

# **INDUSTRY REPORT**

SEPTEMBER 26, 2025



# TABLE OF CONTENTS



- 4 MARKETING UPDATES
- 6 JAPAN
- 14 SOUTH KOREA
- 21 TAIWAN
- 28 PHILIPPINES
- 35 DESTINATION UPDATES



# MARKET INTELLIGENCE REPORT

As of September 26, 2025 and may be subject to change.



# MARKETS AT-A-GLANCE



### MARKETS AT-A-GLANCE



#### JAPAN

- Total outbound seat capacity for September remains at 38,034; October at 38,754; and November at 35,600.
- Marketing intelligence, marketing activities, and Weekly Guam digital PR articles

#### SOUTH KOREA

- Korean Air signs US\$50 billion deal to purchase aircraft, engines from Boeing
- LCC operators pull back on M&As
- Total outbound seat capacity for September remains at 62,991; October at 62,586; and November at 88,609.
- Media monitoring of press releases; and SNS weekly activity

#### DETAILS ARE FOUND IN THE APPENDIX

#### TAIWAN

- Taiwan seeks to make Matsu a tourist destination
- Taiwan Railway boosts Taipei-Taichung service with daily EMU3000 trains
- Marketing activities; media monitoring; etc.

#### PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in September 2025 and are offering specials
- Marketing activities; etc.

# JAPAN



# JAPAN AIRLINE INTELLIGENCE



#### AIRLINE OPERATION - SEPTEMBER \*As of September 22, 2025

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA827	NRT	11:00/15:45	Daily	4,980
	Available	UA 197	NRT	17:00/21:40	Daily	4,980
	Available	UA 874	NRT	21:05/1:50+1	Mon, Wed, Fri, Sat	0
	Available	UA865	NRT	16:55/21:35	Mon, Wed, Fri, Sat	2,822
	Available	UA 848	HND	23:35/4:25+1	Daily	4,980
	Available	UA 136	NGO	11:30 / 16:00	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KIX	11:0 5/ 15:40	Daily	4,980
					TTL	26,394

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
<b>Q</b> JAL	Available	JL941	NRT	9:30 / 14:15	Daily	5,970
t°way	Available from July 18, 2025	TW 50 9	KIX	10:40 / 15:30	Daily	5,670
					TTL	11,640

# JAPAN AIRLINE INTELLIGENCE



#### AIRLINE OPERATION - OCTOBER \*As of September 22, 2025

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA827	NRT	11:00/15:45	Daily	5,146
2/2/18.	Available	UA 197	NRT	17:00/21:40	Daily	5,146
	Available	UA 874	NRT	21:05/1:50+1	Mon, Wed, Fri, Sat	0
	Available until October 25	UA865	NRT	16:55/ 21:35	Mon, Wed, Fri, Sat	2,490
	Available	UA 848	HND	23:35/4:25+1	Daily	5,146
	Available	UA 136	NGO	11:30 / 16:00	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KIX	11:0 5/ 15:40	Daily	5,146
		•			TTL	26,726

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
<b>W</b> JAL	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
t'way	Available from July 18, 2025	TW 50 9	KIX	10:40 / 15:30	Daily	5,859
					TTL	12,028

# JAPAN AIRLINE INTELLIGENCE



#### AIRLINE OPERATION - NOVEMBER \*As of September 22, 2025

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA827	NRT	11:00/15:45	Daily	4,980
	Available	UA 197	NRT	17:00/21:40	Daily	4,980
	Available	UA848	HND	23:35/ 4:25+1	Daily	4,980
	Available	UA 136	NGO	11:30 / 16:00	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KIX	11:05/15:40	Daily	4,980
					TTL	23,572

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	A vailab le	JL941	NRT	9:30 / 14:15	Daily	6,169
t'way	Available from July 18, 2025	TW 50 9	KIX	10:40 / 15:30	Daily	5,859
					TTL	12,028



#### GVB HOST GUAM SEMINAR IN NAGOYA

- August 25, 2025
- GVB held a Guam seminar for travel agencies in the Nagoya area
- The seminar marked the largest scale to date in Nagoya, with the participation of 31 companies and 59 attendees
- The attendance underscored the high level of interest in Guam within the Japan market
- The event concluded with a raffle draw and a brief business meeting session
- A total of eight GVB members presented at the forum
  - United Airlines
  - Baldyga Group
  - Crowne Plaza
  - Dusit Group
  - Fish Eye Marine Park
  - KEN Hotels & Resorts
  - The Tsubaki Tower
  - Pacific Island Holidays











