



INDUSTRY REPORT

SEP 6, 2024



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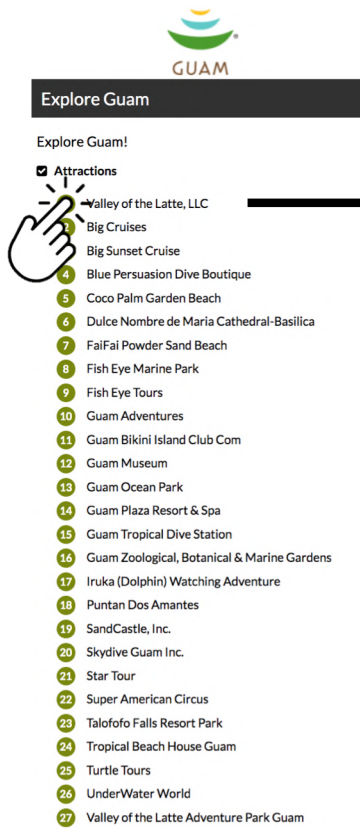
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DESTINATION UPDATES



EXPLORE GUAM - MAP



Explore Guam

Explore Guam!

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Valley of the Latte, LLC

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

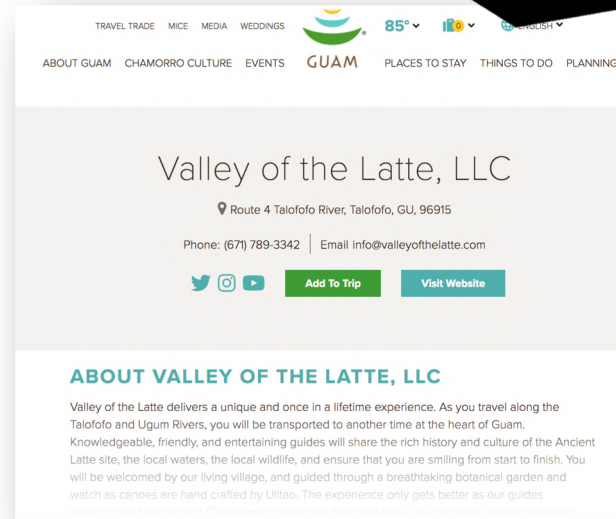
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, 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 for more information and if you have any questions. Find us: <https://www.valleyofthelatte.com/valley-latte-map-contact/>








[More Info](#)

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

EXAMPLE






TRAVEL TRADE MICE MEDIA WEDDINGS  85°    ENGLISH

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

Valley of the Latte, LLC

Route 4 Talofofo River, Talofofo, GU, 96915

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

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

ABOUT VALLEY OF THE LATTE, LLC

Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village, and guided through a breathtaking botanical garden and watch as canoes are hand crafted by Ulitao. The experience only gets better as our guides

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

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/visitor-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>

MEMBERSHIP BENEFIT

CALLOUT FOR BROCHURES

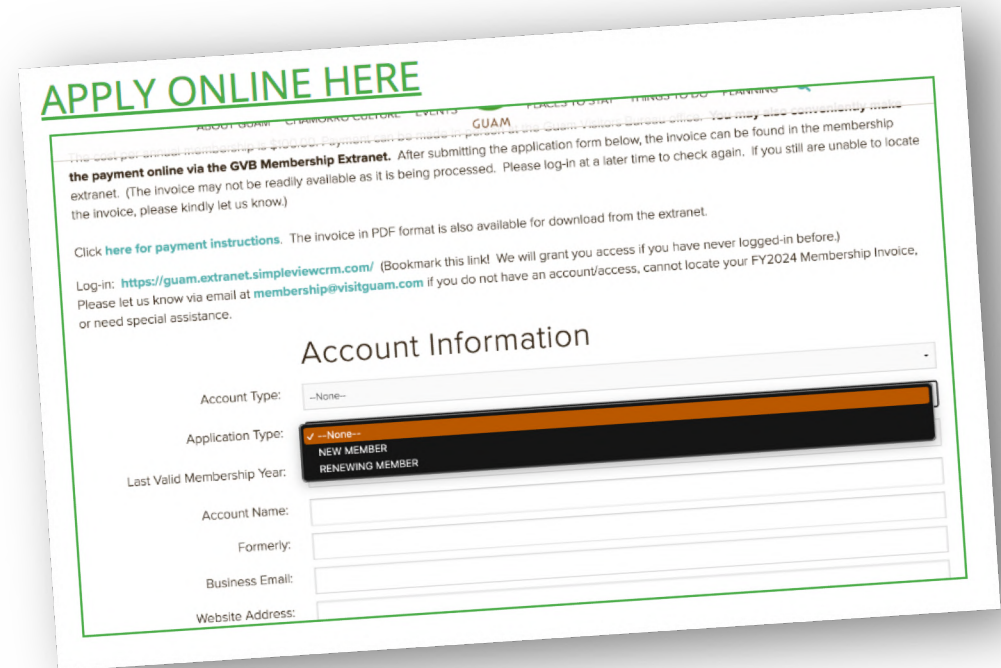
GVB will display and distribute your company brochures to visitors at the Bureau's front office and concierge service desks located at the Guam International Airport and the Guam Premium Outlets.

