



INDUSTRY REPORT

JANUARY 24, 2025



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DESTINATION UPDATES

2025 KO'KO' WEEKEND

EARLY REGISTRATION NOW AVAILABLE

Join us this Ko'ko' Weekend at the Governor Joseph Flores Memorial Park in Tumon. The countdown begins for Guam's elite running event. The Guam Ko'ko' Kids Fun Run is a fun-filled family event for children ages 4-12 years old. The Guam Ko'ko' Road Race features a four-person 5K relay and a Half Marathon.

Early Registration Available until 01/31/2025

Register online at VISITGUAM.COM/KOKO. For more details contact GVB at 646-5278.



KO'KO' KIDS FUN RUN Saturday, April 12, 2025

- .6K - Ages 4 to 6
- 1.6K - Ages 7 to 9
- 3.3K - Ages 10 to 12

\$10 registration per child



KO'KO' HALF MARATHON & 5K EKIDEN RELAY Sunday, April 13, 2025

- Half Marathon (13.1 miles): \$35
- Ekiden Relay Race (3.1 miles): \$60 (\$15/person)

LESS PAPERWORK REQUIRED FOR TRAVEL TO GUAM OR CNMI UNDER VISA WAIVER PROGRAM

If you're eligible under the Guam-CNMI Visa Waiver Program, here's what you need to do:

1. Apply for a **G-CNMI Electronic Travel Authorization (eTA)**, or
2. Complete **Form I-736** before traveling.

Benefits of the eTA:

- **Faster entry:** No paperwork upon entry to Guam-CNMI.
- **Support available:** Email and online help are available from U.S. Customs and Border Protection (CBP).
- **Increased security:** CBP can pre-screen travelers prior to their arrival.

When to Apply:

- Recommended to apply at least **5 days before departure**.

eTA Validity:

- Valid for **2 years** or until the **passport expires**.
- A new eTA is needed if you get a new passport or change your name, gender, or nationality.
- **Passports expiring in less than 6 months** are not eligible for an eTA.

<https://g-cnmi-eta.cbp.dhs.gov/>

AS OF NOVEMBER 30, 2024
HARDCOPIES OF THE I-736 FORM ARE
NO LONGER AVAILABLE OR ACCEPTED



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



MANDATORY ELECTRONIC DECLARATION FORM

Effective February 4, 2025, the Guam EDF will be **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



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

Share Info



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



TRAVEL TRADE WED MEDIA WEDDINGS BS ENGLISH

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

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

CALLOUT FOR TOUR GUIDES

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

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

If interested, please
click link for more info



<https://www.guamvisitorsbureau.com/destination/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/>





MARKET INTELLIGENCE REPORT

As of January 24, 2025 and may be subject to change.



MARKETS AT-A-GLANCE

JAPAN

- Japan to launch 2025 passport with nationwide online applications
- Domestic travel stagnation in Japan amid rising costs
- Total outbound seat capacity for January remains at 37,543; February at 34,456; and March at 41,693.
- Shown in appendix: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

SOUTH KOREA

- Jeju Air flight incident at Muan International Airport
- Total outbound seat capacity for January remains at 41,285; February at 36,302; and March at 37,459.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

TAIWAN

- Taiwan promotes incentive travel from Vietnam
- Taiwan aims to become Asia-Pacific SAF hub
- China Airlines continues to fly twice weekly to Guam in January 2025
- Shown in appendix: airline updates; marketing activities; etc.

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in January 2025 and are offering specials
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX



APPENDIX

As of January 24, 2025 and may be subject to change.



JAPAN



JAPAN TO LAUNCH 2025 PASSPORT WITH NATIONWIDE ONLINE APPLICATIONS

Starting March 24, 2025, Japan will introduce the new “2025 Passport,” featuring enhanced security with IC chips and laser-engraved personal information. For the first time, online applications will be available nationwide, requiring only one visit to the passport office for pick up. The processing time for the new passport is approximately two weeks within Japan and two weeks to one month at overseas embassies and consulate offices. Passport fees will be lower for online applications. The streamlined system is expected to make international travel more convenient for Japanese citizens, offering an excellent opportunity for Guam to attract travelers with the new passport.