#### GVB ATTENDS ANNUAL JTB TRADE EXPO

- The JTB in-house business convention was held in three cities Nagoya, Osaka and Tokyo
- Each venue welcomed participation from more than 100 organizations, including tourism boards, airlines, and land operators from around the world
- The GVB booth received inquiries regarding educational travel and consultations related to corporate groups and large-scale travel scheduled for FY2026









#### GUAM FEATURE ON JAPANESE TV

- September 6 & 14, 2025
- As part of a wellness-themed collaboration with HIS, Guam was featured on Japan's nationally broadcasted TV show "Dou wa Nani Suru?"
- Japanese celebrities explored Guam's diverse offerings, including Taotao Tasi, local cuisine, scenic spots, and the Pacific Islands Club



#### KO'KO' ROAD RACE PROMOTIONS

- GVB has started its promotions for the 2026 Ko'ko'
   Weekend events with a dedicated Instagram page
- Following last year's event with 100+ Japanese participants, the 2026 initiative aims to boost numbers through outreach at sister cities and major marathon events across Japan







#### WEEKLY GUAM

Weekly Guam is one of GVB's ongoing efforts to promote visitor-friendly sites, businesses, and/or attractions in Guam.

This week's topics include:

- Easy to enjoy beacha activities
- Autumn has arrived in Guam! Introducing seasonal sweets

Go to the visitguam.jp website or click <u>here</u> to access more Guam articles.

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

#### 気軽に楽しめるビーチ アクティビテイ

Wednesday, September 17, 2003 000 AM by XVZ

グアムに来たならビーチ!最近のグアムはテレビドラマやパラエ 果しいビーチを舞台に多くの物語が生まれています。マリンスボ いけれど、ただビーチを飲きするだけでも、青い場と登に心が望 す。以前はリーフホテル前、セイルズバーペキュー機のビーチャ などを復行されていたtumon Sports Clab (タモンスポーツクラブ















オブンョナルンアーなどは事務に予約するのが一般的ですが、天気から口にな気できずを表 えたくなるようとするのますね。人体保管も予防なしておいましたものでくれたがあるテ ンスポーツクラブのアクティビディは、旅の選択技能ながでくられます。ラセン深のビーチ的小に ありアクセスがいめも原稿。計画をからり立てる最かいがすび機能がよりたものを挟む 的です。なっかくヴァムになたのだから、この美しい着き思う谷分類間して最高の思い出をたく み作用って大きないね。

ビーチパラソルとチェアのみを借りることもできるので、小さなお子様がいる方なら強い日差し を避けながら安心してビーチタイムを通ごしたり、目の前に広げる書い路を眺めながらドリンク を片手なただれて着い場を眺める数字な場所を過ごすめるますすめです。

# グアムに秋がやって来た!この時期限定のスイーツ紹介

Tuesday, September 16, 2025 8:00 PM by ₹♥₹リー



常夏のグアムにも秋の気配が恐れています。どこに秋の気配?なんて思う人もいるかもしれませんが、グアムの人はすでに「枚」を楽しんでいます。そう、グアムの秋は「食欲の秋」! 今年もこのシーズンならではのスイーツがたくさん登場しています。ぜひ昔さんもグアムの秋スイーツ



アメソカの秋はバルフィン一世!! でに アアムの場合でもバル た、パロウィンのメインキャラウターといえばジャックオーラ ン。ということで、アメリカ グアムの秋の食材もパンプキン! スイーツショップやカフェでもパンプキンドリンクやデザート



ドリンクだけでなくスイーツも登場しています。こちらはインフュージョンのパンプキンチーズ ケーキ。パンプキン&チーズケーキ、またはクリームチーズもこの時間、よく見かける組み合わ せ、ビジュアルも吹ですね!



