

INDUSTRY REPORT

SEP 20, 2024



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DESTINATION UPDATES



Explore Guam

Explore Guam!

- Attractions
- Valley of the Latte, LLC
- Big Cruises
- Big Sunset Cruise
- Blue Persuasion Dive Boutique
- Coco Palm Garden Beach
- Dulce Nombre de Maria Cathedral Basilica
- Fa'fa' Powder Sand Beach
- Fish Eye Marine Park
- Fish Eye Tours
- Guam Adventures
- Guam Bikini Island Club Com
- Guam Museum
- Guam Ocean Park
- Guam Pizza Resort & Spa
- Guam Tropical Olive Station
- Guam Zoological, Botanical & Marine Gardens
- Inula (Dolphin) Watching Adventure
- Puntan Dos Anseses
- SanoCattle, Inc.
- Skydive Guam Inc.
- Star Tour
- Super American Circus
- Talofoto Falls Resort Park
- Tropicat Beach House Guam
- Turtle Tours
- Underwater World
- 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 Uqum 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 Talofoto and Uqum rivers with us! We take pride in being Guam's only true eco-friendly and sustainable island experience filled with all of the adventures one can imagine on land and in the waters. The Valley offers a variety of safe and exciting tropical adventures for the intrepid traveler, romantic couple escape, or childhood adventure of a lifetime. It is sure to keep you returning for more. We have also served as venue to special days such as weddings, school field trips, birthdays, company retreats, and more. Feel free to email info@valleyofthelatte.com for more information and if you have any questions. Find us: <https://www.valleyofthelatte.com/valley-latte-map/contact/>



INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

Give visitors better access to your business, with GVB's digital map.

EXAMPLE

TRAVEL, TRADE, WICE, MEDIA, WEDDINGS

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

Valley of the Latte, LLC

Route 4 Talofoto River, Talofoto, GU, 96615

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

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

CALL-OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

- GVB monitors Guam tour guides and tour sites.
- Tour Guide Certification Program (TGC) requires the training and certification of all tour guides.

• GUAM COLLEGE COMMUNITY

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



MEMBERSHIP BENEFIT

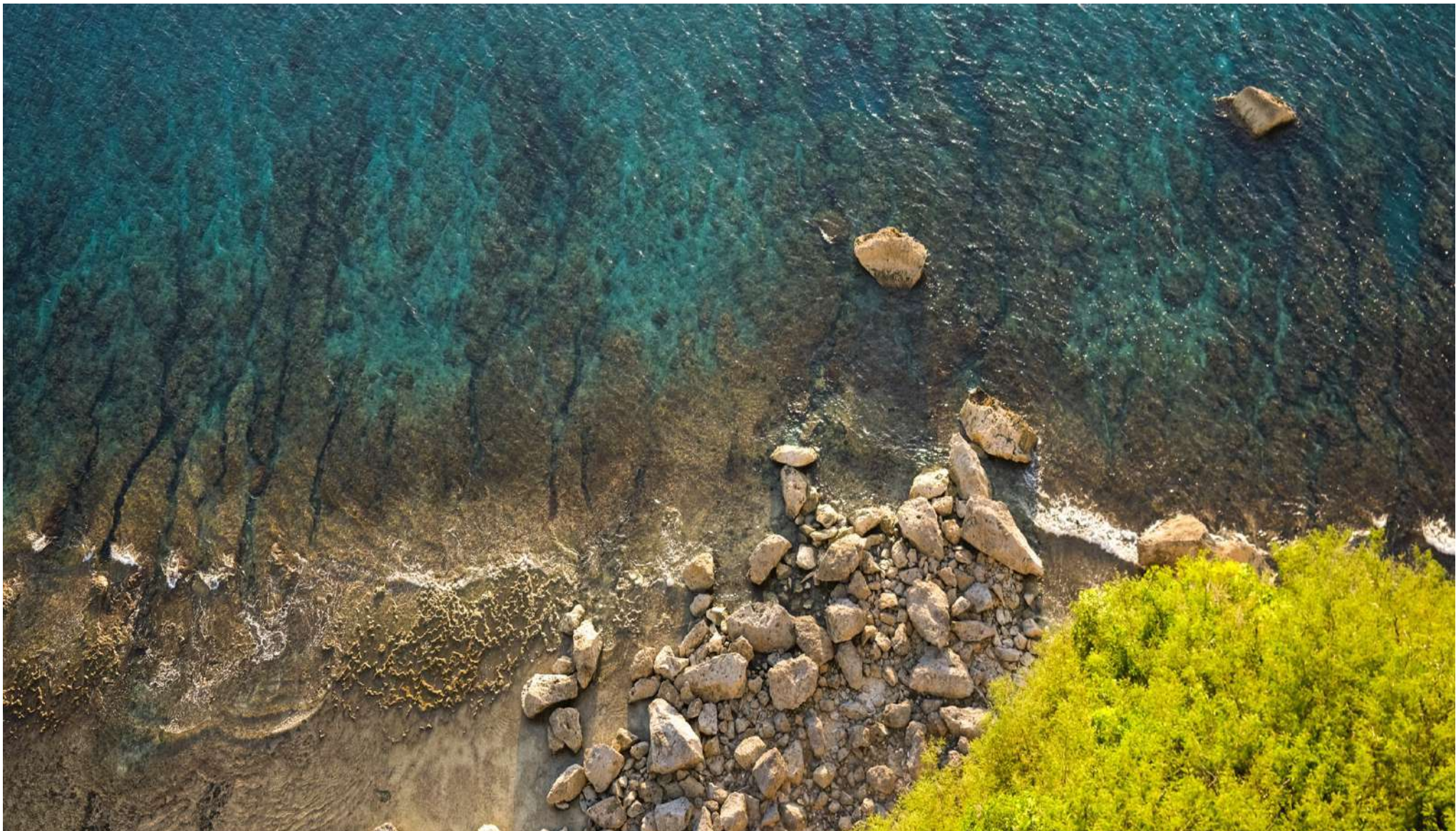
GVB will distribute your company brochure to visitors at the GVB front office and GVB's concierge service desks located at the Guam International Airport and Guam Premium Outlets.