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

Download our membership application from our GVB website.



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



The screenshot shows a web page titled "APPLY ONLINE HERE" for the GVB Membership Extranet. The page contains instructions on how to apply and pay online, along with a form for account information. The form includes fields for Account Type, Application Type, Last Valid Membership Year, Account Name, Formerly, Business Email, and Website Address. The Application Type dropdown menu is open, showing options for "NEW MEMBER" and "RENEWING MEMBER".



MARKET INTELLIGENCE REPORT

As of September 6, 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

- Korean travelers prioritize accommodation when planning a honeymoon
- Total outbound seat capacity for September remains at 34,899; October at 38,072; and November at 30,363.
- Shown in appendix are: media monitoring of press releases; and SNS weekly activity

TAIWAN

- China lifts restrictions on Fujian residents traveling to Taiwan-held Matsu
- China Airlines flight from Taipei to Bali turns back due to 'signal abnormality'
- 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

DETAILS ARE FOUND IN THE APPENDIX



APPENDIX

As of September 6, 2024 and may be subject to change.




JAPAN






JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - SEPTEMBER

**SEPTEMBER TOTAL
OUTBOUND SEAT
CAPACITY: 41,562**

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	TW 311	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						4,378




Interviews with various companies

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - OCTOBER

**OCTOBER TOTAL
OUTBOUND SEAT
CAPACITY: 41,994**


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




Interviews with various companies

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - NOVEMBER

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 from Sep 1- Oct 26, 2024	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,988
	Suspended until Oct 26, 2024.	UA865	NRT	17:50 / 22:35	Daily	4,980
	Available	UA840	NRT	17:55 / 22:40	Daily	4,980
	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 / 125+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	2,158
	Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0
TTL						40,006

**NOVEMBER TOTAL
OUTBOUND SEAT
CAPACITY: 45,976**

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						5,970

Interviews with various companies

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

Japan Airlines 2024 Flight Schedule

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
TTL			52,337

JAL ANNOUNCES PLANS FOR INTERNATIONAL ROUTE FLIGHTS

JAL has decided on a flight plan for international and domestic routes for the second half of 2024. The airline will also make some changes to its domestic route flight plan. In order to meet demand for tourism to Japan, JAL will increase the Guam route from five times per week to seven flights per week starting from October 27, 2024.



SNS HIGHLIGHT

visitguam.jp
Dulce Nombre de Maria Cathedral Basilica (リブニア大聖堂)
#HereWeGuam #グアム #GUAM #海外旅行 #ビーチリゾート
509 Likes

visitguam.jp
Two Lover's Point
#HereWeGuam #グアム #GUAM #海外旅行 #ビーチリゾート
336 Likes

visitguam.jp
Kings of the Beach
642 Likes

visitguam.jp
Takosya-san
181 Likes

visitguam.jp
Anemos
#HereWeGuam #グアム #GUAM #海外旅行 #地中海料理
361 Likes

visitguam.jp
Hotel Iano Guam
#HereWeGuam #グアム #GUAM #海外旅行
282 Likes

visitguam.jp
GUAM SPA ayulam
71 Likes

visitguam.jp
Sun Resort
79 Likes

グアム政府観光局 (公式) @visitguam.jp · 8月21日
50 Likes

グアム政府観光局 (公式) @visitguam.jp · 16時間前
74 Likes

グアム政府観光局 (公式) @visitguam.jp · 8月19日
プロモーションする
227 Likes

グアム政府観光局 (公式) @visitguam.jp · 8月18日
プロモーションする
Weekly GUAM更新
95 Likes

SNS HIGHLIGHT

366 Likes

393 Likes

549 Likes

130 Likes

87 Likes

1062 Likes

170 Likes

156 Likes

102 Likes

87 Likes

65 Likes

29 Likes

121 Likes

107 Likes

7,423 Likes

GLAM

PICK UP FASHION BEAUTY LIFESTYLE ENTERTAINMENT TRAVEL

GLAM GLAM Editorial

2024.08.26(Mon) TRAVEL EDITOR'S PICK

グアム旅行でタクシーを活用しよう！基本情報や使い方、トラブル対応など解説♪



日本から約3時間半で行くことができ、日本人から高い人気を誇るアメリカンリゾートのグアム。海外から多くの観光客が訪れるグアムでは、多彩な交通手段が用意されており、その1つが「タクシー」です。