島内に10店舗を展開するコーヒーショップ、インフェージョン 限定のパンプキンドリンクが登場。パンプキンドリンクと言っ なく、パンプキンスパイスやパンプキンクリームが使われてい

こちらはパティスリーパリスコ(Potsserie ParSco)。タムニングに店舗がある他、島北部にも2 店オープンしているフレンチスイーツのお店です。

店舗のボスターには秋メニューがいっぱい。パンプキンスパイスやパンプキンクリームを使っ たドリンク、そしてパンプキンクリームチーズマフィン、ナッツたっぷりのパンプキンプレッド も。ナッツも秋らしい食材です。

多くのスイーツショップやカフェで秋阪定メニューが多数登場しています。 ツーリストの皆さん もグアムに枚なんてないなんて思わず、この時期ならではのドリンクをスイーツをぜひお楽しみ

こちらは利に20個目をリガニアにネーブッしたペーカリーカ: ください! のパンプキンスパイス コールドブリュー、ホイップウリームの ルーロール・マーノー パイス、これはシナモンのような場合いで、ドリンクのアクセントになっています。 美年グブム に住んでいるとこの様に 「校」を思じるようになってきました! それほど哲くなくスパイスの パンチも続いていて、無い目のとリンクにあますます。

メイフラワーにはソルティッド・キャラメルラテというドリンクもありますが、ソルティッド・キャラメルもグアムでは教らしい味わい。いるいるなお店でソルティッド・キャラメルのド リンクが楽し込みまた。

# SOUTH KOREA



# KOREA MARKET INTELLIGENCE





# KOREAN AIR SIGNS US\$50 BILLION DEAL TO PURCHASE AIRCRAFT, ENGINES FROM BOEING

Korean Air Co. has signed a US\$50 billion agreement to purchase over 100 new planes and aircraft spare engines from Boeing Co. and GE Aerospace. The investment is a preemptive move to fuel growth ahead of its planned merger with Asiana Airlines and to bolster Korea-U.S. cooperation in the aerospace sector.

#### LCC OPERATORS PULL BACK ON MERGERS AND ACQUISITIONS

Korea's major LCCs are pulling back from acquisitions due to steep losses and tough competition. Jeju Air is unlikely to pursue Eastar Jet despite its fleet needs, and Sono Group is hesitant about Air Premia given T'way's deficit. Eastar Jet has rebounded under VIG partners and is expected to turn profitable this year, but the industry players are taking a cautious stance, prioritizing internal stability over costly M&A moves.



# KOREA AIRLINE INTELLIGENCE



#### SEPTEMBER AIRLINE SCHEDULE \*As of September 16, 2025

•INCHEON - GUAM

\*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity	
	KE421	DAILY	09:45	15:15	10,140	
Korean Air	KE423	DAILY	18:40	00:10+1	10,079	
	KE8425	DAILY	17:15	22:45	9,398	
Jeju Air	7C3107*	DAILY	20:20	02:00+1	1,323	
	LJ913	DAILY	09:20	14:45	5,670	
Jin Air	LJ917	DAILY	20:50	02:30+1	5,670	
	LJ919**	DAILY	17:35	23:10	5,292	
T'way Air	TW505	DAILY	09:00	14:30	4,347	
	TOTAL					

<sup>\*7</sup>C3107: Sep 1 - Sep 7, Operation/Daily
\*\*LJ919: Sep 2 - Sep 29, Operation/Daily

• BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	21:00	02:00+1	5,670
Korean Air	KE2259*	Daily	20:55/21:05/21:10	02:10+1/02:20+1/ 02:25+1	5,402
		TOTAL			11,072

<sup>\*</sup>KE2259: Daily / Departure and Arrival time varies

# KOREA AIRLINE INTELLIGENCE



#### OCTOBER AIRLINE SCHEDULE

\*As of September 16, 2025

#### •INCHEON - GUAM

\*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
	KE421	DAILY	09:45	15:15	10,476
Korean Air	KE423	DAILY	18:40	00:10+1	10,478
	KE8425*	DAILY	17:15	22:45	6,156
Jeju Air	7C3101**	DAILY	10:40	16:05	1,890
Jeju Ali	7C3107***	DAILY	20:20	02:00+1	2,079
	LJ913	DAILY	09:20	14:45	5,859
Jin Air	LJ917	DAILY	20:50/19:35	02:30+1/01:15+1	5,859
	LJ919****	DAILY	17:35	23:10	3,402
T'way Air	TW505****	DAILY	09:00	14:30	3,591
Air Seoul	RS101*****	DAILY	19:30	01:00+1	1,295
		TOTAL		_	51,085

