available	UA 172	NGO	20:50 / 120+1	Daily	5,146
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:45 / 120+1	Tue, Thu, Sat	2,158
	Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0
TTL						<b>39,674</b>

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

**DECEMBER TOTAL OUTBOUND SEAT CAPACITY : 46,017**

## AIRLINE OPERATION – APPENDIX

### Japan Airlines 2024 Flight Schedule

OPERATION DATE			SEAT CAPACITY
2024	January	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 13, 14, 16, 18, 20, 21, 23, 25, 27, 28, 30	4,179
	February	1, 3, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29,	3,184
	March	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 20, 23, 24, 26, 28, 30, 31	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	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	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	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	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	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	4,378
	October	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 14, 15, 16, 17, 19, 20, 22, 23, 24, 25	3,980
	November	Daily	5,970
TTL			58,307

# SNS HIGHLIGHT

visitqu岸.jp

visitqu岸.jp Guamの入国要件変更のお知らせ (2024/10/10 更新)

これまで紙面でご案内していた、【グアム-北マリアナ諸島連邦ビザ免除プログラム】がオンラインで申請可能となります。

申請は無料なうえ、一度取得すると2年間有効で、渡航のために再申請する必要もないのでとても便利になります！

※2024年12月1日 午前0時 (グアム現地時間) 以降のグアムへの入国では、I-736 書面は無効となり、オンラインでのみ発給される【グアム-北マリアナ諸島連邦 電子渡航認証「Guam-CNMI ETA」】が必要となります。

詳細は、<https://visitqu岸.jp/>

いいね! 838件

コメントを追加

**838 Like**

visitqu岸.jp

Visitqu岸.jp Chamorro Village Night Market

#HawaiiGuam  
#グアム  
#GIGAM  
#海外旅行  
#日常

いいね! 614件

コメントを追加

**614 Like**

グアム政府観光局 (公式) @visitqu岸.jp · 10月16日 (2024/10/16 更新)

■「Guam-CNMI ETA」への移行日程の変更のお知らせ

2024年11月30日 午前0時 (グアム現地時間) 以降のグアムへの入国では、「I-736」書面は無効となります。それに代わり、オンラインでのみ発給されるグアム-北マリアナ諸島連邦 電子渡航認証「Guam-CNMI」さらに表示

いいね! 107件

コメントを追加

**107 Like**

visitqu岸.jp

visitqu岸.jp Morning market Dededo TAHOE (舌花 トウフア)

#HawaiiGuam  
#グアム  
#GIGAM  
#海外旅行  
#日常

いいね! 364件

コメントを追加

**364 Like**

visitqu岸.jp

Visitqu岸.jp Crowne Plaza Resort Guam

#HawaiiGuam  
#グアム  
#GIGAM  
#海外旅行  
#日常

いいね! 444件

コメントを追加

**444 Like**

グアム政府観光局 (公式) @visitqu岸.jp · 22時間

■グアムの入国要件変更のお知らせ (2024/10/10 更新)

これまで紙面でご案内していた、【グアム-北マリアナ諸島連邦ビザ免除プログラム】がオンラインで申請可能となります！

申請は無料なうえ、一度取得すると2年間有効で、渡航のために再申請する必要もないのでとても便利になります！

さらに表示

いいね! 361件

コメントを追加

**361 Like**

グアム政府観光局 (公式) @visitqu岸.jp · 10月10日 プロモーションする

■グアムの入国要件変更のお知らせ (2024/10/10 更新)

これまで紙面でご案内していた、【グアム-北マリアナ諸島連邦ビザ免除プログラム】がオンラインで申請可能となります！

申請は無料なうえ、一度取得すると2年間有効で、渡航のために再申請する必要もないのでとても便利になります！

さらに表示

いいね! 374件

コメントを追加

**374 Like**

visitqu岸.jp

Visitqu岸.jp Guam Museum (グアムミュージアム)

