



# INDUSTRY REPORT

JUNE 13, 2025



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# MARKET INTELLIGENCE REPORT

As of June 13, 2025 and may be subject to change.





# MARKETS AT-A-GLANCE

# MARKETS AT-A-GLANCE

## JAPAN

- Total outbound seat capacity for June remains at 36,016; July at 36,039; and August at 41,078.
- Marketing intelligence, marketing activities, and Weekly Guam digital PR articles

## SOUTH KOREA

- Lee Jae-Myung elected President after martial law turmoil
- Total outbound seat capacity for June remains at 39,180; July at 50,629; and August at 55,165.
- Media monitoring of press releases; and SNS weekly activity

## TAIWAN

- China Airlines expands US reach through Southwest deal
- Plans to boost southern Taiwan tourism revealed
- Marketing activities; media monitoring; etc.

## PHILIPPINES

- PAL offers Independence Day sale
- NAIA to have face-recognition e-gates in 6 months
- United Airlines and Philippine Airlines continue to fly daily in June 2025 and are offering specials
- Marketing activities; etc.


DETAILS ARE FOUND IN THE APPENDIX


# JAPAN

# JAPAN AIRLINE INTELLIGENCE

## AIRLINE OPERATION - JUNE *\*As of June 9, 2025*

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	4,980
	Available	UA197	NRT	17:00 / 21:45	Daily	4,980
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,494
	Available from March 1 to July 10, 2025	UA841	NRT	17:55 / 22:40	Daily	4,980
	Available	UA848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA150	KIX	11:00 / 15:45	Daily	4,980
TTL						<b>30,046</b>


AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	5,970
TTL						<b>5,970</b>



**JUNE TOTAL OUTBOUND SEAT CAPACITY : 36,016**

# JAPAN AIRLINE INTELLIGENCE

## AIRLINE OPERATION - JULY *\*As of June 9, 2025*

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA197	NRT	17:00 / 21:45	Daily	5,146
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,328
	Available from March 1 to July 10, 2025	UA841	NRT	17:55 / 22:40	Daily	1,660
	Available	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA150	KIX	11:00 / 15:45	Daily	5,146
TTL						<b>27,224</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	Available from July 18, 2025	TW509	KIX	10:40 / 15:30	Daily	2,646
TTL						<b>8,815</b>


**JULY TOTAL OUTBOUND SEAT CAPACITY : 36,039**





# JAPAN AIRLINE INTELLIGENCE

## AIRLINE OPERATION - AUGUST *\*As of June 9, 2025*

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA197	NRT	17:00 / 21:45	Daily	5,146
	Available from August 1 to 30, 2025	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	3,320
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,660
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,486
	Available	UA150	KIX	11:00 / 15:45	Daily	5,146
TTL						<b>29,050</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	Available from July 18, 2025	TW509	KIX	10:40 / 15:30	Daily	5,859
TTL						<b>12,028</b>

**AUGUST TOTAL OUTBOUND SEAT CAPACITY : 36,039**

# JAPAN MARKETING ACTIVITIES

## GVB LAUNCHED GMIF SNS CAMPAIGN

- GVB launched a promotional campaign to encourage more Japanese visitors to attend the 37<sup>th</sup> Guam Micronesia Island Fair at Ypao Beach Park
- Visitors who attended the event and posted photos on social media using #gmif2025 #hereweguam #feelguam2025 received a special gift set – eco bag and picnic mat

参加方法はとってもカンタン！

先着100名限定

1, GMIFの会場で撮影した写真を、X (旧Twitter) にて以下の3つのハッシュタグをつけて投稿！

#gmif2025  
#hereweguam  
#feelguam2025

2, 投稿が完了したら、その画面をイパオビーチパーク内のグアム政府観光局 (GVB) テントでスタッフに提示。その場で、

グアム限定エコバッグ  
レジャーシート  
プレゼント！



## ARLUIS WEDDING CAMPAIGN LAUNCH

- In collaboration with the Guam Visitors Bureau, Arluis Wedding launched a campaign promoting its newly renovated chapel, Jewel by the Sea
- The “Minna to Hanasaku Wedding Campaign” includes wedding options worth up to ¥100,000 plus a chance to win round-trip flights for 30 couples via United Airlines
- Guests will receive a \$100 hotel credit and \$30 in Guam Pay, a digital currency issued by GVB
- The campaign will run until June 30, 2025 and are valid for weddings scheduled by December 30, 2025.