\*KE8425: Oct 1- 12, Suspension \*\*7C3101: Oct 11 ~, Suspension \*\*\*7C3107: Oct 12 ~, Suspension

\*\*\*\*LJ919: Oct 1 - Oct 13, Suspension \*\*\*\*TW505: Oct 20 - Oct 25, Suspension \*\*\*\*\*RS101: Oct 26 ~ Operation/Daily

#### • BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity	
Jin Air	LJ921	Daily	21:00	02:00+1	5,859	
Korean Air	KE2259	Daily	20:55/21:05/21:10	02:10+1/02:20+1/ 02:25+1	5,642	
	TOTAL					

\*KE2259: Daily / Departure and Arrival time varies

TOTAL OUTBOUND SEAT CAPACITY: 62,586 SEATS

# KOREA AIRLINE INTELLIGENCE



#### NOVEMBER AIRLINE SCHEDULE \*As of September 16, 2025

•INCHEON - GUAM

\*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity		
	KE421	DAILY	09:45	15:15	10,140		
Korean Air	KE423	DAILY	18:40	00:10+1	10,140		
	KE8425	DAILY	17:15	22:45	9,720		
	LJ913	DAILY	09:20	14:45	5,670		
Jin Air	LJ917	DAILY	20:50/19:35	02:30+1/01:15+1	5,670		
	LJ919	DAILY	17:35	23:10	5,670		
T'way Air	TW505*	DAILY	09:00	14:30	2,835		
	RS101	DAILY	19:30	01:00+1	6,375		
Air Seoul	RS103**	DAILY	11:00	16:30	3,395		
	RS105***	DAILY	8:10	13:40	3,170		
	TOTAL						

<sup>\*</sup>TW505 (20:00-01:20+1): Nov 15~ Operation/Daily \*\*RS103 & \*\*\*RS105: Nov 15 ~ Operation/Daily

#### · BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	21:00	02:00+1	5,670
Jin Air	LJ923*	Daily	21:25	02:20+1	1,134
Korean Air	KE2259	Daily	20:55/21:05/21:10	02:10+1/02:20+1/ 02:25+1	5,460
Air Ducan	BX614	Daily	21:30	02:30+1	6,960
Air Busan	BX618	Daily	19:50	01:10+1	6,600
		TOTAL			25,824

\*LJ923: Nov 1 - Nov 14 Suspension

TOTAL OUTBOUND SEAT CAPACITY: 88,609 SEATS

# KOREA MARKETING ACTIVITIES



#### MEDIA COVERAGE

GVB, NH NongHyup Card Partner to Launch 30% Discount Promotion on Guam Hotels









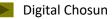




**Break News** 



**Gukje News** 

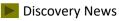




Biz Enter









TTL News



Open News







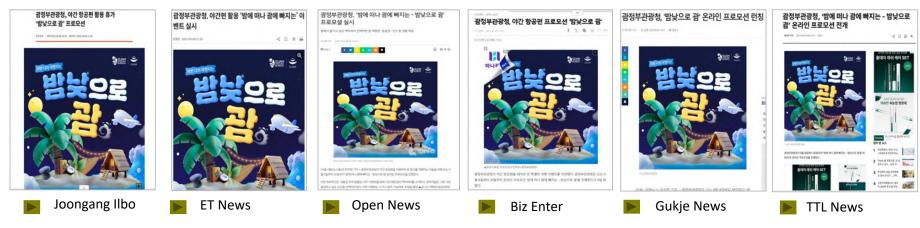


# KOREA MARKETING ACTIVITIES



#### MEDIA COVERAGE

Guam Visitors Bureau Launches Online Promotion 'Fly at Night, Dive into Guam - Day & Night in Guam'





# TAIWAN



# TAIWAN AIRLINE INTELLIGENCE



#### Operation Schedule: September

\*As of September 19, 2025



Flight	Departure (local time)	Arrival (local time)	Frequency
TPE-GUM UA 0166	10:30 a.m	4:20 p.m	Every Wednesday
	11:00 a.m	4:50 p.m	Every Saturday
GUM-TPE UA 0165	7:00 a.m	9:25 a.m	Every Wednesday, Saturday

