



#InstaGuam
@_golden.media

INDUSTRY REPORT

DECEMBER 1, 2023



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DESTINATION UPDATES



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 FaiFai Powder Sand Beach
- 8 Fish Eye Marine Park
- 9 Fish Eye Tours
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- 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 Iruka (Dolphin) Watching Adventure
- 18 Puntan 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, 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/>

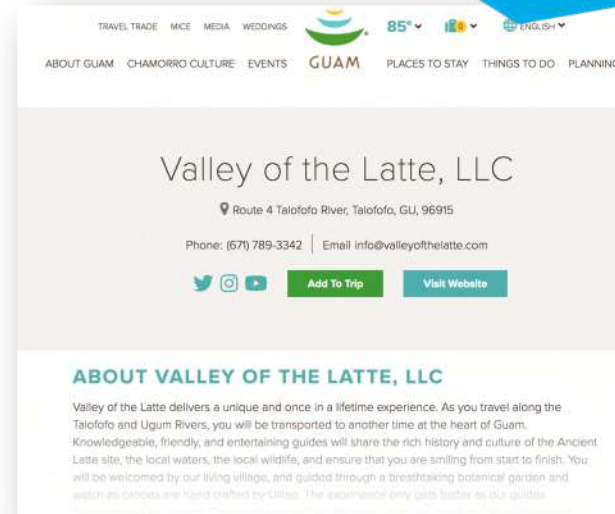




[More Info](#)


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

UPCOMING EVENTS

16TH ANNUAL TOUR OF GUAM

Presented by Tour of Guam Cycling and the Guam Visitors Bureau, the Tour of Guam is the most prestigious competitive cycling event. Sign up for the [short \(42km\)](#) or [long course \(105km\)](#) and get ready for some of the toughest climbs in the region.

- Sunday, December 10, 2023
- Central and Southern Guam

Online registration is open and will close at **3pm, December 4, 2023** or until the **200 person capacity** is reached. Register now at www.tourofguam.com

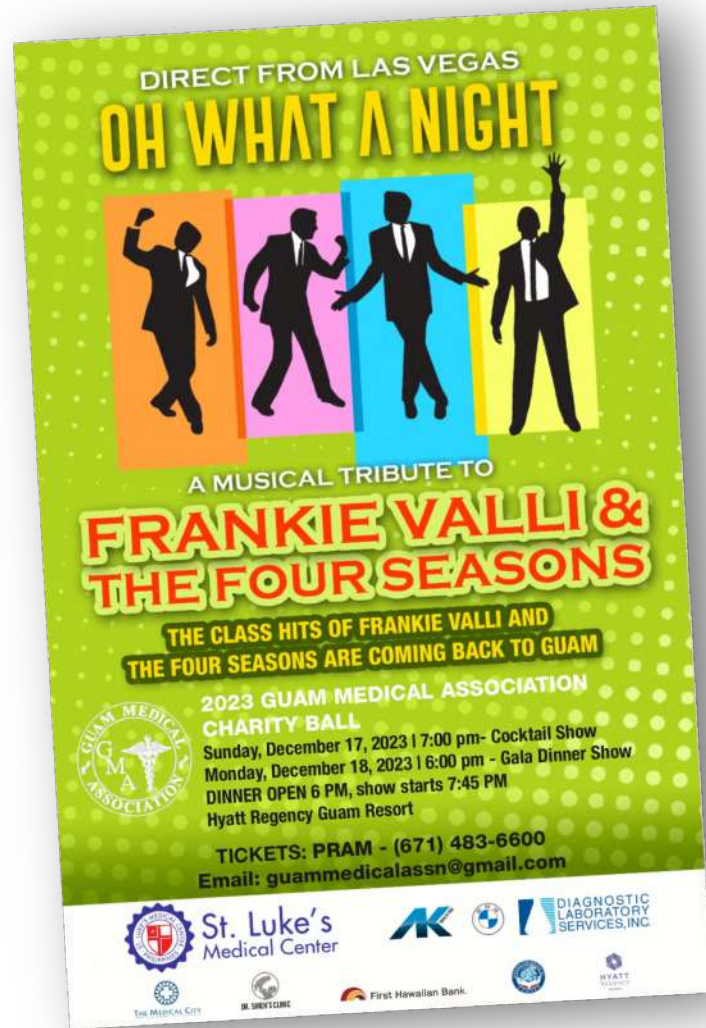
- \$80 REGISTRATION: Ends November 20, 2023, 5pm
- \$100 LATE ENTRY: From November 20–December 4, 2023, 3pm