＼ 結婚式をもっと華やかに！ ＼

ウェディング特典

オプション10万円分プレゼント

※詳細はウェディングプランナーにお問合せください。

＼ ウェディングの旅が充実！ ＼

トラベル特典

30組60名様へ！ ユナイテッド航空で行く  
グアム航空券プレゼント

※アールイズ・トラベルにてお申込みのお客様に限りです

さらに！グアムで色々使えてお得な特典

ゲストと一緒に旅行予約でホテルで使える  
ルームクレジット \$100分

ご参加の方全員に食事やショッピングで使える  
グアムペイ \$30分

カップルもゲストもレストランやレジャーが優待価格に！  
リゾートパスポート

※1.各参加者1名のみがご利用いただけます。※2.適用条件がございます。詳しくはグアムウェディングプランナーにお問合せください。※3.抽選で選ばれる場合がございます。

主催：グアム政府観光局、ユナイテッド航空



# JAPAN MARKETING ACTIVITIES

## GUÅHAN BEACH FLAGS DEBUTS WITH WORLD CHAMPION

- June 8, 2025
- Guåhan Beach Flags made its debut at the 37<sup>th</sup> Guam Micronesia Island Fair
- 23 individuals participated - including children, general attendees, and invited athletes from Japan
- The exhibition match featured 2024 World Champion Shogo Horie who introduced the sport and shared techniques with participants
- Organized by GVB, the event served as a preview for a future full-scale tournament aimed at promoting sports tourism and community engagement







# SOUTH KOREA



GUAM  
VISITORS  
BUREAU



GUAM

## LEE JAE-MYUNG ELECTED PRESIDENT AFTER MARTIAL LAW TURMOIL



Democratic Party (DP) candidate Lee Jae-myung was elected president on June 4 after months of turmoil surrounding the impeachment and ouster of his former opponent over a botched attempt to impose martial law.

Lee's win was a remarkable comeback after having lost to former President Yoon Suk Yeol by a razor-thin margin of less than 1 percentage point in the previous 2022 election. With all votes counted, Lee of the liberal DP won 49.42 percent of the votes, compared with 41.15 percent for his conservative People Power Party (PPP) rival Kim Moon-soo.



# KOREA AIRLINE INTELLIGENCE



## JUNE AIRLINE SCHEDULE *\*As of June 9, 2025*

### • 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
	KE423	DAILY	18:40	00:00+1	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
T'way Air	TW505*	DAILY	09:00	14:30	3,780
TOTAL					35,400

*\*TW505: Jun 21<sup>st</sup> – Jul 18<sup>th</sup>: Temporary suspension*

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W & Daily	21:00	02:00+1	3,780
TOTAL					3,780

*\*LJ921: May 2<sup>nd</sup> – Jun 21<sup>st</sup>: 4/W (Mon, Wed, Fri, Sat)  
Jun 23<sup>rd</sup> – Oct 25<sup>th</sup>: Daily*

TOTAL OUTBOUND SEAT CAPACITY: 39,180 SEATS

# KOREA AIRLINE INTELLIGENCE

## JULY AIRLINE SCHEDULE *\*As of June 9, 2025*

### • 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
	KE423	DAILY	18:40	00:00+1	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
	7C3107*	DAILY	20:20	02:00+1	3,780
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ917**	DAILY	19:30	01:00+1	5,859
T'way Air	TW505***	DAILY	09:00	14:30	2,457
TOTAL					44,770

\*7C3107: Jul 12<sup>th</sup> – Sep 30<sup>th</sup> Daily

\*\*LJ917: Jul 1<sup>st</sup> – Sep 30<sup>th</sup>: Daily

\*\*\*TW505: Jun 21<sup>st</sup> – Jul 18<sup>th</sup>: Temporary suspension

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	4/W & Daily	21:00	02:00+1	5,859
TOTAL					5,859