- The limited-time promotion for TPE-GUM route has been extended to September 26, 2025. The promotional fares are US\$304 (TWD 10,000, tax excluded) with a new discounted economy K-class fare of US\$380 (TWD 12,500, tax excluded) for both B2B and B2C channels.
- UA is offering a limited-time promotion for the TPE-GUM Wednesday departures.
   Promotional fares start at US\$276 (TWD 8,500, G-class, tax excluded) and US\$357 (TWD 11,000, K-class, tax excluded) valid for travel until Oct. 1, 2025 and ticketing by Sept. 1, 2025. Group fares for 10 or more passengers are available.

# TAIWAN MARKET INTELLIGENCE



#### TAIWAN SEEKS TO MAKE MATSU A TOURIST DESTINATION

Tourism Administration head Chen Yu-hsiu said Matsu's preserved Cold War heritage, unique culture, and limited capacity make it better suited as a high-end international destination, rather than a mass domestic tourism spot, offering travelers exclusive and distinctive experiences. The ongoing Matsu Biennial, featuring over 200 artists from 49 countries, showcases the islands' cultural and historical identity, with installations like "Building a Nest" using wartime materials potentially becoming long-term landmarks to attract future travelers. Matsu can host about 220,000 visitors annually, but challenges remain in transport reliability, hospitality training, and industry mindset.





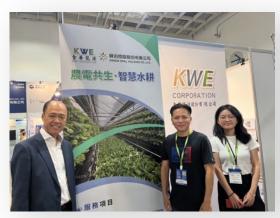
# TAIWAN RAILWAY BOOSTS TAIPEI-TAICHUNG SERVICE WITH DAILY EMU3000 TRAINS

Taiwan Railway will run four trains – No. 127, 148, 193, and 194 – between Qidu and Changhua until December 31, strengthening connectivity along the Taipei-Taichung corridor with stops at major stations including Taipei and Taichung. The journey from Taipei to Taichung takes about two hours at NT\$500 (US\$16), offering a slower but cheaper alternative compared to the Taiwan High Speed Rail, which completes the route in one hour for NT\$700. Reservations open at midnight Tuesday and can be made through Taiwan Railway's website, mobile app, convenience store kiosks, or by phone, providing multiple booking options for passengers.



#### TAIWAN SMART AGRIWEEK EXHIBITION

- September 3, 2025
- ASOA members were invited to attend the Taiwan Smart Agriweek exhibition, which featured agricultural technology, livestock and feed, fisheries, and sustainable technology.
- GTO engaged with several companies specializing in high-tech agriculture who expressed interest in investing in Guam.





# MEETING WITH PRINCIPAL OF FENGJIA JUNIOR HIGH SCHOOL FOUNDATION

- September 8, 2025
- GTO met with the Principal and President of the Fengjia Junior High School Foundation in Kaohsiung, Mr. Baker Ting
- Due to the United Airlines direct flight between TPE-GUM, they are considering establishing a partnership and study-tour program with Guam
- During the meeting, Principal Baker Ting expressed interest in signing an MOU with local schools in Guam for a sister-school partnership







#### SEMICON NETWORK SUMMIT

- September 9, 2025
- GTO attended the Semicon Networking Summit to represent Guam, building visibility within the U.S.-Taiwan business community
- The summit provided opportunities for more conversations and fostering trusted partnerships









#### AIT RECEPTION

- AIT's Commercial Section hosted a reception during SEMICON Taiwan 2025 and invited ASOA members to attend
- The event garnered U.S. state delegations, exhibitors, Taiwanese companies, and AIT's close partners from government and industry to further strengthen U.S.-Taiwan innovation and investment ties
- GTO met with AIT's new commercial Chief, Ms. Janèe Pierre-Louis, creating an opportunity for direct engagement with ASOA members



# SEMICON TAIWAN OPENING CEREMONY AND USA PAVILION OPENING

- September 10, 2025
- GTO attended the opening ceremony which began with remarks from Ajit Manocha, President of Semi
- AIT Deputy Director Lang and AIT Commercial Section Chief Janèe toured the USA pavilion
- GTO engaged with several key individuals during the tour including Mr. Carl Wegner, President of AmCham Taiwan