- Provide at least 10 brochures (each language).

Download our membership application from our GVB website.



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



MARKET INTELLIGENCE REPORT

As of September 20, 2024 and may be subject to change.



MARKETS AT-A-GLANCE



JAPAN

- Total outbound seat capacity for September remains at 41,562; October at 41,994; and November at 45,976.
- 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

- Incheon Airport braces for record-breaking passenger traffic during Chuseok Holiday
- Korea's airline firms plagued by elevated fuel costs, strong dollar
- Total outbound seat capacity for September remains at 34,899; October at 38,072; and November at 30,552.
- Shown in appendix are: media monitoring of press releases; and SNS weekly activity

DETAILS ARE FOUND IN THE APPENDIX

TAIWAN

- Taiwan sees 5 million international visitors as of August
- Ministry to raise air navigation fees
- Taipei and Taoyuan MRT to launch joint ticket with Japan's Keisei railway
- Shown in appendix are: airline updates; marketing activities; etc.

PHILIPPINES

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



APPENDIX

As of September 20, 2024 and may be subject to change.



JAPAN



JAL INTERNATIONAL FLIGHT TIME SALE UNTIL SEPTEMBER 20

Japan Airlines (JAL) launched a special time sale for international flights, including routes to Guam, which ran until September 20, 2024. As part of the sale, round-trip flights from Tokyo to Guam started at ¥49,000 for economy class. This promotional fare applies to travel between September 13, 2024, and July 21, 2025, depending on the route and availability. The discounted fares include fuel surcharges but exclude taxes.



9/20まで!

JAL便ご搭乗者さま限定!

ホテルタイムセールも開催中!

約3時間半で行けるアメリカ

#HereWeGuam

成田-グアム
往復航空券 **49,000円～**

搭乗期間: 2024/9/16-2025/1/31 燃油サーチャージ込み

※対象座席には限りがあり、便や期間によって設定がない場合がございます。

JAL AIRLINES GUAM VISITORS BUREAU 今すぐチェック >>

Economy Class

From Tokyo (Narita)

To Guam

- Round-trip: ¥49,000～*(\$338.00 ～) *Includes fuel surcharge
- **Booking period:** September 13, 2024 - September 20, 2024
- **Travel period:** September 16, 2024 - January 31, 2025*1 (for departures)

*1 Some blackout dates apply.