TOTAL OUTBOUND SEAT CAPACITY: 50,629 SEATS

# KOREA AIRLINE INTELLIGENCE

## AUGUST AIRLINE SCHEDULE *\*As of June 9, 2025*

### • 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
	KE423	DAILY	18:40	00:10+1	10,478
Jeju Air	7C3101*	DAILY	10:40	16:05	4,914
	7C3107	DAILY	20:20	02:00+1	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ917	DAILY	20:50	02:30+1	5,859
T'way Air	TW505	DAILY	09:00	14:30	5,859
TOTAL					49,306

\*7C3101:Aug 27th~Oct 25th: Suspension

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	21:00	02:00+1	5,859
TOTAL					5,859

TOTAL OUTBOUND SEAT CAPACITY: 55,165 SEATS



# KOREA MARKETING ACTIVITIES

## PR/MARKETING EFFORT

Guam Visitors Bureau accomplished Wedding FAM Tour & Contents Production



▶ Gukje News



▶ News Journalism



▶ News Road



▶ BizWorld



▶ Open News Agency



▶ Discovery News



▶ Travel Times

# TAIWAN

## **Operation Schedule: June** \*As of June 6, 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

- United Airlines started the direct flight TPE-GUM service starting April 2nd.
- The limited-time promotion for TPE-GUM route has been extended from March 4 to September 26. The promotional fares are US\$304 (TWD 10,000, tax excluded). UA launched a new discounted economy K-class fare of US\$380. (TWD 12,500, tax excluded) for both B2B and B2C channels.





## CHINA AIRLINES EXPANDS U.S. REACH THROUGH SOUTHWEST DEAL

China Airlines and Southwest Airlines have partnered to create seamless transpacific routes, linking Taiwan with over 30 U.S. cities via key West Coast hubs like LAX and SFO. This marks Southwest's first partnership with an Asian carrier, combining China Airlines' long-haul routes with Southwest's U.S. domestic network for expanded connectivity and travel convenience. Passengers can enjoy integrated bookings, direct check-in, and through-checked baggage. This will streamline travel from Taiwan to inland American destinations and enhance the overall travel experience.

## PLANS TO BOOST SOUTHERN TAIWAN TOURISM REVEALED

At a tourism summit forum in Yonago, Japan, Taiwan's Tourism Administration announced a NT\$10 billion investment to promote southern Taiwan and its outlying islands. This investment aims to attract more international visitors beyond the northern region. The "Smiling Southern Taiwan" plan targets subtropical areas. Taiwan Visitors' Association chairwoman Chien Yu-yen emphasized the importance of enhancing Taiwan's appeal to international visitors and focusing on quality experiences rather than purely numerical targets.



# TAIWAN MARKETING ACTIVITIES

## GUAM PROMOTION SEMINAR FOR TAIWAN TOUR MANAGERS ASSOCIATION

- June 2, 2025
- GTO highlighted Guam's Entry Policies, MICE and Adventure Sports Programs, Milksha co-brand and the Travel Agents Sales Competition, encouraging partners to support the initiatives
- Promoted the United Airlines direct flight between Taiwan and Guam
- Shared an overview of Guam which included information about tour operators and key tourist attractions



## VISIT USA COMMITTEE GATHERING

- June 5, 2025
- The Visit USA Committee Taiwan held its quarterly gathering, which highlighted U.S. travel trends and promotional priorities
- The committee shared that 124,293 Taiwanese travelers visited the U.S. from January to April 2025, reflecting a 10.7% Y-O-Y increase
- Cruise Tourism and Educational Travel was announced as key promotional themes to attract a broader range of travelers from Taiwan



# TAIWAN MARKETING ACTIVITIES

## NR Monitor

For the past week (May 30 – June 6), a total of 7 exposures were monitored.

1 of the news reported that Guam flash event at Huashan 1914 Creative Park to promote Taipei-Guam direct flight with branded displays and giveaways to boost route awareness.

1 of the news reported that Minister of Foreign Affairs Lin Chia-lung hosted a banquet for Guam Governor Lourdes A. Leon Guerrero to strengthen Taiwan-Guam cooperation.

(1)



(2)



# 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!

CEB to GUM Jul 25 – Aug 01, 2025	MNL to GUM Aug 27 – Seo 10, 2025	CEB to GUM Aug 21-26, 2025
From US \$515 Round-trip   Economy	From US \$295 Round-trip   Economy	From US \$402 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 22:55 / 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

Jun 2025	Jul 2025	Aug 2025
From US \$323* Round Trip   Economy	From US \$350* 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.