Photo Courtesy of Tour of Guam



UPCOMING EVENTS



2023 GUAM MEDICAL ASSOCIATION CHARITY BALL

Enjoy a musical tribute to FRANKIE VALLI & THE FOUR SEASONS, direct from Las Vegas!

GALA DINNER SHOW SOLD OUT

Cocktail Show tickets still available!

- Sunday, December 17, 2023
- Hyatt Regency Guam Resort
- \$35/person



For more information, contact Pram at [\(671\) 483-6600](tel:(671)483-6600) or send an email to guammedicalassn@gmail.com

IMMERSIVE ART EXHIBIT IN GUAM

THE ALTERVERSE

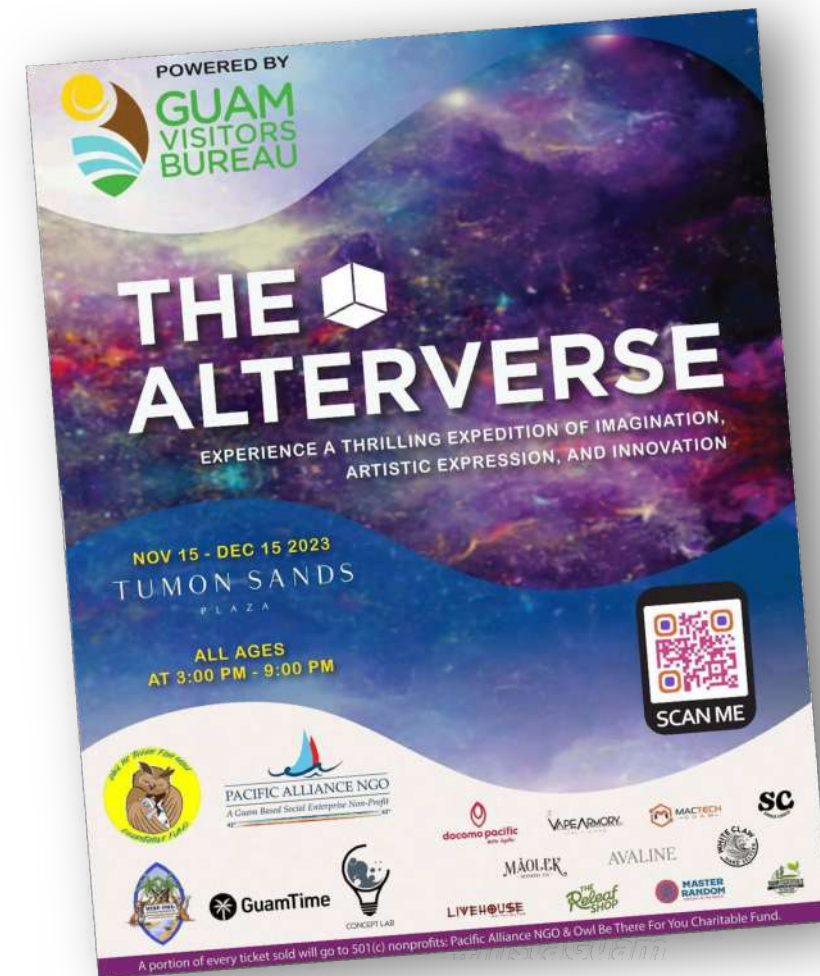
Get ready to experience a groundbreaking [immersive art exhibit](#) in the heart of Tumon! The **Alterverse** is Guam's first [multi-sensory](#) family friendly art experience.