#### MID-AUTUMN FESTIVAL GATHERING

- September 11, 2025
- GTO hosted a Mid-Autumn Festival luncheon to share Guam tourism updates to Taiwan's travel trade and media partners
- A total of 50 participants attended, comprised of 37 travel agencies and 13 media outlets
- Program highlights included the 2025 Guam International Dance Festival announcement, updates on the 2026 Lunar New Year charter flights, and launch of the Tumon Night Market







#### MEETING WITH LEGISLATIVE LEADERS

- September 14, 2025
- MoFA arranged a meeting for a delegation of legislative leaders the United States to learn about U.S. state offices in Taiwan
- The delegation also inquired about trade relations
- GTO highlighted the U.S.-Taiwan trade surplus and recent events such as the Taiwan Expo in Dallas, noting the growing momentum of bilateral business ties





#### SISTER AIRPORT SIGNING CEREMONY

- September 18, 2025
- The establishment of a sister airport partnership between Taipei and Washington, D.C. was jointly organized and celebrated by IAD Airport, TPE Airport, and AIT
- GTO was invited to attend due to the existing sister city relationship between Guam and Taoyuan
- GTO engaged with several key industry figures to discuss partnerships with Guam





# PHILIPPINES



# PHILIPPINES MARKET INTELLIGENCE



# PHILIPPINE AIRLINES LAUNCHES NEW DIRECT FLIGHTS BETWEEN GUAM AND CEBU

Philippine Airlines (PAL) announced the launch of its new direct service between Guam (GUM) and Cebu (CEB) starting December 16, 2025. The new GUM-CEB-GUM route will operate three times weekly, providing passengers with more convenient travel options just in time for the holiday season. The route will be served by the Airbus A321ceo, a 199-seater aircraft offering PAL's signature heartfelt service, spacious comfort, and reliability. The Cebu flights compliment PAL's existing Guam-Manila-Guam services, giving passengers greater flexibility to connect to other domestic and international destinations via both Manila and Cebu hubs.



# PHILIPPINES AIRLINE INTELLIGENCE





#### Popular PAL Flights Deals to Guam!

MNL to GUM Oct 02-08, 2025	
From US \$342* 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.



#### Featured Daily Fairs for Flights from MNL to GUM

Sep 2025	Oct 2025	Nov 2025
From US \$330*	From US \$330*	From US \$330*
Round Trip   Economy	Round Trip   Economy	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.

Airline	Flight	Frequency	Departure	Arrival
Philippine Airlines	PR110	Daily	MNL 22:30	GUM 04:30 <sup>+1</sup>
Terminal 1	PR111	Daily	GUM 06:00	MNL 07:55
	UA184	- Daily	MNL 22:25	GUM 04:20 <sup>+1</sup>
	UA183		GUM 19:55	MNL 21:50
United Airlines Terminal 3	UA192 via Koror	Tues/Fri	MNL 22:40	GUM 06:30
	UA193 via Koror		GUM 19:55	MNL 23:50



#### TRAVEL AND LIFESTYLE EXPO

- August 29-31, 2025
- GVB attended the Travel and Lifestyle Expo in Quezon City, Philippines
- The Guam booth attracted a total of 694 attendees, which included 71 travelers with U.S. visas
- Booth visitors included travel agents (43); media representatives (21); foreign nationals (67); and general consumers (563)
- GVB met with consumers who purchased Guam travel packages from agencies such as Step Up and Jetpro, with travel scheduled for the end of the year





#### PTTA AIRLINE APPRECIATION NIGHT

- September 3, 2025
- GVB was invited to attend the Philippine Travel Agencies Association's Airline Appreciation Night
- Met with several executive committees, board members of PTAA, and Philippine Airlines
- Discussed future collaborations and upcoming events such as GVB's Roadshow in the Visayas Region (Cebu, Iloilo, Davao)
- Discussions with PAL centered around potential new routes to Guam from the Philippines







#### MANILA BULLETIN GUAM FEATURE

- In collaboration with GVB, Manila Bulletin featured Guam as an ideal destination for weddings
- Content included a GIF that highlighted chapels with scenic backdrops and an online article describing the perfect romantic getaway in Guam
- The article provided activities for travelers to include for their honeymoon in paradise





#### Lifestyle | Travel

#### Say 'I do' with the ocean as your witness in Guam

Why Guam is the destination for your dream beachfront wedding and honeymoon



You've said yes to forever and now comes the moment to plan where and how you'll begin it. For lovers longing for a ceremony surrounded by ocean views, tropical flowers, and serenity of an island, Guam may just be where a happily ever after is meant to start.