#HawaiiGuam  
#グアム  
#GIGAM  
#海外旅行  
#日常

benjamin ー 歴史を満ちてきました。 写真家 投稿

guchimaki ー 年末年始のOpen scheduleを知りたいです。 1時間前 投稿

いいね! 257件

コメントを追加

**257 Like**

# SOUTH KOREA

## OCTOBER 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	7C3102	DAILY	10:40	16:05	5,859
	7C3106*	DAILY	20:20	02:00+1	4,914
Jin Air	LJ913	DAILY	09:40	15:05	5,859
T'way Air	TW303	DAILY	08:45	14:10	5,859
<b>TOTAL</b>					<b>32,969</b>

*\*7C3106: Suspended winter season operation from Oct 27*

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923*	DAILY	21:00	02:00+1	5,103
<b>TOTAL</b>					<b>5,103</b>

*\*LJ923: 4/w schedule (Mon, Wed, Fri, Sat) starting from Oct 27, except for the winter peak season [Dec 12 ~ Mar 3 (Daily)], ferry flight on Sep 20 & Oct 24*

**TOTAL OUTBOUND SEAT CAPACITY: 38,072 SEATS**

## 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
<b>TOTAL</b>					<b>27,150</b>

\*7C3101: Flight number changed from 7C3102 to 7C3101

### • 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
<b>TOTAL</b>					<b>3,402</b>

\*LJ921: 4/w schedule (Mon, Wed, Fri, Sat) starting from Oct 27, except for the winter peak season [Dec 12 ~ Mar 3 (Daily)], flight number changed from LJ923 to LJ921

**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
<b>TOTAL</b>					<b>30,512</b>

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

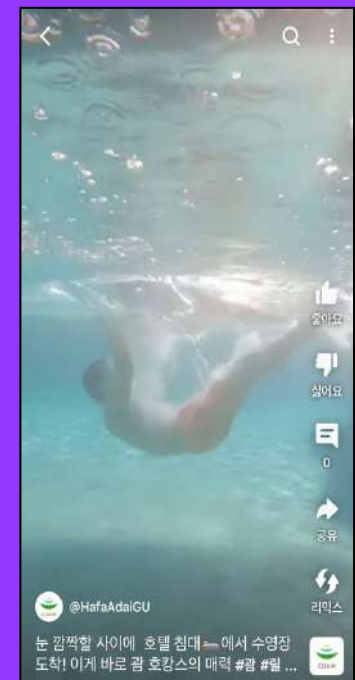
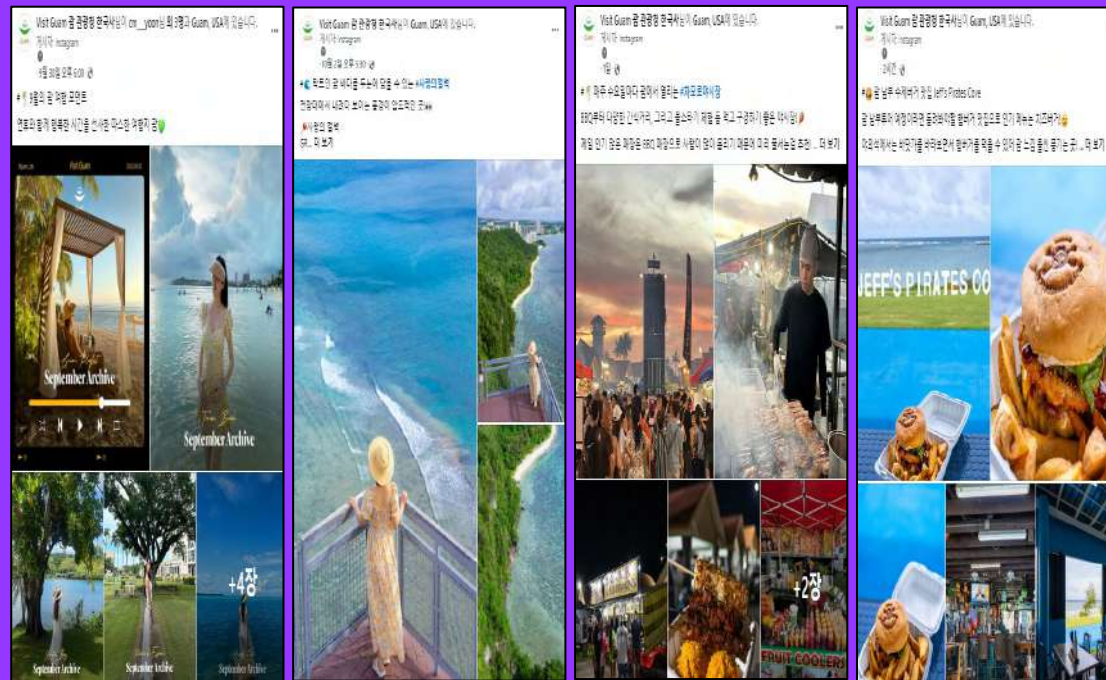
### • B U S A N - G U A M