OPEN TO ALL AGES

- Tumon Sands Plaza
- November 15 - December 15, 2023
- 3:00 to 9:00 PM

A portion of every ticket sold will go to a 501(c) nonprofit.

For more information or to purchase tickets, visit www.thealterverseguam.com



CHAMORU VILLAGE NIGHT MARKET

The **WEDNESDAY NIGHT MARKET** returned on Wednesday, **July 5, 2023** from **5pm to 9pm**.

Enjoy delicious food, live entertainment, and shopping all while supporting our local economy.

For more information, contact the CHamoru Village at (671) 475-0377.



“We thank the community for their patience and understanding as the CHamoru Village sustained damages during Typhoon Mawar,” said Governor Lou Leon Guerrero. “The restoration and reopening of this treasured, historic venue located at the heart of our island’s capital was truly a labor of love for the Department of CHamoru Affairs staff at CHamoru Village and all those involved, including the Department of Public Works, the Department of Parks and Recreation, Probation Services, and the Guam Green Growth (G3) Conservation Corps.”



@thegandrada

BECOME A TOUR GUIDE

CALL-OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

- GVB monitors Guam tour guides and tour sites.
- Tour Guide Certification Program (TGC) requires the training and certification of all tour guides.
- GUAM COMMUNITY COLLEGE conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities.

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



If interested, please
click link for more info

CALL OUT FOR BROCHURES

MEMBERSHIP BENEFIT

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

- Provide at least 500 brochures (each language).



Please click to download our membership application



<https://www.guamvisitorsbureau.com/docs/about/membership/gvb-membership-application-20191111.pdf>

#InstaGuam
@viktorii.shewchuk



MARKET INTELLIGENCE REPORT

As of December 1, 2023 and may be subject to change.



TRAVEL PROTOCOLS

TRAVEL PROTOCOLS BY MARKET



JAPAN

Travelers entering Japan from Guam will no longer be required to submit negative certificate (as of May 12, 2023).

SOUTH KOREA

All travelers entering South Korea are no longer required to provide COVID-19 testing before departure (as of September 3, 2022) or upon arrival (as of October 1, 2022).

REQUIREMENTS

- All travelers entering South Korea are no longer required to register their travel information on KDCA's Q-Code website: cov19ent.kdca.go.kr/cpassportal.

TAIWAN

There are no more COVID-19 restrictions to enter into Taiwan (national and non-nationals).

PHILIPPINES

On July 22, 2023, President Ferdinand Marcos Jr. lifted the state of public health emergency throughout the Philippines.

According to Proclamation No. 297, "All prior orders, memoranda, and issuances that are effective only during the State of Public Health Emergency shall be deemed withdrawn, revoked or canceled and shall no longer be in effect."

As of July 7, presentation of vaccination status and vaccination certificates for COVID-19 are **no longer required for international arrivals into the Philippines**.

MARKETS AT-A-GLANCE

JAPAN

- Discussions with Immigration Bureaus
- Total outbound seat capacity for December remains at 42,426; and January at 43,189.
- Japan Airlines summer 2023 flight schedule shown in appendix
- Travelko (Meta Search)
- High School Cooking Contest Sponsorship
- Shown in appendix are: SNS performance summary and highlights; Weekly Guam digital PR articles; and media performance



TAIWAN

- China tourist cap may change, minister says.
- AirAsia to launch new Kaohsiung-Bangkok route in February.
- Brand to promote senior-friendly tours.
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

SOUTH KOREA

- 2024 consumer travel trend
- Total outbound seat capacity for December remains at 45,469; and January at 42,280.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



PHILIPPINES

- PH breaches target, record over 4.82M foreign arrivals.
- Philippine Airlines unveils year end sale.
- United Airlines and Philippine Airlines continue to fly daily in December 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