タクシーは、慣れない海外での移動で強い味方です。特に、グアム国際空港～ホテル間、タクシーがよく利用されています。一方、日本のタクシーとは異なる点もいくつかあるので、事前に知っておきたいポイントがいくつかあります。

この記事では、グアムでのタクシーの基本情報や空港での乗り方、注意点、タクシー以外に便利な交通手段などを紹介します。グアムでのタクシー利用に不安や不明点を抱えている方は、ぜひこの記事を参考にしてみてください！

グアム旅行者必見

旅行会社のおすすめの選び方

GLAM DIGITAL MEDIA

Lets use cabs on your next trip to Guam!

Guam is an American resort that can be reached in about 3.5 hours from Japan. The island attracts many tourists from overseas and offers various transportation such as taxi cabs.

Cabs are a strong ally when moving around in an unfamiliar foreign country. They are especially common between Guam International Airport and hotels. On the other hand, there are a few points you should know in advance, as they differ from cabs in Japan in several ways.

In this article, we will introduce basic information on taxi cabs in Guam, how to get to the airport, points to keep in mind, and convenient means of transportation other than cabs. If you have any concerns or uncertainties about using cabs in Guam, please refer to this article!

SOUTH KOREA



KOREAN TRAVELERS PRIORITIZE ACCOMMODATION WHEN PLANNING A HONEYMOON, EXPECTING RELAXING AND LUXURIOUS HOSPITALITY SERVICES

SURVEY RESULTS



Honeymooners prepared their honeymoon travel **6.7 months** before in average, while 51% of respondents said a honeymoon of “one week or more, two weeks or less” is appropriate.



30% of the Korean respondents said destination with a private beach resort is the most ideal, followed by destinations that offer a mix of recreational, historic, and traditional elements (25%).



41% of consumers ranked “hotel spa or massage services” as the most desired perks they would like to receive from their accommodations during their honeymoon.

KOREA MARKET INTELLIGENCE

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)

***LJ915: 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

TOTAL OUTBOUND SEAT CAPACITY: 34,899 SEATS

KOREA MARKET INTELLIGENCE

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

KOREA MARKET INTELLIGENCE

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	20:00	01:10	3,213
TOTAL					3,213

*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: 30,363 SEATS

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE IN AUGUST

Guam Visitors Bureau launches online promotion 'Discover Guam, The Jewel of the Western Pacific'



Herald Economy



Gukje News



Digital Chosun



Korea Dutyfree News



Biz World



Open News Agency



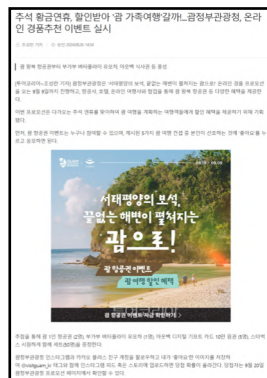
Discovery News



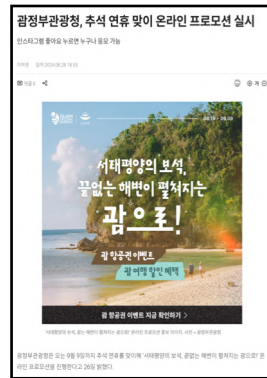
TTL NEWS



Travel Daily



Tour Korea

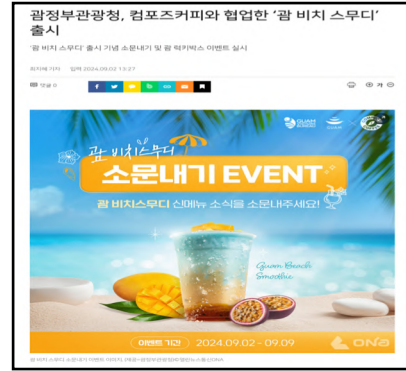


News Journalism

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE IN SEPTEMBER

Guam Visitors Bureau partners with Compose Coffee to launch 'Guam Beach Smoothie'