Business Class

From Tokyo (Narita)

To Guam

- Round-trip: ¥99,000～*(\$683.00 ～) *Includes fuel surcharge
- **Booking period:** September 13, 2024 - September 20, 2024
- **Travel period:** September 27, 2024 - January 31, 2025*1 (for departures)

*1 Some blackout dates apply.

EXCLUSIVE FOR JAL PASSENGERS: 20% OFF WITH HOTEL BENEFITS

Ken Hotel & Resort Holdings hosted the “JAL Exclusive Guam Hotel Time Sale” for 8 days from September 13-20, in conjunction with JAL’s international Flight Time Sale. The eligible stay period is from September 16 to January 31, 2025. Reservations must be made through the hotel’s official website for designated accommodation plans, and traveling via JAL flights is required (boarding pass must be presented at check-in).

Participating Hotels and Accommodation Rates (per night, based on double occupancy)


20% off regular rates + special benefits included




- RIHGA Royal Laguna Guam Resort: from \$144
- Pacific Islands Club Guam: from \$190
- Hotel Nikko Guam: from \$224
- The Tsubaki Tower: from \$304



AIRLINE OPERATION - SEPTEMBER

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
	Available	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,656
	Suspended until Oct 26, 2024 .	UA865	NRT	17:50 / 22:35	Daily	0
	Available from May 6 - Sep 24, 2024	UA840	NRT	17:55 / 22:40	Tue, Thu, Sat, Sun	2,656
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:20 / 15:55	Daily	4,980
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:05 / 15:45	Daily	4,980
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	1,992
Available	UA 166	FUK	11:05 / 16:15	Daily	4,980	
TTL						37,184




AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	4,378
	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						4,378

SEPTEMBER TOTAL OUTBOUND SEAT CAPACITY : 41,562

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 from Sep 1- Oct 26, 2024	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	332
	Suspended until Oct 26, 2024.	UA865	NRT	17:50 / 22:35	Daily	830
	Available	UA840	NRT	17:55 / 22:40	Daily	5,146
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	4,814
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	1,992
Available	UA 166	FUK	11:05 / 16:15	Daily	4,316	
TTL						38,014




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						3,980

OCTOBER TOTAL OUTBOUND SEAT CAPACITY : 41,994

AIRLINE OPERATION - NOVEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:50 / 16:00	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Suspended from Sep 1 - Oct 26, 2024	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,988
	Suspended until Oct 26, 2024.	UA 865	NRT	17:50 / 22:35	Daily	4,980
	Available	UA 840	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	11:20 / 15:55	Daily	4,980
	Suspended from May 7, 2024.	UA 172	NGO	20:50 / 12:5+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:05 / 15:45	Daily	4,980
	Available	UA 178	KIX	20:55 / 13:5+1	Tue, Thu, Sat	2,158
	Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0
TTL						40,006

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	7C1182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						5,970

NOVEMBER TOTAL OUTBOUND SEAT CAPACITY : 45,976

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
Nobember	Daily	30	5,970
TTL			58,307

CULTURAL EXCHANGE THROUGH EDUCATION IN FRIENDSHIP CITIES

- September 6, 2024
- GVB Japan staff taught an English class at Tsuchi Junior High School and gave a lesson about Guam. This program was co-organized with Mr. Tanaka, a junior high school teacher and member of the Kashiwa International Relations Association (KIRA). Earlier this year, Tsuchi Junior High School held online exchange classes with Guam's Inalåhan Middle School.