While it is known for its white-sand beaches, crystal-clear waters, year-round warm weather, and for being an adventure-packed island, this U.S. island in Micronesia is also a haven for those seeking quiet, hearfiel ceremonies, simple, beautiful, and close to the soul. Here, couples can handle everything from pre-wedding pampering to legal paperwork, from intimate chapel ceremonies to barefoot receptions by the beach. And with direct flights from major cities like Manila, Tokyo, Seoul, and Taipici, loved ones can easily be part of the celebration, just a few hours sawy from the paradise.



#### Where the celebration never ends

After the ceremony, newlyweds can slip into the slower rhythm of island life. There are a lot of options for Guan's top-tier resorts that offer honeymoon packages with ocean-view suites, luxurious spa treatments, and candlelft dining experiences.



For couples eager to explore, the island offers snorkeling among coral reefs, diving into WWII shipwrecks, and hiking trails that lead to jungle waterfalls. Those seeking more cultural immersion can visit the Chamorov Village Wednesday Night Market or the Sunday Tumon Night Market, where local delicacies, and handmade crafts offer a deeper glimpse into Guan's indigenous beginner.

Guam's retail scene also draws visitors. With duty-free designer brands, local boutiques, and artisan markets, it's a popular stop for couples wanting to shop for mementos, or even do a bit of luxury splunging before heading home.

#### A destination built for love



The island has thoughtfully invested in its wedding industry through seasoned planners, world-class venues, and the preservation of its cultural traditions, carving out a reputation as more than just a scenic backdrop. For brides and grooms seeking both ease and elegance, Guam offers a seamless,



#### **GUAM PRODUCT UPDATE & ROADSHOW**

- September 16-20, 2025
- GVB conducted a tri-city product update and roadshow across Iloilo, Cebu, and Davao
- Aimed at strengthening travel trade partnerships and promoting Guam as a premier destination for Filipino travelers
- Registrations exceeded expectations resulting in high engagement and attendance:
  - Iloilo: 32 travel agents; 2 media
  - Cebu: 50 travel agents
  - Davao: 43 travel agents; 2 media
- GVB was joined by Philippine Airlines and United Airlines, offering insights to daily, direct air service to Guam
- Interest in Guam was notably strong across all three cities, with agents expressing enthusiasm for new packages, group travel, and festival-linked promotions









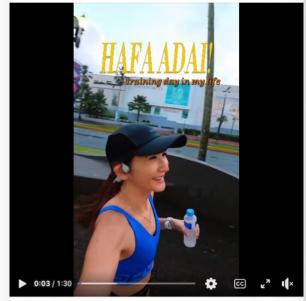
#### PHILPPINES INFLUENCER FAM TRIP

- September 22-25, 2025
- GVB welcomed two (2) mega influencers, Abigail Marquez (10.4M following) and Rica Peralejo (4.7M following), from the Philippines to experience Guam
- Abi Marquez was introduced to unique Chamoru cuisine with a collaboration and cooking demonstration by local chef Lenny Fejeran
- Rica Peralejo immersed in Guam's rich history and culture and enjoyed the island's family friendly activities





Zone 1 in Guam. Left last Sunday to fly to this island that I haven't been to for little less than three decades! Was invited by @visitguam.ph to experience it again and I am so happy cause this time around I got to take my kids! wut as customary, albeit tired and recovering still from the red eye flight, I tried running around. Stopped much to take a good look and feel of the areas, made sense of where we were in a place which you can fully drive around the edges in less ... See more











# **APPENDIX**

As of September 26, 2025 and may be subject to change.