▶ Open News Agency



▶ Discovery News



▶ Korea Duty Free News



▶ News Journalism



▶ Job Post

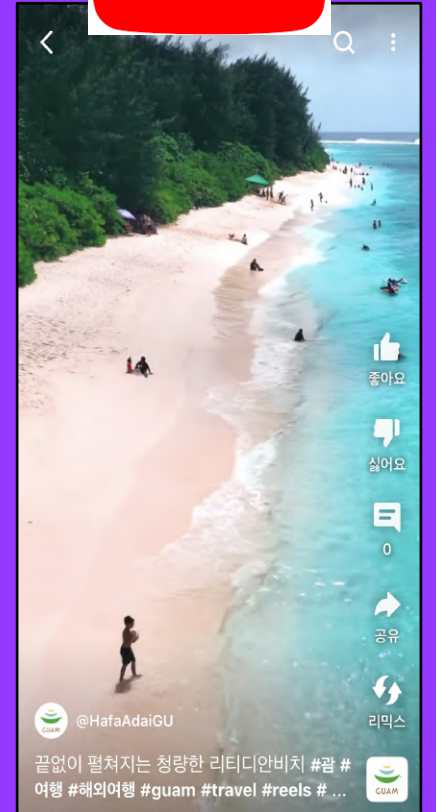
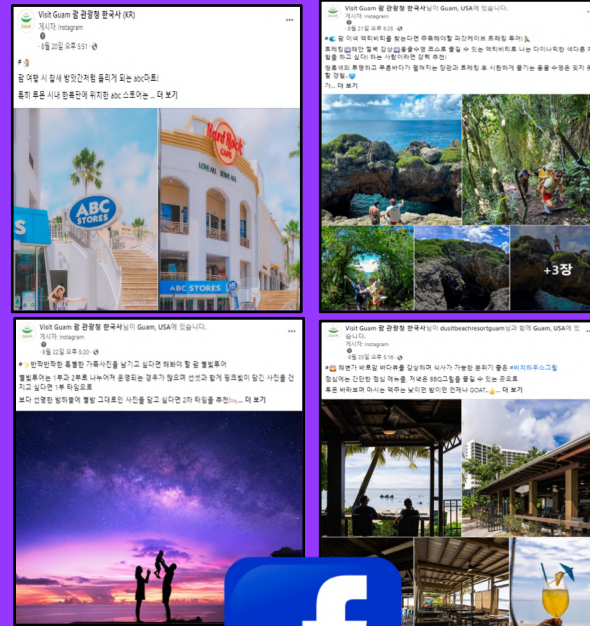
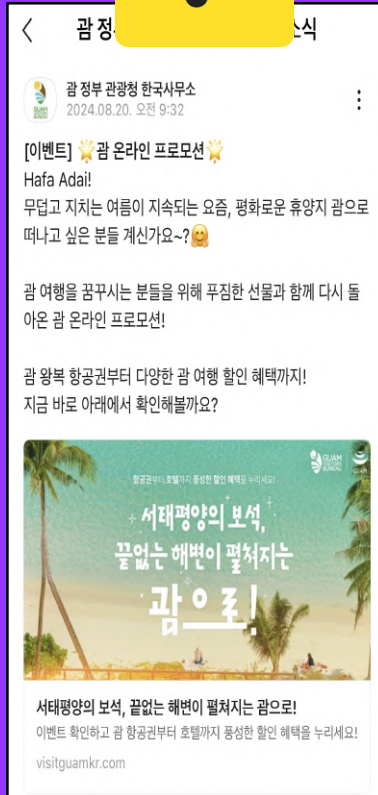
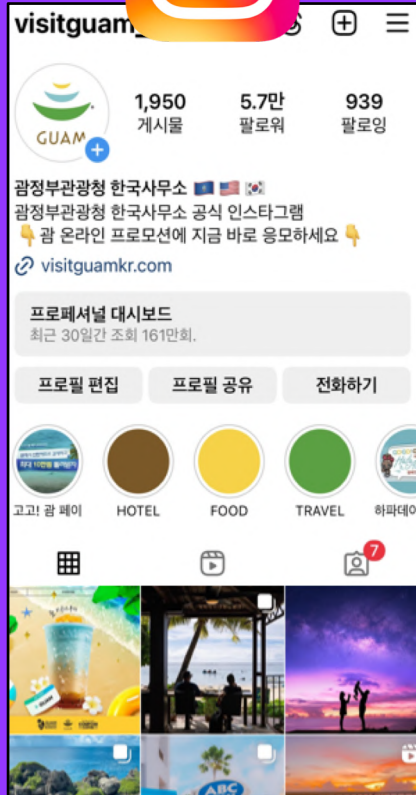