as of 20 September 2024

JTB OVERSEAS TRAVEL EXPO 2024

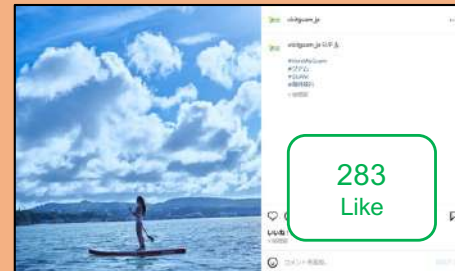
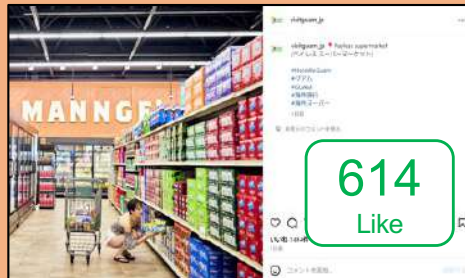
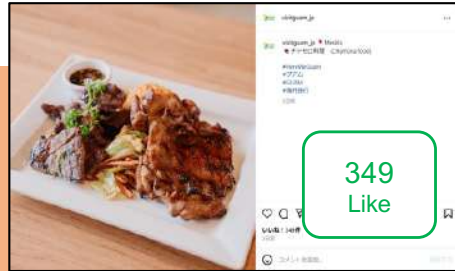
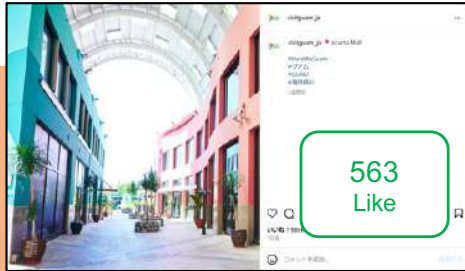
- GVB Japan trade team exhibited at the JTB Overseas Travel Expo giving updates about Guam to the attendees and participants. The team received many inquiries about school trips, especially in Fukuoka and Osaka.
- 8/26 Fukuoka: 70 participants
- 8/27 Osaka: 100 participants
- 8/29 Tokyo: 300 participants



GUAM EDUCATIONAL TRAVEL FORUM 2024

- On September 18 and 19, the GVB Japan trade team held the Guam Educational Travel Forum in Nagoya and Osaka. The event was attended by the University of Guam and other member companies who shared the latest information on educational travel to Japanese universities and travel agencies to promote educational travel to Guam.
- Key note speakers included:
 - Professor Shimakawa, Kanagawa University
 - Professor Sasaki, Aichi Toho University
 - Professor Mita, Kyoto Sangyo University
- Guam members included:
 - University of Guam
 - Barefoot Guam
 - Crowne Plaza Resort Guam
 - Leopalace Resort Guam
 - Ken Hotels & Resorts
 - Hyatt Regency Guam *Nagoya only
 - Pacific Island Holidays
 - TP Micronesia *Osaka only
 - United Airlines

Date/Venue	Attendees
9/18 - Nagoya	Universities - 5 Travel Agents - 22
9/19 - Osaka	Universities - 11 Travel Agents 25





258
Like



88
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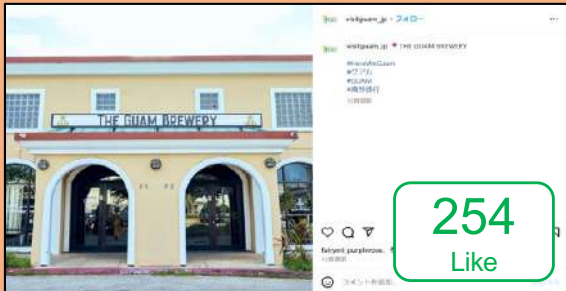
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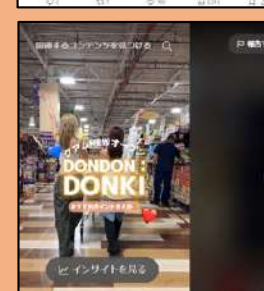
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28
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145
Like



220
Like



87
Like



85
Like



124
Like

WEEKLY GUAM

Photo spots along Tumon

Recently, a new photo spot appeared in Guam - the "I ♥ TUMON" sign. Aside from the sign, there are many other photo spots that tourists like to snap photos in front of.

First, across The Westin Resort Guam, there is a mural of Tokidoki which was painted during the Powwow Guam event at Pacific Place. Another photo spot is the Tumon Trade Center pink building. Many bus stops along Tumon and other parts of Guam have cute illustrations that look like something out of a picture book.

At Ypao beach, tourists and residents can snap photos in front of the "I ♥ Ypao" sign. Tourists can explore other parts of the island to find unique village signs.



Great coffee spot in Hagåtña

Slingstone Coffee, a drive-through coffee shop with three locations in Guam, opened its fourth location in July. It is located in the parking lot of the Agana Shopping Center, right next to the newly opened Jollibee.

This store offers not only a drive-through, but also a space for eating and drinking. It is recommended for tourists as a rest spot after shopping or strolling around Hagåtña. There is also open space on the terrace outside of the building. The open space faces east, so it is very bright but relatively cool.