DETAILS ARE FOUND IN THE APPENDIX

#InstaGuam

@tasi_macrame



APPENDIX

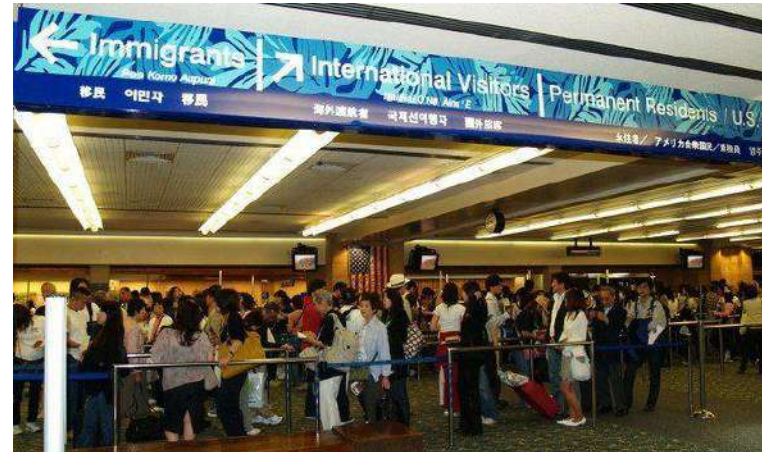
As of December 1, 2023 and may be subject to change.



JAPAN

DISCUSSIONS WITH IMMIGRATION BUREAUS


- The U.S. State of Hawaii is currently in discussion with Japanese and U.S. immigration authorities to create a system that eliminates the need for tourists to go through extensive immigration and customs screenings upon their arrival.
- The state hopes to improve access to some airports on Hawaii's islands that do not have immigration functions by accepting direct flights from Japan, thereby revitalizing the state's economy.






JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - DECEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:50 / 16:00	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Available	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,988
	Available from April 9, 2023	UA 865	NRT	17:50 / 22:35	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,146
	Available	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,822
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:05 / 16:15	Daily	5,146
TTL						38,844


AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Temporary	3,582
	Suspended	TW 311	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						3,582




DECEMBER TOTAL OUTBOUND SEAT CAPACITY : 42,426

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - JANUARY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Available	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,988
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,146
	Available	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,988
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:05 / 16:15	Daily	5,146
TTL						39,010

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Temporary	4,179
	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						4,179

JANUARY TOTAL OUTBOUND SEAT CAPACITY : 43,189

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - APPENDIX Japan Airlines 2023 - 2024 Flight Schedule

		OPERATION DATE		SEAT CAPACITY	
FY2023	March	18, 21, 23, 25, 26, 28, 30	7	1,393	
	April	1, 2, 4, 27, 29, 30	6	1,194	
	May	2, 3, 4, 6, 7	5	995	
	June	-	0	0	
	July	15, 16, 18, 20, 22, 23, 25, 27, 29, 30	10	1,990	
	August	1, 3, 5, 6, 8, 10, 11, 13, 15, 17, 19, 20, 22, 24, 26, 27, 29, 31	18	3,582	
	September	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 18, 21, 23, 24, 26, 28, 30	17	3,383	
	October	1, 3, 5, 7, 8, 9, 12, 14, 15, 17, 18, 21, 22, 24, 26, 28, 29, 31	18	3,582	
	FY2024	November	2, 3, 5, 7, 9, 11, 12, 14, 16, 17, 19, 21, 23, 25, 26, 28, 30	17	3,383
		December	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 21, 23, 24, 26, 28, 30, 31	18	3,582
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,	17	3,383	
TTL				33,830	

JAPAN MARKETING ACTIVITIES



TravelKo (Meta Search)

- Banner Ads Promotion Phase 1
- Duration: Nov 14 – Dec 18, 2023
- 1,500,000 impressions total
- Banner Exposure Locations:
 - PC TOP Upper Skyscraper
 - PC Overseas Tour Skyscraper
 - SP Overseas Tour Menu Banner



The screenshots show the following elements:

- PC Top:** A large promotional banner for '最大700円クーポン' (Maximum 700 Yen Coupon) and a 'LINEスタンプ販売中!' (LINE Stamps on Sale!) announcement.
- PC Overseas Tour:** A table listing various travel packages with prices and details.
- Mobile App:** A simplified version of the website interface with a prominent yellow banner for '最大700円クーポン'.
- Product List:** A detailed view of a travel product listing, including a price of '1,336円' and a '予約する' (Book Now) button.