DOMESTIC TRAVEL STAGNATION IN JAPAN AMID RISING COSTS

Japan’s domestic travel market is struggling due to soaring accommodation costs and overtourism. While inbound tourism is booming, domestic overnight stays remain low. High prices and overcrowded destinations, such as Kyoto, are pushing Japanese travelers away. Many are shifting to day trips to save on costs.

Guam has a unique opportunity to attract these travelers by promoting itself as an accessible and cost-effective destination with many cultural experiences and direct flights from regional airports.



YOMIURU GIANTS TRAINING IN GUAM

- Japan's popular professional baseball team, the Yomiuri Giants, resumed their annual training in Guam on January 9, 2025.
- The team was led by star players Sakamoto and Chono.
- On January 11, the team hosted a special community event, inviting local children to a public training session and autograph signing.
- This initiative aims to strengthen ties with the local community and is expected to encourage more professional sports teams from Japan to hold training camps in Guam in the future.



GOGO GUAM HÅFA ADAI CAMPAIGN LAUNCH WITH GUAM PAY

- On January 10, GVB officially launched the GOGO Guam Håfa Adai Campaign.
- GVB Japan staff visited participating stores across Guam to finalize details prior to the launch.
- The Guam Pay Program, an electronic currency, has been distributed to over 10,000 Japanese travelers.
- The campaign is expected to enhance visitor experiences and attract more travelers to Guam from Japan.



SNS HIGHLIGHT



visitguam.jp

412 Like



visitguam.jp

562 Like



visitguam.jp

288 Like



visitguam.jp

310 Like



visitguam.jp

356 Like



グアム政府観光局 (公式) @visitguam_jp · 1月7日


Weekly Guam更新

「グアイヤ・グアハン」アート展ダイジェスト記事です。

昨年12月1日～15日、マイクロネシアモールで開催された「グアイヤ・グアハン」アート展。グアムの豊かな文化を表現した100点以上の作品が

#HereWeGuam
#グアム...
さらに表示

47 Like



visitguam.jp

1275 Like



グアム政府観光局 (公式) @visitguam_jp · 1月9日

クランブラガのメインデザインが新しいショップを建ててムービーモード。グアム島外、島外で撮影された写真です。ぜひぜひレストランから見える景色と一緒に

145 Like



グアム政府観光局 (公式) @visitguam_jp · 1月6日

Weekly Guam更新

グアムの大晦日は、ホテルで年齢し暮あが提供され、カウントダウンパーティーでローカルとツーリストが盛り上がり、2025年の幕明けには海上で大きな花火が打ち上げられました

#HereWeGuam
#グアム
#Guam

2025年が始まりました！

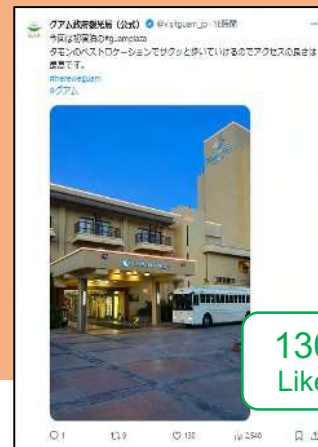
88 Like



グアム政府観光局 (公式) @visitguam_jp · 1月8日

今日は #MyView ホテルの3階にあるSkyline Viewから、夜景を眺めながらお祝いします。写真の下に見えるのは、深層地層です

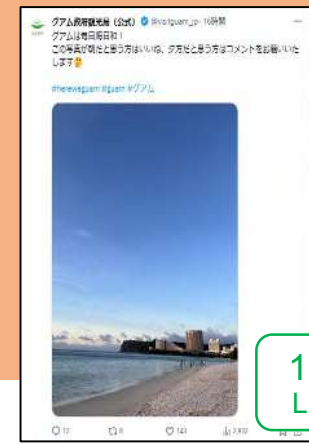
145 Like



グアム政府観光局 (公式) @visitguam_jp · 1月8日

今日は #MyView ホテルの3階にあるSkyline Viewから、夜景を眺めながらお祝いします。写真の下に見えるのは、深層地層です

130 Like



グアム政府観光局 (公式) @visitguam_jp · 1月8日

グアムは南国の島国。この島は南国の島国らしく、気候と文化の両方を体験することができます

#HereWeGuam
#グアム

105 Like

SNS HIGHLIGHT

433 Like

Guam Government Tourism Bureau (@visitguam_jp) · 1月14日
 パンデミックを経て、読売ジャイアンツがいに Guam での優勝自主トレーニングに帰ってきました！🎉🏆
 坂本選手や高野選手などのスター選手もこのトレーニングに参加。チーム全体が最高のパフォーマンスを目指しています！
 さらに表示