GLAM

PICK UP FASHION BEAUTY LIFESTYLE ENTERTAINMENT TRAVEL

グアムのインスタ映えスポット10選！実際に渡航した筆者がおすすめの場所を厳選♪



©グアム政府観光局

グアムには豊富なインスタ映えスポットがあります。ぜひグアムに旅行したなら、インスタ映えスポットで写真を撮ってほしいものです。

そこでこの記事では、インスタ映えスポットをいくつか紹介します。ぜひ参考にしてみてください！

グアム旅行必需品
旅行会社のおすすめの選び方

目次

- ① タムントレードセンター
- ② 恋人岬
- ③ タモンの色鮮やかなパレット (ハリデーリゾート前/ハリデーリゾート後かい)
- ④ アカントモール島の美術館
- ⑤ フィズ&コ (アガニャショッピングセンター)
- ⑥ GUAMモニュメント (スキナー広場)
- ⑦ イイハセビーチ
- ⑧ ファッションアイテムリベンジ
- ⑨ ビキニアイランド
- ⑩ ママシユム・ロウ (ヒラアンビーチ)
- まとめ

GLAM DIGITAL MEDIA

10 Guam instagram-worthy spots!

Guam has an array of Instagram-worthy spots. If you travel to Guam, you should definitely take pictures at these places.

Therefore, in this article, we will introduce some of the most Instagram-worthy spots. Please take a look at them for reference!

Table of Contents

- Tumon Trade Center
- Two Lovers' Point
- Brightly colored bus stop in Tumon (in front of Holiday Resort/ across from Holiday Resort)
- Angel's Wings at Acanta Mall
- Fizz & Co (Agaña Shopping Center)
- Monument of GUAM (Skinner Square)
- Ypao Beach
- Fisheye Marine Park
- Bikini Island
- Mushroom Rock (Hila'an Beach)
- Summary



GLAM DIGITAL MEDIA

How to enjoy a smart trip to Guam with a weak yen? Introducing 7 ways to reduce travel expenses!

Guam is an American resort that can be reached in about 3.5 hours from Japan and boasts high popularity among Japanese. The number of Japanese travelers to Guam has been increasing since the Corona Disaster, but the “weak yen” has become a bottleneck.

Many people may think that a weak yen makes it difficult to travel to Guam because they have to pay more in Japanese yen.

However, even with the weak yen, you can enjoy an affordable trip to Guam if you devise ways to travel. If you are thinking, “I want to travel to Guam despite the weak yen!” If you want to travel to Guam despite the weak yen, please take a look at this article!

- Seven ways to enjoy your trip to Guam despite the weak yen
 - 1) Book flights and hotels when they are on sale
 - 2) Monitor yen fluctuations leading up to travel
 - 3) Do not exchange money at the airport
 - 4) Use credit cards with low overseas transaction fees
 - 5) Use the “Red Shuttle Bus” for local transportation.
 - 6) Buy souvenirs at local supermarkets.
 - 7) (Until September 30) Use Håfa Adai Support to get local discounts.
- Guam Travel Cost Estimate
- Summary

SOUTH KOREA



INCHEON AIRPORT BRACES FOR RECORD-BREAKING PASSENGER TRAFFIC DURING CHUSEOK HOLIDAY

- Incheon Intl. airport expects an average of 201,000 passengers each day, totaling 1.204 million over the six-day period. It is expected to be the all-time record high for airport users during Chuseok.
- The highest number of outbound travelers was predicted for September 14 (Saturday), with 121,000. A total of 1,992 international flights were scheduled to operate during the holiday period.



INCHEON AIRPORT BRACES FOR RECORD-BREAKING PASSENGER TRAFFIC DURING CHUSEOK HOLIDAY

- South Korea's six listed airline companies posted worsening profitability in the second quarter, plagued by higher jet fuel costs which usually account for about 30% of their operating costs.
- The companies were also hurt by higher dollar-won exchange rates as they settled jet fuel and aircraft maintenance costs in dollars.