List of Guam Travel Products

JAPAN MARKETING ACTIVITIES

HIGH SCHOOL COOKING CONTEST SPONSORSHIP

- The finals of the Umaimon Koshien cooking contest were held on November 26, 2023.
- 304 high school teams from a total of 9 schools participated in this cooking contest.
- GVB presented the winning group of high school students (Gunma Prefectural Seta Norin High School) with a culinary study trip to Guam.
- The 4D3N trip to Guam is scheduled for March 2024. The students will learn and experience Guam's traditional cuisine.



SNS HIGHLIGHT

191 Like

230 Like

99 Like

14 Like

357 Like

244 Like

42 Like

17 Like

336 Like

137 Like

JAPAN MARKETING ACTIVITIES

SNS ADS (GOGO GUAM HÅFA ADAI CAMPAIGN PRE-ANNOUNCEMENT)

- CPM is ¥588.83 CTR is 0.21%, and CPC is ¥275

Nov 18 - 23

■ Instagram

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency	Cost
GOGO GUAM Hafa Adai キャンペーン事前告知	1,567,030	577	0.04%	¥683.7	¥251.76	1,446,768	1,567,030	1.00	¥394,509

■ Youtube

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency	Cost
GOGO GUAM Hafa Adai キャンペーン事前告知	958,150	609	0.06%	¥788.8	¥501.34	283,096	627,040	1.53	¥480,363

■ TikTok

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency	Cost
GOGO GUAM Hafa Adai キャンペーン事前告知	347,111	4,951	0.24%	¥165.0	¥388.00	2,085,923	2,051,547	0.17	¥816,408

■ Total

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency	Cost
GOGO GUAM Hafa Adai キャンペーン事前告知	2,872,291	6,137	0.21%	¥275.6	¥588.83	3,815,787	4,245,617	0.68	¥1,691,279









JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- Started toe GOGO Guam Håfa Adai Campaign Pre-Announcement SNS Ads
- Instagram and TikTok are gaining significant reach

SNS	follower		Week Reach		Week Engagement	
	18 Nov,2023	25 Nov,2023	18 Nov,2023	25 Nov,2023	18 Nov,2023	25 Nov,2023
	29,317	29,313	12,568	1,765,883	1,006	1,252
	-0.01%		13950.63%		24.45%	
	23,580	23,573	3,439	4,764	362	343
	-0.03%		38.53%		-5.25%	
	18,548	18,573	62,400	48,900	640	292
	0.13%		-21.63%		-54.38%	
	60,981	61,319	328,308	2,989,364	1,183	6,811
	0.55%		810.54%		475.74%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	Confirming	Confirming	Confirming	Confirming	Confirming	Confirming
	#VALUE!		#VALUE!		#VALUE!	

WEEKLY GUAM

Crumb Artisan Bakery, a hole-in-the-wall sweet store

Crumb Artisan Bakery is a sweet new bakery located in Micronesia Mall Payless Supermarket. They showcase freshly baked breads and cute little cakes that many shoppers gravitate towards. Tourists should definitely stop by.

They sell delicious sweets such as strawberry shortcake, cream puffs, chocolate cake, macaroons, and more. Items vary depending on the day of the week, but all items are stylishly decorated.

There is no dining area within the supermarket, but Micronesia Mall is right next door. Tourists can bring the items back to their hotel or eat at the mall food court.