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

\*LJ921: Operating 4/W (Mon, Wed, Fri, Sat) except period of Dec 12 ~ Mar 3 (Daily)

**TOTAL OUTBOUND SEAT CAPACITY: 35,426 SEATS**

# KOREA MARKETING ACTIVITIES

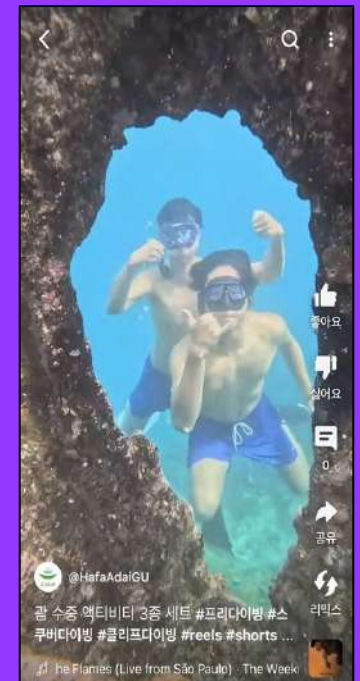
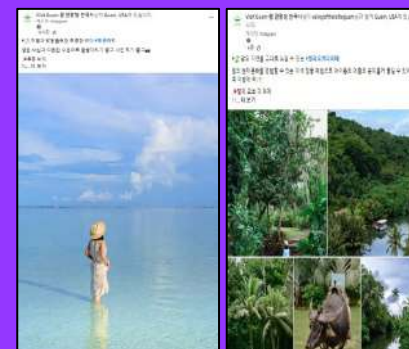
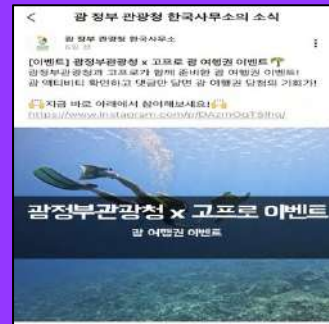
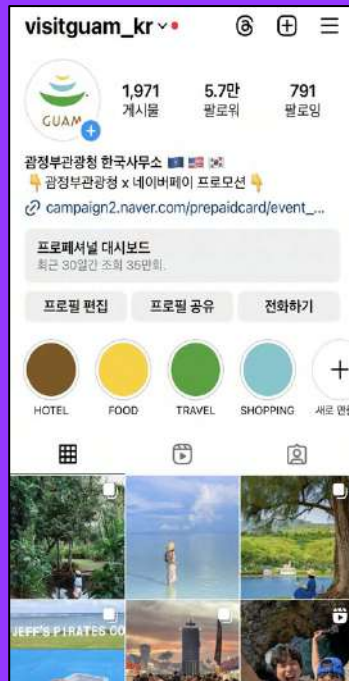