SEPTEMBER AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421*	DAILY	09:45	15:15	10,140
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106**	DAILY	20:20	02:00+1	3,591
Jin Air	LJ913	DAILY	09:40	15:05	5,670
	LJ195***	2/W	09:45	15:10	378
T'way Air	TW303	DAILY	08:45	14:10	5,670
TOTAL					31,119

*KE421: Aircraft change from 272 seats to 338 seats from September

**7C3106: Suspended due to aircraft maintenance and insufficient aircraft (Aug 19~ Sep 11)

***LJ195: Chuseok charter flight on Sep 15 and Sep 18

• 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	3,780
TOTAL					3,780

*LJ923: Suspended operation for 9 days (Sep 2, 3, 6, 9, 10, 23, 24, 27, 30) in September, ferry flight on Sep 20 & Oct 24

TOTAL OUTBOUND SEAT CAPACITY: 34,899 SEATS

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
TOTAL					32,969

*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
TOTAL					5,103

*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.*

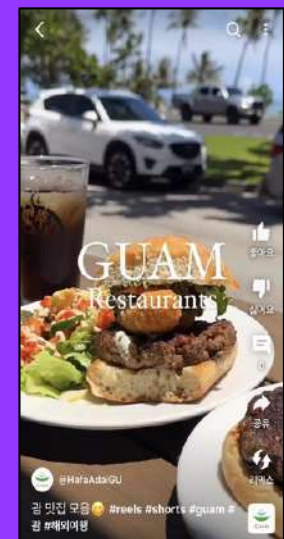
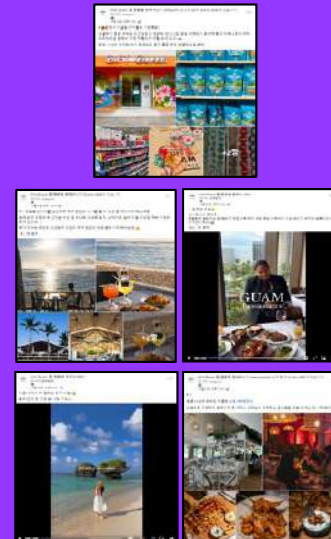
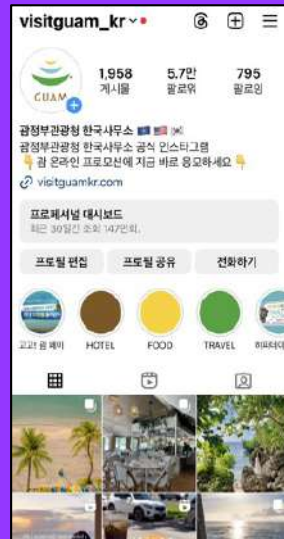
Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	10,140
Jeju Air	7C3101*	DAILY	10:05	15:25	5,670
Jin Air	LJ913	DAILY	09:35	14:50	5,670
T'way Air	TW303	DAILY	08:05	13:30	5,670
TOTAL					27,150

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

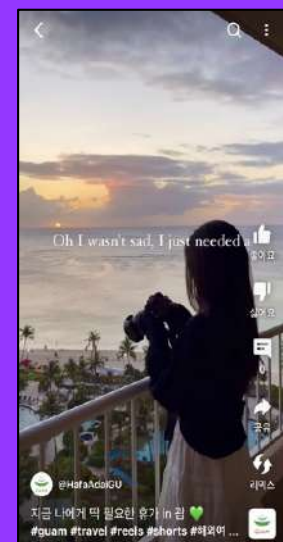
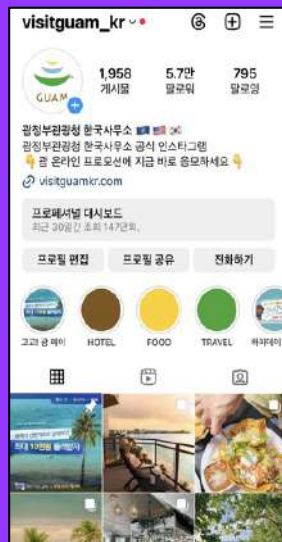
• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	4/W (MON, WED, FRI, SAT)	20:00	01:10	3,402
TOTAL					3,402

TOTAL OUTBOUND SEAT CAPACITY: 30,552 SEATS



SNS WEEKLY ACTIVITY: SEPTEMBER 2 - 6, 2024
THEME: GVB x COMPOSE COFFEE BLOG EVENT



SNS WEEKLY ACTIVITY: SEPTEMBER 9 - 13, 2024

THEME: GUAM BEACHES TO VISIT WITH FAMILY

TAIWAN



GUAM
VISITORS
BUREAU



GUAM



GUAM
VISITORS
BUREAU



GUAM

TAIWAN SEES 5M INTERNATIONAL VISITORS AS OF AUGUST

Taiwan has welcomed about five million international tourists by August, with a focus on eco-tourism and sporting events. The 2024 tourism goal was reduced to 10 million due to decreased Chinese visitors; currently, one million Taiwanese visit China while about 200,000 Chinese visit Taiwan. Efforts to attract tourists include international partnerships and events like the L'Etape Sun Moon Lake Race, with ongoing support for Hualien's tourism recovery post-earthquake.