1855 Like

476 Like

181 Like

458 Like

Guam Government Tourism Bureau (@visitguam_jp) · 1月10日
 プロスポーツ選手が自主トレでソクソク来島中!!
 #newguam # Guam自主トレ

130 Like

295 Like

214 Like

356 Like

Guam Government Tourism Bureau (@visitguam_jp) · 16時間前
 今日はお天気最高! #newguam
 タモンのベストロケーションでサックと歩いていけるのでアクセスの良さは最高です。
 #newguam # Guam

130 Like

Guam Government Tourism Bureau (@visitguam_jp) · 16時間前
 Haha Aoi 🇯🇵
 今日は #stayview ホテルの2階にあるSKYBARにきました🍹
 綺麗なサンセットや夜景を見ながらリラックスできます🌟
 写真の右下に見えるのは、遊園地Tagada Guam! 楽しい音楽が聞こえます🎵

105 Like

SOUTH KOREA

JEJU AIR FLIGHT INCIDENT AT MUAN INTERNATIONAL AIRPORT

Jeju Air flight 7C2216 with 181 passengers onboard, arriving from Bangkok, collided with the runway's outer wall during landing at Muan International Airport on December 29, 2024, due to the landing gear failure. The collision resulted in a severe explosion, marking it as the deadliest aviation disaster that occurred in Korea's history.

Fatality: 179 / Rescued: 2

Jeju Air will cut 1,878 (838 domestic and 1,040 international) flights during the winter months through March 29, which is a move aimed at enhancing its operational safety.

Previous Schedule

- Flight No: 7C3175
- Route: ICN-GUM
- Time: 22:20 - 03:50+1
- Period: January 24 - March 3, 2025
- Seat Supply: 7,371 seats (39 flights)



Updated Schedule

- Flight No: 7C3175
- Route: ICN-GUM
- Time: 22:20 - 03:50+1
- Period: **January 24 - February 2, 2025**
- **Seat Supply: 1,890 seats (10 flights)**

KOREA MARKETING ACTIVITIES

MEDIA COVERAGE

2025 Ko'ko' Road Race Registration Now Open



▶ Biz World



▶ Job Post



▶ Herald Economy



▶ Korea Dutyfree News



▶ News Road



▶ News Journalism



▶ Digital Chosun



▶ Gukje News



▶ Discovery News



▶ Open News Agency

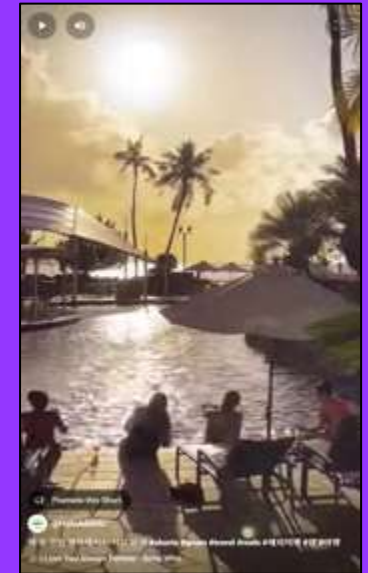


▶ Tour Korea



▶ E-daily

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JANUARY 6-10, 2024
THEME: NAVER BLOG EVENT

TAIWAN



TAIWAN PROMOTES INCENTIVE TRAVEL FROM VIETNAM

Taiwan's Tourism Administration hosted a promotion in Hanoi, highlighting Taiwanese tea and movies to attract Vietnamese businesses. Representatives from 50 companies attended, with strong interest from food-related businesses in exploring Taiwan's gourmet offerings.

Incentive travel from Vietnam to Taiwan grew by 20% in 2024 compared to 2023, with this segment contributing to higher earnings for Taiwan's tourism sector. Taiwan's tourism office in Ho Chi Minh City is engaging large Vietnamese enterprises in sectors like banking, insurance, and real estate to promote incentive travel plans, focusing on Vietnam's 500 largest corporations likely to organize staff trips abroad.