## SNS WEEKLY ACTIVITY: SEPTEMBER 30-OCTOBER 4, 2024

THEME: USER GENERATED CONTENTS



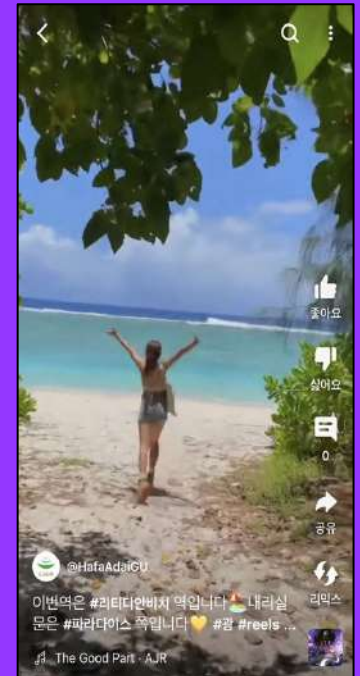
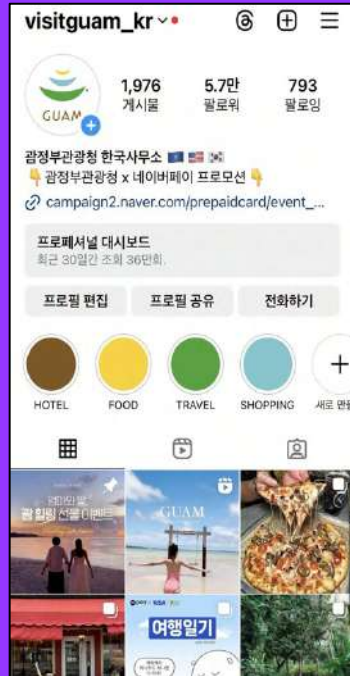
# KOREA MARKETING ACTIVITIES



## SNS WEEKLY ACTIVITY: OCTOBER 7-11, 2024

THEME: GVB x GOPRO EVENT/ GVB LITTLE WORLD ADVENTURE BOOTH

# KOREA MARKETING ACTIVITIES



**SNS WEEKLY ACTIVITY: OCTOBER 14-18, 2024**

THEME: THE HYUNDAI SEOUL COLOR OF GUAM EXHIBITION/ GVB x CHA MEDICAL CENTER

TAIWAN

## IMMERSIVE TOURISM EXHIBITION IN PARIS FOCUSES ON TAIWAN'S LANDSCAPES, CULTURAL EVENTS

An immersive exhibition opened in Paris, featuring activities such as Taiwanese tea tastings, lantern painting workshops, and immersive projections. The exhibition targets younger French travelers by promoting Taiwan's natural beauty, culture, and cuisine through interactive experiences and influencer collaborations. French arrivals to Taiwan have increased by 26.84% this year, with visitor numbers rebounding to 88% of the pre-pandemic level.



## AUSTRALIA, NEW ZEALAND TOURISTS TO TAIWAN NEAR PRE-PANDEMIC LEVELS

Tourist arrivals from Australia and New Zealand between January and May reached 54,421, nearly 97% of pre-pandemic levels for the same period in 2019. The Tourism Administration promoted Taiwan in these markets through events in Melbourne, Brisbane, and Auckland, generating strong interest. Taiwan's new tourism slogan, "Taiwan Waves of Wonder," launched in August to further stimulate bilateral exchanges and boost visitor numbers.