## PAL OFFERS INDEPENDENCE DAY SALE

The nation's flag carrier Philippine Airlines is having a special seat sale to celebrate the country's independence. From June 2-15, the Philippine Airlines Independence Day Seat Sale covers discounted fares on select domestic and international routes. Roundtrip economy base fare to international destinations like Guam will be as low as \$295 USD. The travel period covered by the seat sale is from June 2, until January 31, 2026, though the period may vary per route. Travel taxes, surcharges, and applicable charges and fees will apply to purchased tickets during the sale. Click [here](#) to access fare deals.



## NAIA TO HAVE FACE-RECOGNITION E-GATES IN 6 MONTHS

The Philippines will roll out electronic gates with facial recognition capabilities in airports to reduce the queue in the gateway and improve services for travelers. This announcement followed President Ferdinand Marcos Jr.'s inspection at the Ninoy Aquino International Airport (NAIA) Terminal 3. The intent is to make travel through NAIA more convenient for passengers.

Ramon Ang, chairman of the New NAIA Infra Corp (NNIC), stated that "in 6 months we will be able to roll out the biometric and facial recognition at no cost to the Philippine government and no additional cost to the public, to the traveling passenger."



# PHILIPPINES MARKETING ACTIVITIES

## GVB ATTENDS 3-CITY B2B EVENT

- GVB attended the 15<sup>th</sup> annual Worldmaster International Travel Mart which took place in three different cities – Cebu, Clark, and Manila
- Sales Manager Philip Gejon met with a variety of travel agents, professionals, tour operators, and tourism leaders across all three days
- GVB shared its travel incentive program, presented Guam product updates, and distributed general information flyers



## #GUAMWITHME CAMPAIGN LAUNCH

- GVB recently launched its **#GuamWithMe** campaign which is designed to entice Filipino travelers to experience the beauty, culture, and spirit of Guam
- A clever wordplay on “come with me” intends to communicate warmth, adventure, and connection, inviting visitors on a shared journey of discovery
- The campaign was launched with a static carousel on social media with an omnibus video and on-ground activation to follow



# PHILIPPINES MARKETING ACTIVITIES

## GVB GUAM SPECIALIST ONLINE COURSE

- GVB launched an e-learning program designed for travel agents seeking to deepen their knowledge of Guam
- Course focuses on different aspects of Guam's tourism landscape - history, culture, events, and more
- Ensures that agents are fully equipped with current, actionable information to sell Guam packages
- Upon completion of the course assessments, agents are awarded a Guam Specialist badge, certificate, and corporate gift



## TRAVEL TRADE WEB PAGE

- GVB created a travel trade section on its [visitguam.ph](http://visitguam.ph) microsite specifically catered to Philippine agents
- Includes information for Guam specialist online course, registration for travel incentive program, and monthly newsletter sign up feature.
- Access the webpage at [visitguam.ph/traveltrade](http://visitguam.ph/traveltrade)







# APPENDIX

As of June 13, 2025 and may be subject to change.





# DESTINATION UPDATES

# “IT TAKES A VILLAGE” CAMPAIGN



## I ESTAO I FINO'-TA

Songsong	Ngai'an?	Amānu?
Tamuning	May 29, 6:30pm	Tamuning Senior Citizens Center
Mongmong To'to' Maite	June 3, 6:30pm	To'to' Community Center
Santa Rita - Sumai	June 4, 6:30pm	Santa Rita Community Center
Dededo	June 5, 6:30pm	Dededo Senior Citizens Center
Inalahan	June 9, 6:30pm	Inalahan Mayor's Office
Malessos'	June 10, 6:30pm	Malessos' Community Center
Yo'ña	June 11, 6:30pm	Yo'ña Community Center
Talo'fo'fo'	June 12, 6:30pm	Newby Community Youth Center
Assan-Maina	June 16, 6:30pm	Assan-Maina Community Center
Humātak	June 17, 6:30pm	Humātak Mayors Office

### Village-to-Village Presentation on the State of the CHamoru Language

This presentation offers a research-based overview of the current status of the CHamoru language. With data, historical context, and firsthand community observations, the presentation unpacks how language loss continues to accelerate, why revitalization efforts are urgently needed, and how you can get involved.