MINISTRY TO RAISE AIR NAVIGATION FEES

The Ministry of Transportation and Communications plans to raise air navigation service charges by 35% to NT\$135,000 (US\$4,205) per flight, which could potentially generate NT\$3billion in revenue annually. The increase is aimed at covering operational costs, maintaining and replacing essential equipment, and providing necessary services such as air traffic control and meteorological forecasts, which are critical for flight safety and sustainability. The public has until November 11 to comment on the proposed amendments to the Fee-charging Standards for the Use of State-Operated Airport, Navigation Aids, and Related Facilities before the new fees are implemented at the end of this year or early next year.

TAIPEI AND TAOYUAN MRT TO LAUNCH JOINT TICKET WITH JAPAN'S KEISEI RAILWAY

Taipei and Taoyuan's rapid transit companies are partnering with Japan's Keisei Electric Railway to offer a joint discount ticket usable in both northern Taiwan and the Tokyo region. The new ticket options include combinations of Taiwan's MRT and Japan's Keisei Skyliner, with fares offering up to 7% savings for frequent travelers between the two regions. Tickets must be purchased by August 31, 2025, and one-way tickets must be used within 90 days of issuance, with QR codes provided for ticket collection.



Airlines	GTO Contact	Updates
	9/13 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> No updates for this week.
	9/13 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> No updates for this week.
	9/13 Patience Hsu, Manager	<ul style="list-style-type: none"> Starlux Airlines has initiated preliminary discussions with Spunk Tour about scheduling potential flights following the 2025 Chinese New Year charter flights or in Q1 2025, considering twice-weekly red-eye flights and consulting travel market operators. Spunk Tour, Phoenix Tours, and Lion Travel have confirmed the CNY Starlux charter flights.
	9/13 Jason Chen, Area Manager - Taiwan	<ul style="list-style-type: none"> Philippine Airlines will release winter schedule in September and will keep tracking on Taiwanese passengers.
	9/13 Steven Shih, General Manager	<ul style="list-style-type: none"> No updates for this week.
	9/13 Brenda Tang, General Manager	<ul style="list-style-type: none"> United Airlines is evaluating the capacity for potential direct flights from Taipei to Guam, with the Taipei-Guam route under consideration and a possible launch of scheduled flights in Q1 2025.

PARTNERSHIP RECEPTION CO-HOSTED BY AIT AND TAIWAN MOEA

- September 5, 2024
- ASOA members attended a joint networking event co-hosted by AIT and the Ministry of Economic Affairs, where they had the opportunity to interact with Minister Chih-Hui Kuo.
- GVB actively engaged in discussions with Minister Kuo during the event regarding interest in exploring future tourism opportunities for Taiwanese visitors and business investment opportunities.



DAC 2024 Q3 GATHERING

- September 12, 2024
- At the Q3 gathering, AIT's Deputy Chief of the Commercial Section, Eric Crowley, attended and expressed strong support and encouragement for the joint development between Taiwan and the U.S.
- During the meeting, GVB introduced the outdoor sports on Guam to the participants, and several major media outlets participated, including Global Views Magazine, TVBS News and TTN.
- GVB met with Brenda Tang, General Manager of UA Taiwan. She mentioned that UA is evaluating capacity to support direct flights between Taipei and Guam, with the potential for scheduled flights starting in Q1 2025, pending capacity confirmation and further details.