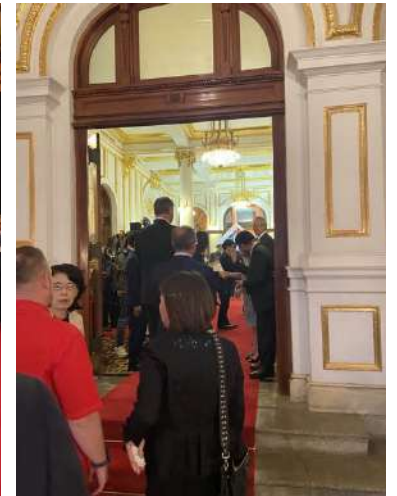
## MEETING WITH CHINA AIRLINES IN TAIPEI

- October 9, 2024
- China Airlines is currently planning a red-eye flight trial from Taipei to Guam between November 27, 2024 – February 1, 2025, with 20 departures scheduled for Thursdays and Sundays.



## NATIONAL DAY RECEPTION BY MOFA

- October 10, 2024
- Felix, Director of GTO, was invited by the Ministry of Foreign Affairs (MOF) to attend the 113<sup>th</sup> National Day Reception, along with representatives from various foreign embassies and offices.
- During the reception, Felix had the opportunity to meet with AIT Director Raymond Greene and the Minister of Foreign Affairs discussing topics including the upcoming visit of the Guam Governor to Taiwan.



## ASOA MONTHLY MEETING IN OCTOBER

- October 11, 2024
- ASOA members reviewed upcoming events, including 2024 Taichung Jazz Festival (10/12-13) and MoFA ASOA Reception (11/21). Detailed arrangements are underway, and participating states are urged to confirm their promotional materials promptly.
- ASOA had a discussion on an invest USA Committee. AIT led the initiative with AmCham executing the committee, in the hope that ASOA will join and support efforts to facilitate greater business engagement between the three parties.
- MoFA confirmed that they will sign a long-term rental contract with WTC for a conference room, primarily for MoFA's delegation meetings with ASOA, but available for ASOA's general use.
- NASME will host biotech and healthcare events on 11/25 or 11/26 and 12/5 inviting interested state rep offices to join the half-day session for presentation.



# 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 Oct 31-Nov 05, 2024	MNL to GUM Nov 09-Mar 01, 2025	CEB – GUM Dec 28-31, 2024
From US \$341 Round-trip   Economy	From US \$1,158 Round-trip   Business	From US \$583 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 \$323* Round Trip   Economy	From US \$323* Round Trip   Economy	From US \$394* 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/>



## TO COVER PRICE HIKES, AIRLINES TO SLAP NEW FEE

Travelers may have to pay more for their plane tickets before the year ends, as airlines propose to collect a new fee of up to P300 per flight to cover price hikes at the Ninoy Aquino International Airport (NAIA). Domestic carriers Philippine Airlines (PAL), Cebu Pacific and AirAsia Philippines are asking the Civil Aeronautics Board (CAB) to approve the collection of a terminal enhancement fee to help recover the increasing cost of flying in NAIA.

All three carriers are seeking a terminal enhancement fee of P75 per way for domestic flights, meaning a passenger going on a local round trip may have to pay P150 more. Further, Cebu Pacific is proposing a terminal enhancement fee of P300 per way for international flights, with PAL pursuing around the same rate. AirAsia Philippines is seeking P275 per way for its foreign trips, which are mostly within Southeast Asia and Northeast Asia.



## PHILIPPINES TO BOOST TOURISM PROMOTIONS





The Philippines' Department of Tourism (DOT) is focusing its efforts to draw in more tourists from South Korea, the US, and Japan in a bid to hit its 7.7 million arrival target by the end of the year. Tourism secretary Christina Frasco admitted in an interview that external factors and limitations in visa policies are affecting the country's projected numbers for 2024.

Based on the latest DOT data, Philippines has reached 4.43M in international visitor arrivals as of September 2024, with South Korea as the top market. Meanwhile, she said the country's visitor receipts has already reached over 100% recovery from 2019.