Key topics include:

- Misunderstandings about the number of fluent speakers today
- Myths about how “well” CHamoru language is doing
- The reality of the language today and possibilities for the future
- Current revitalization efforts and how villages can get involved



“It Takes a Village” Campaign to Confront Language Crisis – a village-to-village effort to raise awareness about the state of the CHamoru language and spark meaningful action toward its revitalization.

For more information, visit our website or click [here](#).

# GUAM EVENTS – JUNE



**UNIVERSITY OF GUAM**  
COOPERATIVE EXTENSION  
& OUTREACH

**4-H Summer Enrichment Camps**  
June and July 2025

1-to 2-week camps  
**AGES 6-18**

A fun, safe, enriching environment for youth and young adults to explore, learn, and grow!

**MORE INFO:**  
<https://ucl.uog.edu/4h-summer>

- Crime Scene Investigation
- Imagination Art Explorers
- Mission: Move!
- Sew, Stitch, & Fun in the Kitchen
- Kids in the Kitchen: Food Drying
- Crazy Chemistry
- Micro:bit Adventures
- Mini Math Explorers
- GameDev with MakeCode Arcade
- Wisdom of Our Ancestors
- Financial Literacy
- Sustainable Agriculture
- Insects: Good, Bad, and Ugly!
- Beats and Bytes with Python
- Exploring the Art of Math
- Junior Fisheries: Growing Up Fishery-Friendly
- Reef Futures: High School Fishery Camp

For more information, call (671) 735-2040/2003 or email [4HCamp@triton.uog.edu](mailto:4HCamp@triton.uog.edu).



**10TH ANNUAL GBA/PONY**

**SUMMER BASEBALL AND SOFTBALL ACADEMY**

**JUNE 16 – JULY 18, 2025**  
8:30 AM – 4:00 PM  
OKKODO TRIPLE JJJ BASEBALL AND SOFTBALLLL FIELDS

**REGISTER: [www.guamtime.net](http://www.guamtime.net)**



**Bank of Guam**

**EIF**

**ELECTRIC ISLAND FESTIVAL**  
**JUNE 21 2025**  
PLAZA DE ESPANA

**GUAM** **NUTRL** **Hilton** **6AM**

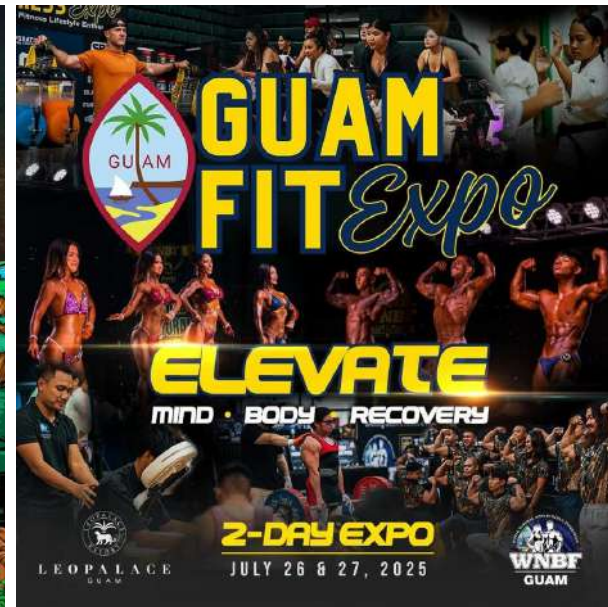
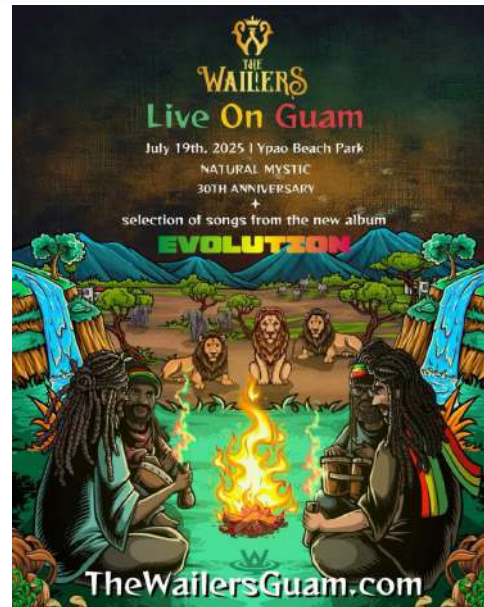


**ina well fest**  
JUNE 21-22, 2025  
LEO PALACE RESORT GUAM

For more information, visit our website or click [here](#).