▶ Travel Leisure



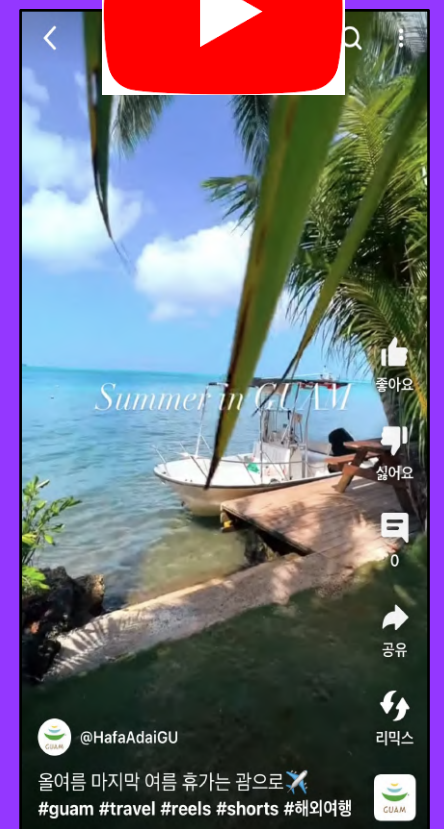
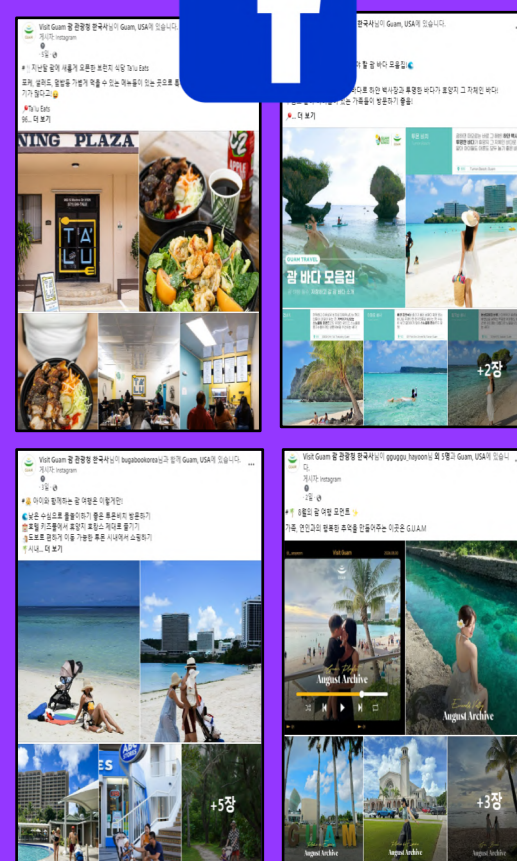
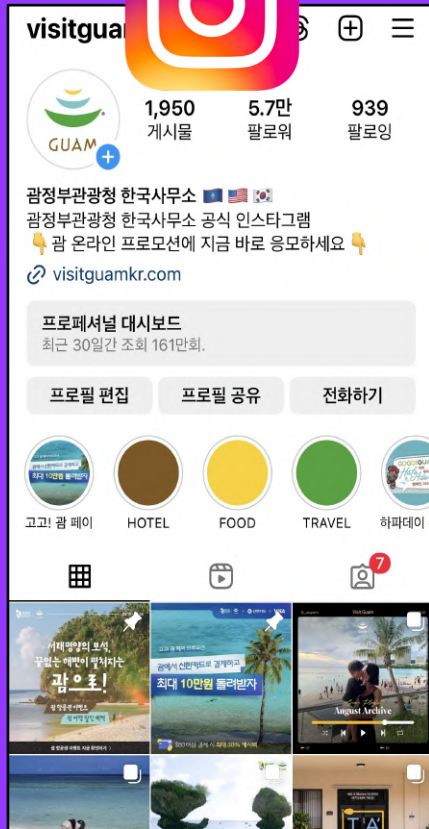
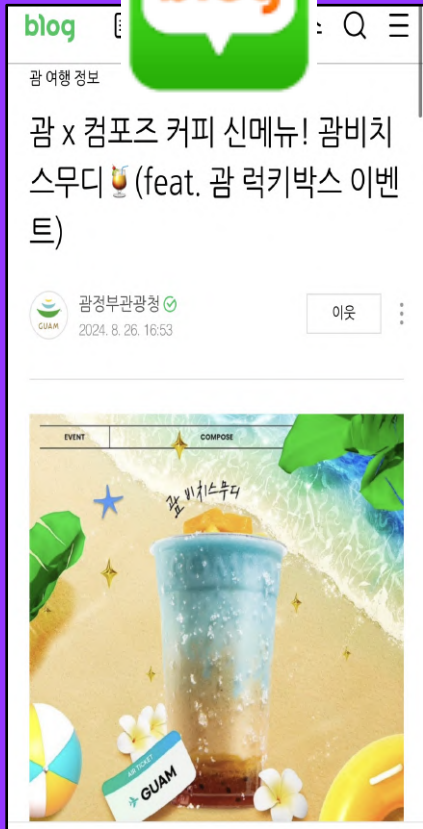
▶ Tour Korea

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: AUGUST 19-23, 2024
THEME: Q4 ONLINE PROMOTION