TAIWAN AIMS TO BECOME ASIA-PACIFIC SAF HUB

Taiwan's Ministry of Transportation and Communications (MOTC), in collaboration with CPC Corp., plans to import sustainable aviation fuel (SAF) and begin domestic production by 2026, with small-scale SAF trials already conducted using used cooking oil. The MOTC aims for airlines to use 5% SAF on international flights by 2030, targeting net-zero emissions by 2050. Taiwan Taoyuan International Airport's annual fuel supply will incorporate a planned 10% SAF blend, estimated at 300,000 kiloliters by 2030.

CI January Operation Schedule



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

TAIWAN MARKETING ACTIVITIES

TAOYUAN ASSOCIATION OF TRAVEL AGENTS EVENT

- January 6, 2024
- GTO was invited to participate in the 2025 Taoyuan Association of Travel Agents Year End Party, which brought together over 500 attendees, including representatives from travel agencies, airlines, and organizations. (Malaysia Tourism Promotion Board; Africa Taiwan Economic Forum, etc.)
- During the event, GTO met with many trade partners who expressed their enthusiasm for attending our upcoming CNY party.



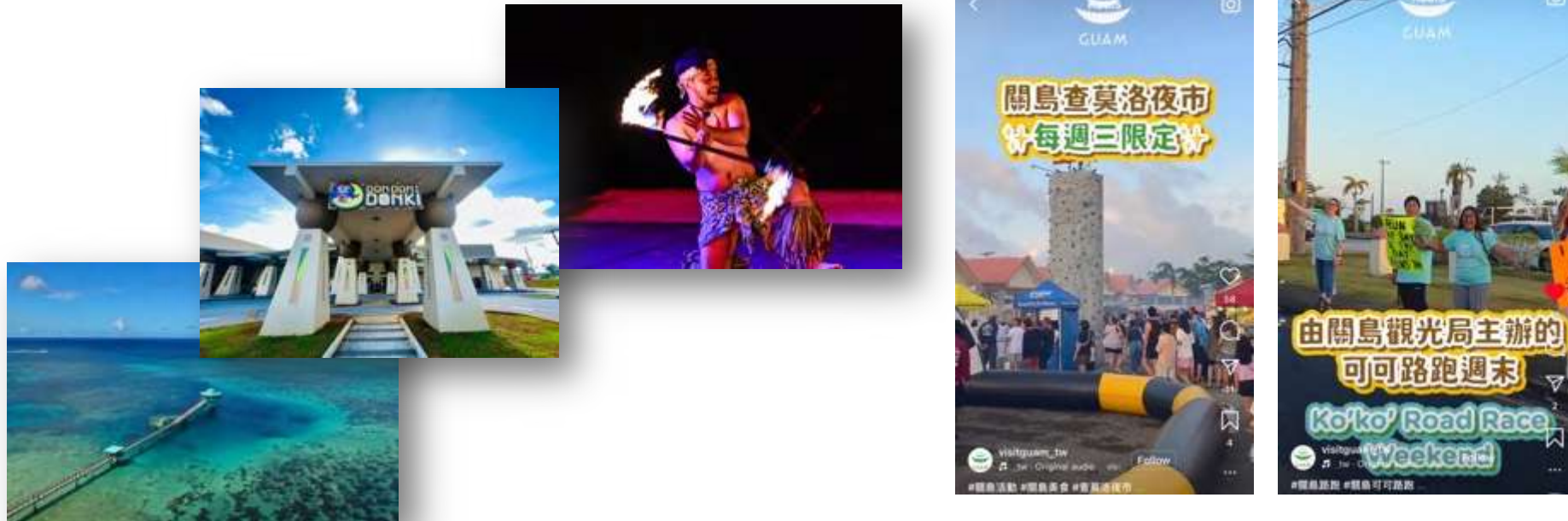
CHINESE NEW YEAR GATHERING WITH TAIWAN TRAVEL AGENTS & MEDIA

- January 9, 2024
- GVB hosted a Chinese New Year gathering to celebrate the holiday and strengthen ties within the travel industry. The event brought together 6 travel trade partners; 52 travel agents; 6 news media outlets; and the United Airlines Taipei Office team.
- GTO provided updates on Guam's entry procedures, MICE programs, and the Travel Agent Sales Contest. A special presentation by United Airlines highlighted flight schedules and services.