GLAM

PICK UP FASHION BEAUTY LIFESTYLE ENTERTAINMENT TRAVEL ARTMAKE

グアムで見るとべき景色9選！絶景ポイントを厳選して紹介♪



©グアム政府観光局

日本から約3時間半で行ける、アメリカリゾートのグアム。日本の渡路島と同じほどの大きさのグアムですが、島内には絶景ポイントがいくつもあります。

この記事では、グアムのおすすめの景色・絶景を9個厳選して紹介します！自然を活かした景色や、SNS映えるスポットなどを紹介しているので、グアム旅行する方はぜひ参考にしてくださいね！

目次



①恋人岬



GLAM DIGITAL PR

9 Sceneries to see in Guam! A selection of the most spectacular viewpoints.

Guam is an American resort that can be reached in about 3.5 hours from Japan. Although the island is the same size as Japan's Awaji Island, there are many scenic spots in Guam.

This article introduces views that make the most of nature spots and also look great on SNS.

- Two Lover's Point
- Bikini Island
- Blue Hole
- Pãgat Cave
- Tangisson Beach
- Hagåtña Cathedral
- Jeep Island
- Latte Stone Park
- Inalåhan Natural Pools

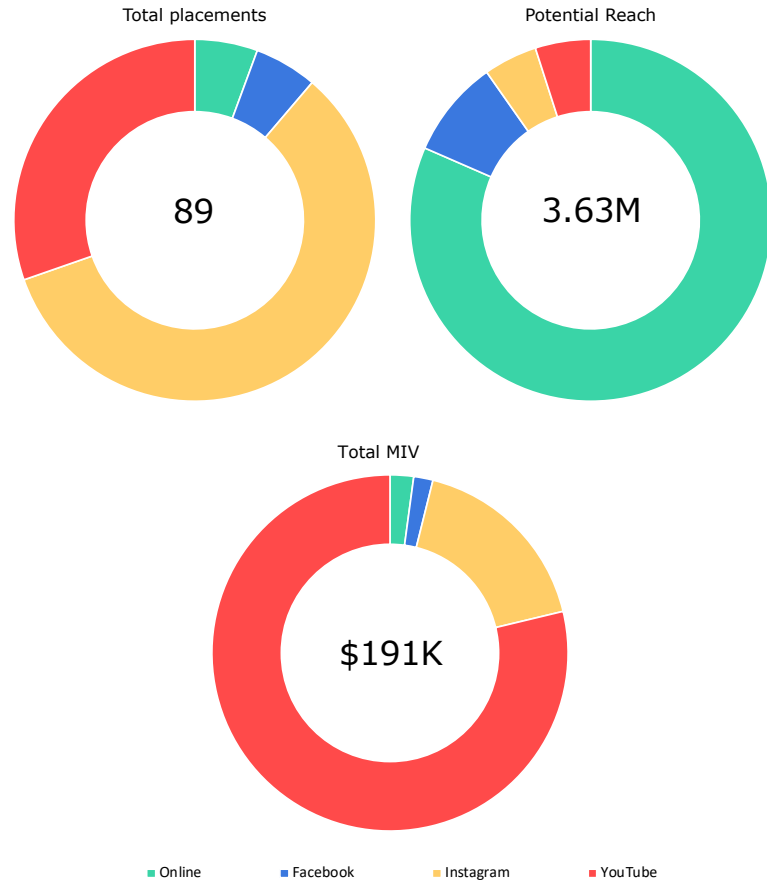
JAPAN MARKETING ACTIVITIES

MEDIA PERFORMANCE



Overview

From November 17, 2023 to November 26, 2023



Kurashi - JP

November 22, 2023