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: AUGUST 26-30, 2024

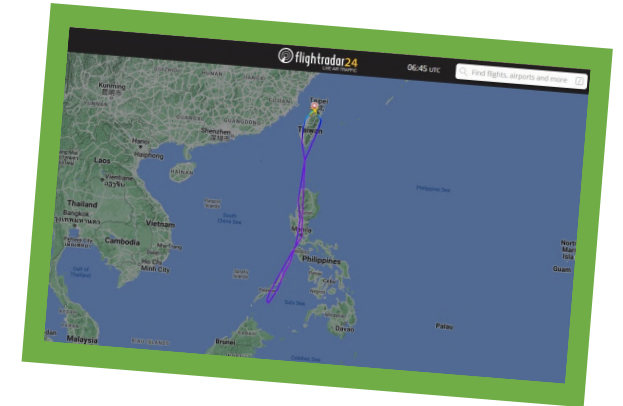
THEME: GVB X COMPOSE COFFEE 'GUAM BEACH SMOOTHIE' LAUNCH

TAIWAN



CHINA AIRLINES FLIGHT FROM TAIPEI TO BALI TURNS BACK DUE TO 'SIGNAL ABNORMALITY'

China Airlines Flight CI771 from Taipei to Bali had to turn back due to a “system signal abnormality” detected during the flight. The Airbus A330-300 made an unscheduled return to Taipei after adjusting its course over the Sulu Sea near Palawan Island for safety reasons. Another aircraft will be sent to continue transporting passengers to Bali, and China Airlines has apologized for the disruption and inconvenience.



CHINA LIFTS RESTRICTIONS ON FUJIAN RESIDENTS TRAVELING TO TAIWAN-HELD MATSU

China has lifted travel restrictions for Fujian province residents to the Taiwan-held Matsu Islands, resuming visa processing for both individual and group travel. Fujian residents can now obtain single-entry or multi-entry visas for travel to Matsu, with a stay of up to 15 days and entry via the Huangqi or Mawei ports. This move marks a significant shift after three years of restricted travel due to strained cross-strait relations and the COVID-19 pandemic, with Taiwan welcoming the resumption of Chinese tourism.

CHEN SHIH-KAI SELECTED AS NEW TRANSPORT MINISTER

Chen Shih-kai is the new Minister of Transportation and Communications, replacing Li Meng-yen, who resigned. Chen will assume office on Monday. Former Taichung city councilor Chen is noted for his political and communication skills, though he lacks formal transportation experience. The appointment has received mixed reactions, with some questioning Chen's expertise in transportation while others hope he will bring a fresh, people-focused approach.



TAIWAN MARKETING ACTIVITIES

MID-AUTUMN MEDIA GATHERING

GVB hosted a successful media gathering on September 3, 2024, before the Mid-Autumn Festival, to express appreciation to Taiwan's main media outlets. The gathering welcomed 30 news reporters and 22 media outlets. GVB present a Guam product update to include charter flights during the Chinese New Year, new offerings, and Guam's achievements throughout the year.

Special thanks to the sponsors for their support in the Lucky Draw event:
The Tsubaki Tower, Dusit Beach Resort Guam, and Crowne Plaza Resort



#JUSTGUAM WEBINAR

GVB is excited to host this year's #JustGuam Online Webinar on September 19, 2024, to provide the latest information on Guam's product offerings and allow for GVB members to connect directly with valuable travel trade partners in Taiwan. The one-day free virtual event will welcome over 300 travel agents who are participating from Taipei, Taoyuan, Hsinchu, Miaoli, Taichung, Kaohsiung, Penghu, and other cities

Special thanks to the GVB members who have registered to participate in the webinar:



TAIWAN MARKETING ACTIVITIES

2024 TAIPEI INTERNATIONAL TOURISM EXPO (TITE)

- August 16-19, 2024
- GTO participated in the 2024 Taiwan International Tourism Expo (TITE) and actively promoted Guam as a travel destination. The Ko'ko' bird mascot was present at the Guam booth, attracting many visitors who took photos and inquired about its significance.
- During the four-day event, GTO gained over 1000 new followers, received more than 2,100 likes on social media posts related to the TITE lucky draw, and over 1,200 survey respondents.
- Visitors at the booth showed strong interest in Guam's tourism, asking numerous questions about attractions, layover airports, and hotels.



MEETING WITH AMERICAN LEGISLATIVE EXCHANGE COUNCIL (ALEC)

- August 20, 2024
- The Ministry of Foreign Affairs organized a meeting between U.S. state legislators and ASOA. During the meeting, questions were raised about ASOA's trade strategies and advantages for various states.
- The meeting also discussed ASOA's role in Taiwan-US trade relations.
- The meeting highlighted the strong relationships ASOA has built with U.S. state legislators over time.