TAIWAN MARKETING ACTIVITIES

PR/AD UPDATE – SNS CONTENT FAM TOUR

- January 11-16, 2025
- To promote Guam as a premier destination for Taiwanese travelers, GVB organized a content creation trip with two photographers and a videographer to capture the island's stunning scenery, vibrant culture, and delicious cuisine.
- The captured visuals will be utilized on social media platforms to inspire and engage the target audiences in Taiwan and showcase the best of Guam's offerings.
- The media team captured various categories such as: adventure sports; water activities; food offerings; nightlight; family activities; Guam beaches and scenery; and shopping and souvenirs.



TAIWAN MARKETING ACTIVITIES

NR Monitor

For the past week (January 4-10), a total of 15 exposures were monitored.

- 1 of the news reported that Direct flight to Guam! United Airlines starts flights on April 2; Starlux CNY charter flights sold out; China Airlines may resume flights in the middle of the year
- 1 of the news reported that Three major advantages for Taiwanese people to play in Guam! Visa-free stay up to 45 days, enjoy duty-free shopping and stay in luxury hotels.
- 1 of the news reported that Experience the Guam Chamorro Cultural Tour and feel the warm hospitality of the Austronesian people.

(1)



(2)



(3)



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!

DAV to GUM Feb 01-06, 2025	MNL to GUM Feb 12-17, 2025	MNL – GUM Mar 06-13, 2025
From US \$558 Round-trip Economy	From US \$323 Round-trip Economy	From US \$323 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 22:55 / Arrive GUM 04:40
 UA183 Depart GUM 19:55 / Arrive MNL 21:50

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:40 / Arrive GUM 06:30
 UA193 (via Koror) Depart GUM 19:55 / Arrive MNL 23:50

Featured Daily Fairs for Flights from MNL to GUM

Jan 2025	Feb 2025	Mar 2025
From US \$606* Round Trip Economy	From US \$323* Round Trip Economy	From US \$323* 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 MARKET INTELLIGENCE

POPULAR FILIPINO CHEF VISITS GUAM

Chef RV Manabat recently posted a vlog highlighting his birthday trip to Guam. With over **4.1M** followers on social media, Chef RV's content helps promote Guam as an ideal US destination to visit in the new year.

Within 24 hours, Chef RV's YouTube video received over 130K views. Click [here](#) to watch Chef RV's Guam vlog.

- YouTube - 2.07M subscribers
- Facebook - 1.8M followers
- Instagram - 271K followers



325K views
3.6K likes



21.6K views



294 likes
77 comments
10 shares

3.4K likes
325 comments
37 shares



PHILIPPINES MARKETING ACTIVITIES

UNITED AIRLINES NEWSLETTER

GVB maintains its partnership with United Airlines' GSA HT&T to distribute monthly newsletters to its consumer and travel trade networks.

The December edition spotlighted Guam as an ideal travel destination for Filipinos in the upcoming year, while promoting United Airlines' Cebu-Narita route as an alternative option for flights from the Philippines to Guam.



Easily Book a Flight to Guam with United Airlines

Route	Flight No.	Departs	Arrives	Frequency	Aircraft
CEB - NRT	UA 33	9:30 AM	3:15 PM	Everyday	
NRT - OUM	UA 187	5:00 PM	9:45 PM		
CEB - NRT	UA 33	9:30 AM	3:15 PM		
NRT - OUM	UA 885	9:55 PM	10:40 PM	Mon/Wed/Fri/Sat	
OUM - NRT	UA 196	12:45 PM	3:35 PM	Everyday	
NRT - CEB	UA 32	5:30 PM	10:05 PM		
OUM - NRT	UA 884	1:05 PM	4:35 PM	Tue/Thu/Fri/Sat/Sun	737-900
NRT - CEB	UA 32	5:30 PM	10:05 PM		
	UA 192	10:40 PM	6:30 AM	Tue/Fri	
MNL - OUM	UA 156	12:40 AM	6:25 AM	Wed/Sat	
	UA 184	10:55 PM	4:40 AM	Mon/Wed/Thu/Sat/Sun	
OUM - MNL	UA 183	7:55 PM	9:50 PM	Everyday	
	UA 193 (POR)	7:55 PM	11:50 PM	Tue/Fri	

MANILA BULLETIN COLLAB

January's artcard with Manila Bulletin showcased Guam's nightlife for Filipino travelers to enjoy. The posts on MB's Main and Lifestyle pages highlighted shows like Kårera at Sandcastle, sunset BBQ dinners, and lively beach bars.