Reach: 2,717,897 - MIV: \$1,592



Glam - JP

November 22, 2023

Reach: 136,481 - MIV: \$7,360



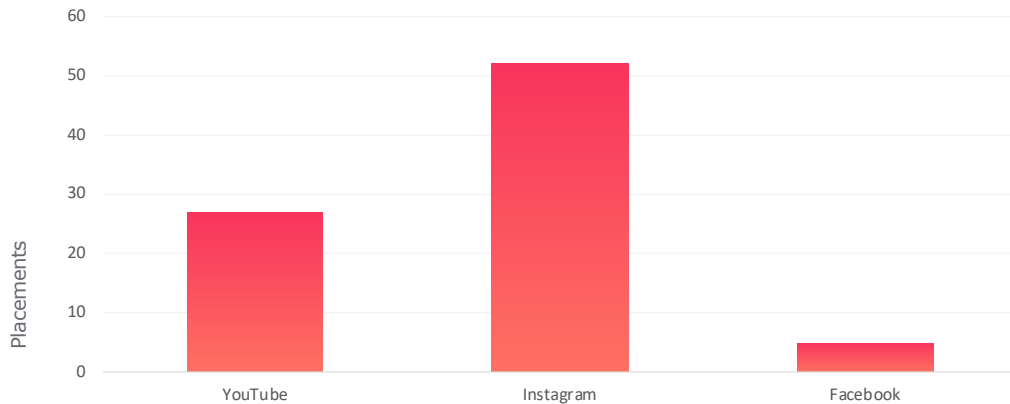
JAPAN MARKETING ACTIVITIES




MEDIA PERFORMANCE

Social Focus - Platform Performance

From November 17, 2023 to November 26, 2023

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
 YouTube	27	180K	1.14K	5.5	151K
 Instagram	52	174K	22.2K	3.8	33.2K
 Facebook	5	317K	497	0.031	3.35K



nexadventure 53.8K
Nov 19, 2023

I wonder when it's going to cool down, and then when it gets cold, I start missing summer 🌿 That's just how people are, huh? 🍷 [...]

\$18.8K 13.2K 77



ayaka_maru.saipan 53.6K
Nov 21, 2023

So beautiful sunset sky 🌅 #saipan / #sunsetoftheday 11/20 17:53pm 泣けるほど美しかった サイパン島の昨日の夕焼け空・ソロモン諸島で開催されている Pacific Games 2023 [...]

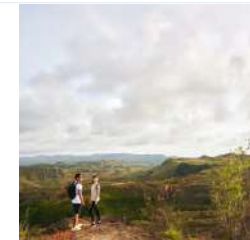
\$2.03K 852 27



visitguam_jp 28.6K
Nov 9, 2023

旅行に行ったら、記念に“旅先の地名”が入っているスポットでの撮影ができればいいですね？こちらは、ハガニア地区のスベイン広場にある“GUAM”のロゴのモニュメント。背後にはヤシの木やグアムミュージアムが写り込み、あなたのグアムでの思い出の一枚を撮ることができますよ。 [...]