# PHILIPPINES MARKETING ACTIVITIES




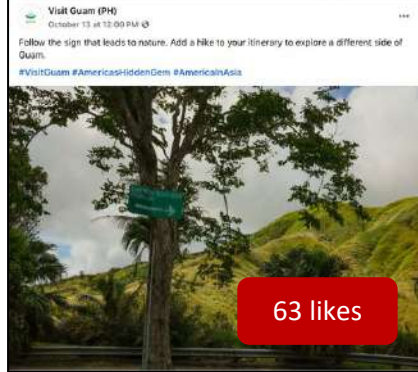
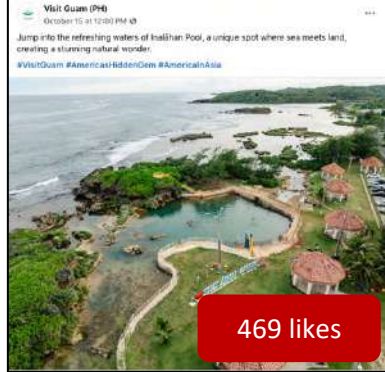
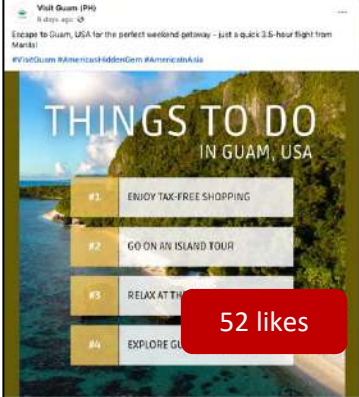

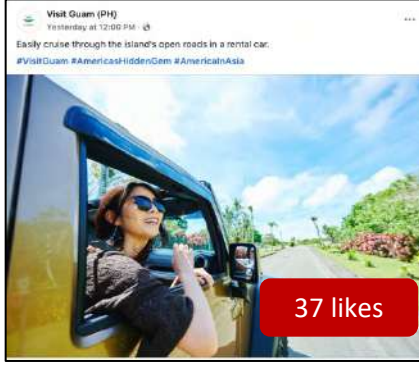
## Top Content by Reach

 <p><b>Jump into the refreshing waters of...</b> Mon Oct 14, 7:00pm 34.3K likes, 625 hearts, 55 comments, 61 shares</p>	 <p><b>Follow the sign that leads to nature. Add ...</b> Sat Oct 12, 7:00pm 6.5K likes, 64 hearts, 1 comment, 7 shares</p>	 <p><b>Escape to Guam, USA for the perfect...</b> Wed Oct 16, 7:00pm 2.4K likes, 60 hearts, 0 comments, 8 shares</p>	 <p><b>Embark on a cultural journey in Guam, US...</b> Fri Oct 18, 7:00pm 1.5K likes, 52 hearts, 2 comments, 5 shares</p>	 <p><b>Give in to your wild side and go on an...</b> Tue Oct 22, 7:00pm 1.3K likes, 73 hearts, 3 comments, 7 shares</p>
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## Top Content by Interactions

 <p><b>Jump into the refreshing waters of...</b> Mon Oct 14, 7:00pm 568 likes, 625 hearts, 55 comments, 61 shares</p>	 <p><b>Give in to your wild side and go on an...</b> Tue Oct 22, 7:00pm 75 likes, 73 hearts, 3 comments, 7 shares</p>	 <p><b>Follow the sign that leads to nature. Add ...</b> Sat Oct 12, 7:00pm 73 likes, 64 hearts, 1 comment, 7 shares</p>	 <p><b>Escape to Guam, USA for the perfect...</b> Wed Oct 16, 7:00pm 60 likes, 60 hearts, 0 comments, 8 shares</p>	 <p><b>Embark on a cultural journey in Guam, US.</b> Fri Oct 18, 7:00pm 56 likes, 52 hearts, 2 comments, 5 shares</p>
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## Social Media Postings: October 11-25, 2024

 <p><b>478 likes</b></p>	 <p><b>63 likes</b></p>	 <p><b>469 likes</b></p>
 <p><b>52 likes</b></p>	 <p><b>49 likes</b></p>	 <p><b>37 likes</b></p>