MEETING WITH U.S. IDAHO-WYOMING-ALASKA DELEGATION

- August 26, 2024
- U.S. state legislators explored ASOA's trade strategies, focusing on advantages for Idaho, Wyoming, and Alaska.
- The delegation discussed Taiwan-U.S. trade relations and investment opportunities.
- GTO introduced Guam's travel industry, highlighting its attractions and potential for collaboration.

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 Depart Nov 22, 2024	MNL – GUM Depart Nov 24, 2024
From US \$249* One-way Economy	From US \$249* One-way 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

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>

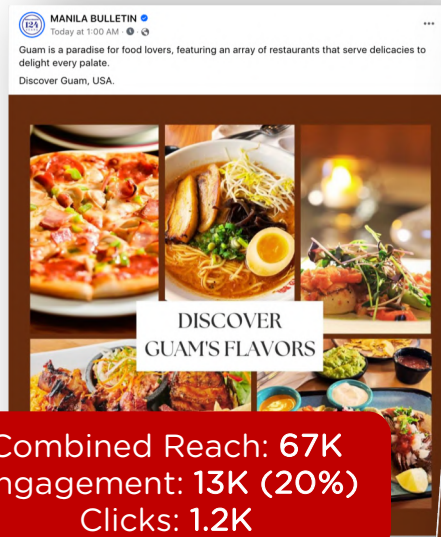
*Prices have been available for round trips within the last 48 hours and may not be currently available. For Economy class, fares listed may be Basic Economy, which is our most restrictive fare option and subject to additional restrictions.

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/>

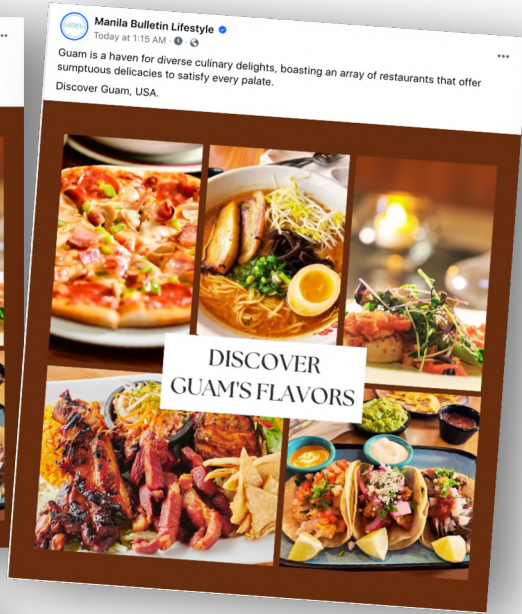
PHILIPPINES MARKETING ACTIVITIES

MANILA BULLETIN COLLABORATION

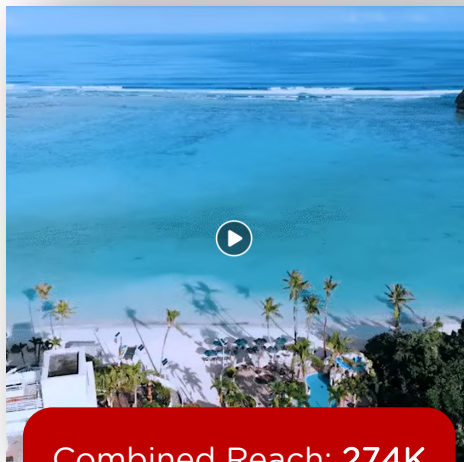
- August's artcard and GIFs highlighted Guam's food scene, scenery and culture
- September's content promoted tax-free shopping