PHILIPPINES





Philippine Airlines

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 Mar 24-31, 2025	MNL – GUM Apr 19-25, 2025
From US \$321* Round-trip Economy	From US \$321* 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 22:30 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

Sep 2024	Oct 2024	Nov 2024
From US \$328* Round Trip Economy	From US \$328* Round Trip Economy	From US \$328* Round Trip Economy

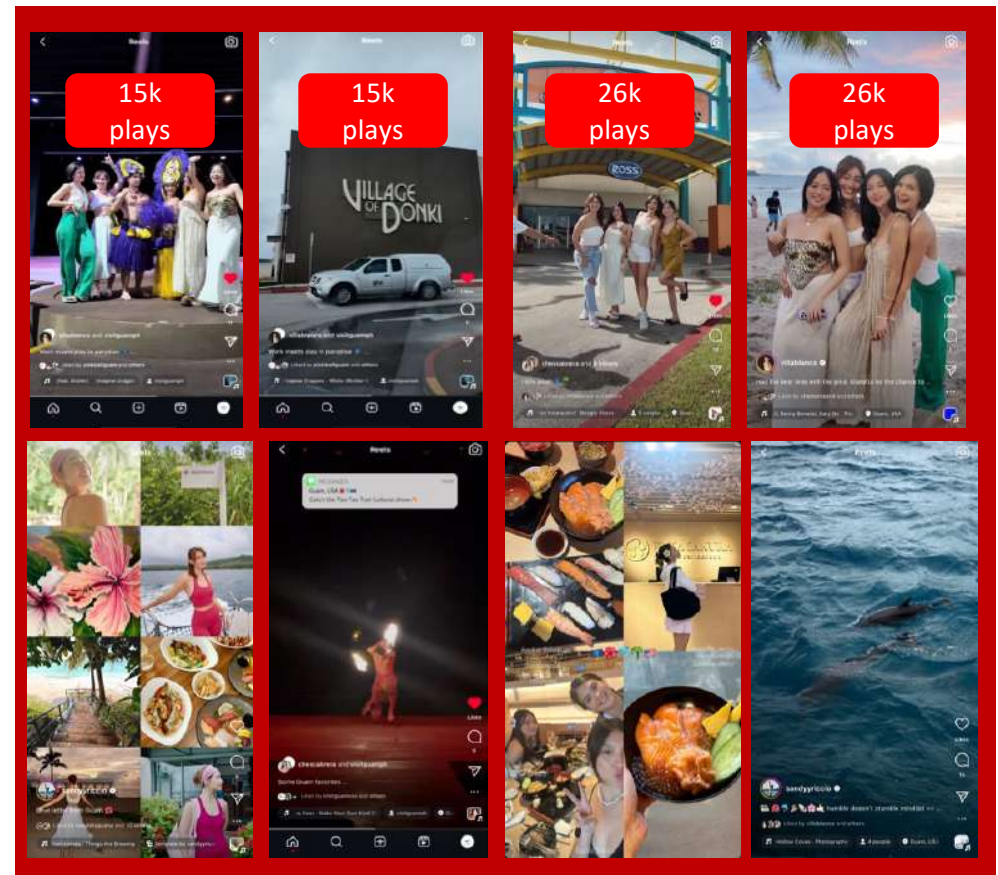
<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

*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/>

INFLUENCER FAM VISIT

- September 9-12, 2024
- GVB invited four influencers from the Philippines - **750k followers** collectively
 - Joanne Villablanca
 - Cheska Cabrera
 - Pauline Suarez
 - Sandy Riccio
- Posted content to increase awareness about Guam (more deliverables to follow)



SI YU'OS MA'ÅSE TO OUR TOURISM PARTNERS:



SOCIAL MEDIA INSIGHTS



Reach breakdown ⓘ

Aug 20 – Sep 16

Total
668,576 ↑ 6.2%

From followers
5,134 ↓ 10.3%

From non-followers
660,891 ↑ 6.1%











Interactions breakdown

Aug 20 – Sep 16

Total
57,565 ↑ 145.2%

From followers
1,284 ↓ 6.1%

From non-followers
56,281 ↑ 154.5%



Reach ⓘ

Accounts reached


289,469


Followers: 3,060
Non-followers: 286,776


By content type


Content Type	Followers	Non-followers
Posts	5.9K	7.2K
Stories	504	1
Videos	1	1


Top content based on reach


Aug 18


Aug 24


Sep 6


Sep 8


Aug 31

Engagement ⓘ

Accounts engaged


1,396


Followers: 275
Non-followers: 1,121


By content interactions


Content Type	Followers	Non-followers
Posts	601	4
Reels	60	4
Stories	1	1


Top content based on engagement


Aug 18


Sep 6


Aug 31


Sep 8


Aug 24