# GUAM EVENTS – JULY & BEYOND



For more information, visit our website or click [here](#).



**STOP! SCAN FOR MANDATORY ENTRY FORM**



**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



**Explore Guam**

Explore Guam!

**Attractions**

- 1 Valley of the Latte, LLC
- 2 Big Cruises
- 3 Big Sunset Cruise
- 4 Blue Persuasion Dive Boutique
- 5 Coco Palm Garden Beach
- 6 Dulce Nombre de Maria Cathedral-Basilica
- 7 Fai Fai Powder Sand Beach
- 8 Fish Eye Marine Park
- 9 Fish Eye Tours
- 10 Guam Adventures
- 11 Guam Bikini Island Club Com
- 12 Guam Museum
- 13 Guam Ocean Park
- 14 Guam Plaza Resort & Spa
- 15 Guam Tropical Dive Station
- 16 Guam Zoological, Botanical & Marine Gardens
- 17 Inuka [Dolphin] Watching Adventure
- 18 Puritan Dos Amantes
- 19 SandCastle, Inc.
- 20 Skydive Guam Inc.
- 21 Star Tour
- 22 Super American Circus
- 23 Talofofo Falls Resort Park
- 24 Tropical Beach House Guam
- 25 Turtle Tours
- 26 UnderWater World
- 27 Valley of the Latte Adventure Park Guam

**Valley of the Latte, LLC**

Get Directions  
(671) 789-3342

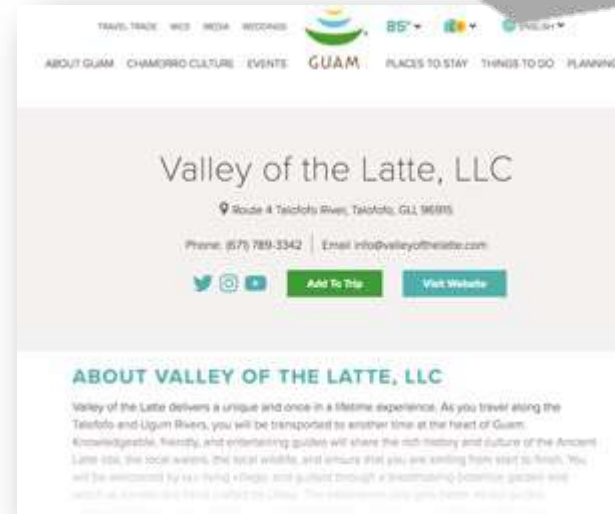
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site,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

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YOUR INFORMATION**  
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business, with GVB's digital map.

EXAMPLE



TRAVEL, TRADE, WEB, MEDIA, WEDDINGS

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

## Valley of the Latte, LLC

Route 4 Talofofo River, Talofofo, GIL 96815

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

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

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

# 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 form for applying for membership. At the top, it says "APPLY ONLINE HERE" in green. Below that, there is a section titled "GUAM" with instructions: "the payment online via the GVB Membership Extranet. After submitting the application form below, the invoice can be found in the membership extranet. (The invoice may not be readily available as it is being processed. Please log-in at a later time to check again. If you still are unable to locate the invoice, please kindly let us know.)" There is a link for "Click here for payment instructions." and a note about the invoice being available in PDF format. Below this, there is a login section with the URL "https://guam.extranet.singleview.com/" and a note to bookmark the site. A login link "Log-in: https://guam.extranet.singleview.com/" is provided, along with a note to email "membership@visitguam.com" if there are account access issues. The main section is titled "Account Information" and contains several fields: "Account Type:" with a dropdown menu, "Application Type:" with a dropdown menu showing "NEW MEMBER" and "RENEWING MEMBER", "Last Valid Membership Year:" with a text input field, "Account Name:" with a text input field, "Formerly:" with a text input field, "Business Email:" with a text input field, and "Website Address:" with a text input field.