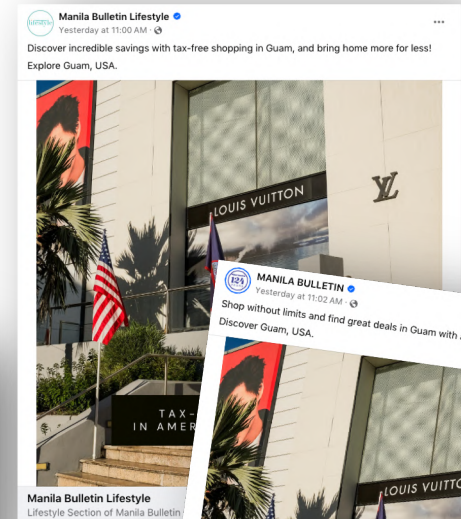
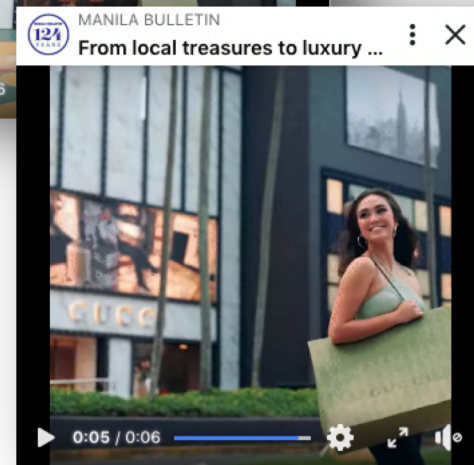
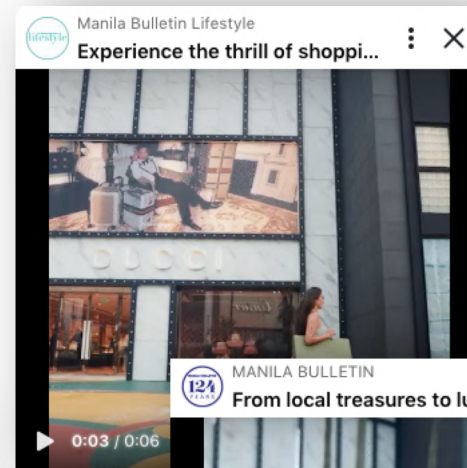
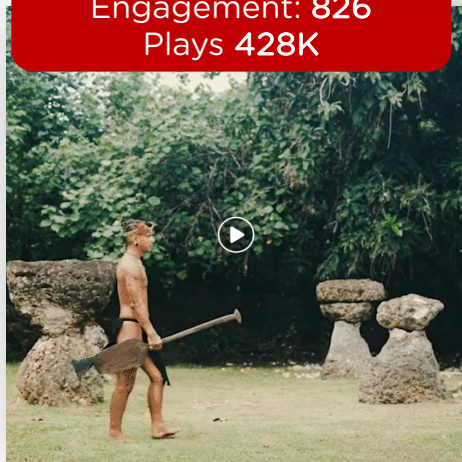
Combined Reach: 67K
Engagement: 13K (20%)
Clicks: 1.2K



Combined Reach: 296K
Engagement: 826
Plays 428K



Combined Reach: 274K
Engagement: 842
Plays: 442K



PHILIPPINES MARKETING ACTIVITIES

SOCIAL MEDIA INSIGHTS



Reach breakdown ⓘ

Aug 26 – Sep 1

Total
539,876 ↑ 401.3%

From organic
6,866 ↓ 68.6%

From ads
532,861 ↑ 537.7%

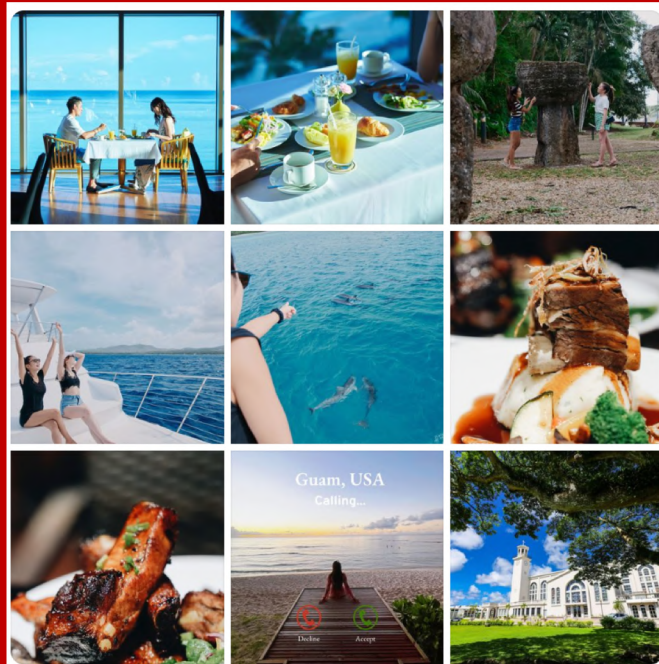
Interactions breakdown

Aug 26 – Sep 1

Total
50,948 ↑ 868%

From followers
582 ↑ 104.9%

From non-followers
50,366 ↑ 911.6%



Reach ⓘ

294,200

Accounts reached

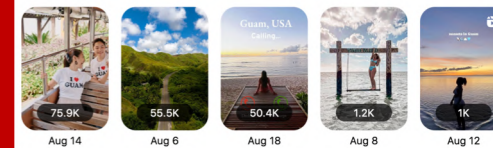
Followers 4,236
 Non-followers 289,964

By content type

All Followers Non-followers

Posts 5.5K
 Reels 1.5K
 Stories 786
 Videos 1

Top content based on reach



Engagement ⓘ

1,493

Accounts engaged

Followers 295
 Non-followers 1,198

By content interactions

Posts 609
 Reels 134
 Stories 1

Top content based on engagement