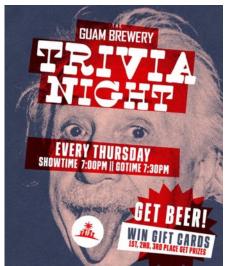


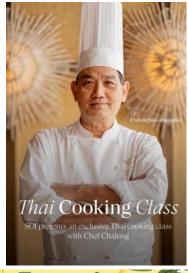
# DESTINATION UPDATES



# **GUAM EVENTS - OCTOBER & BEYOND**



























For more info, visit our website or click here.

# **GUAM EDF**







cqa.guam.gov

The Guam Electronic Declaration Form (Guam EDF) is a mandatory digital form, available 72 hours before arrival. Each arriving passenger or a responsible family member must fill out the form in English, with one form per family.







# MANDATORY ELECTRONIC DECLARATION FORM

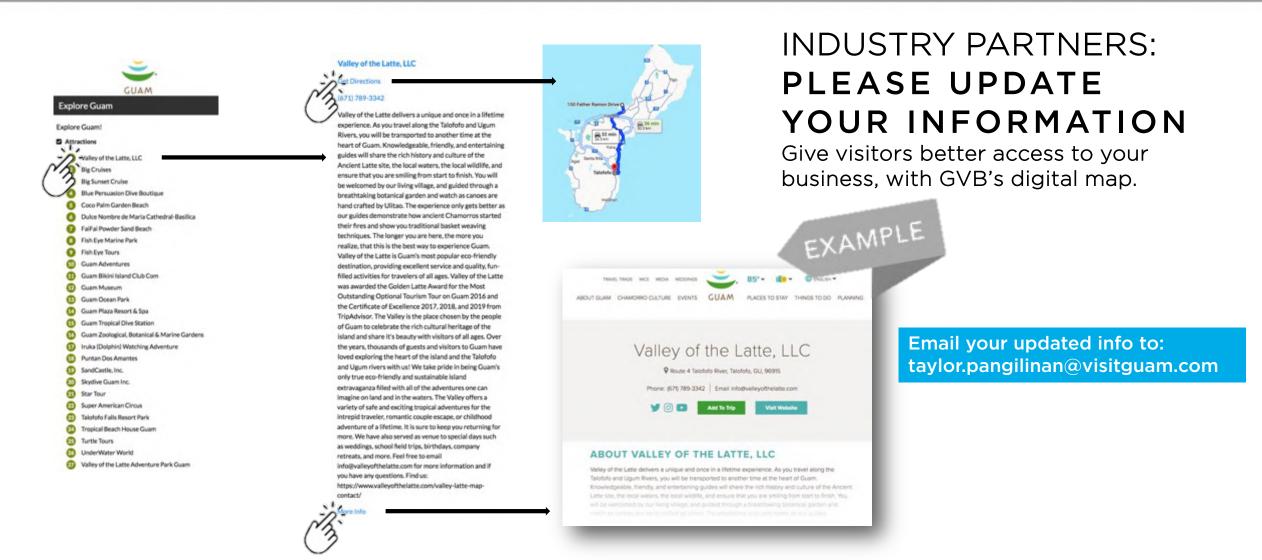
As of February 4, 2025, the Guam EDF is now MANDATORY upon entry into Guam. All persons arriving in Guam must comply with United States and Guam laws prior to their arrival. For your convenience, the form may be completed up to 72 hours prior to arrival date.

Access the Guam EDF from our GVB website or the Guam CQA website.

https://www.guamvisitorsbureau.com/ https://cqa.guam.gov/

# **EXPLORE GUAM - MAP**





as of 26 September 2025

# MEMBERSHIP BENEFIT

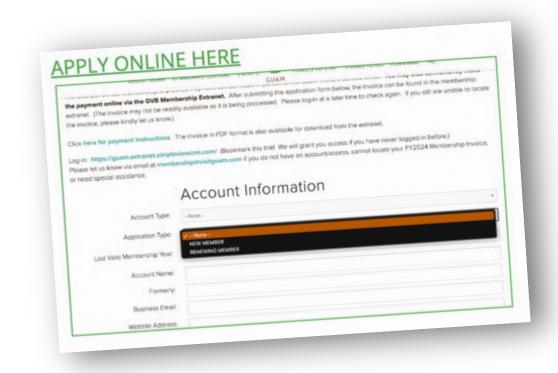


#### CALLOUT FOR BROCHURES

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/