\$1.1K 786 2



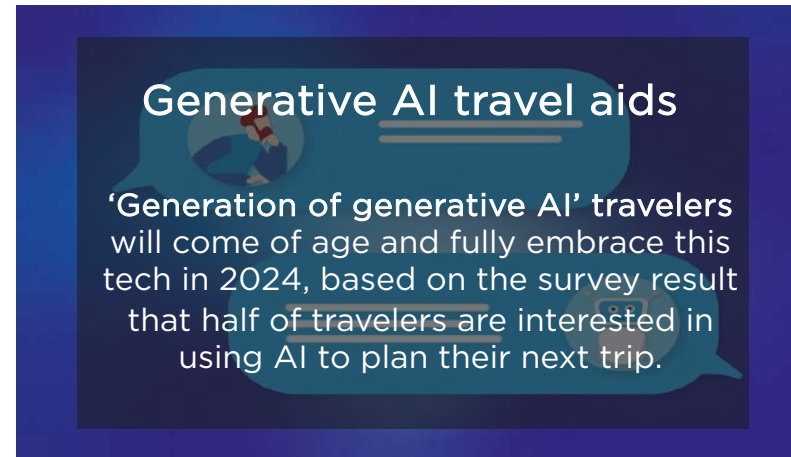
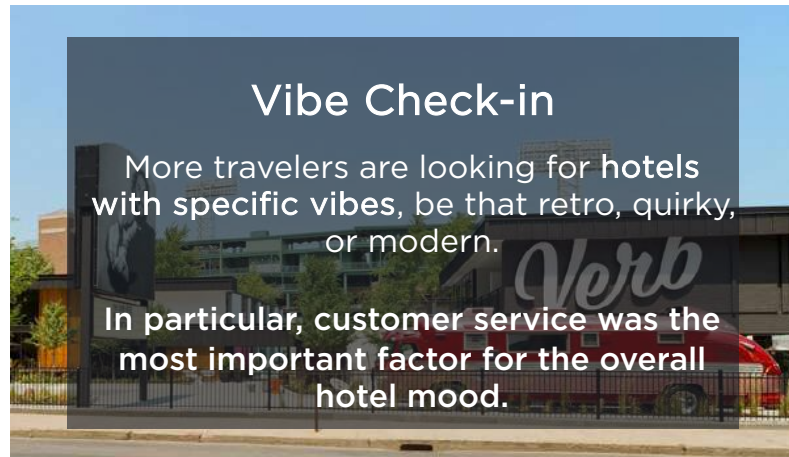
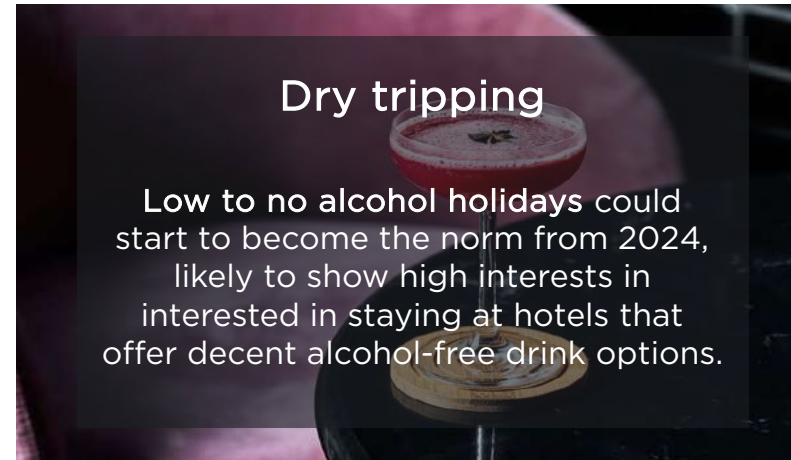
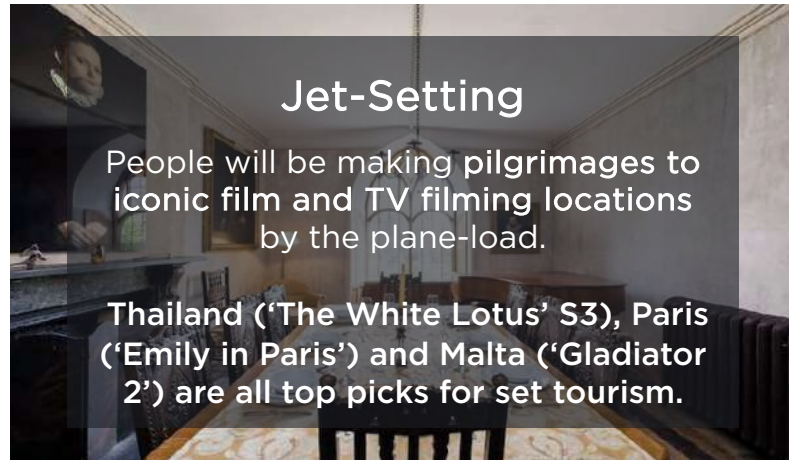
visitguam_jp 28.6K
Nov 16, 2023

マリニリゾートのイメージが強いグアムですが、まだまだ知られていない魅力的なスポットがたくさんあります。海の他にも楽しみたいという方には、ハイキングやトレッキングツアーといった山でのレジャーも可能です。 [...]

\$271 186 0

SOUTH KOREA

2024 CONSUMER TRAVEL TREND (HOTELS.COM)



KOREA MARKET INTELLIGENCE

DECEMBER 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	8,432
	KE423	DAILY	19:05	00:20+1	4,340
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ915	DAILY	09:35	14:50	5,859
T'way Air	TW303	DAILY	10:00	15:30	5,859
TOTAL					36,208

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (WED/THU/SAT/SUN)	21:35	02:30+1	3,402
Jin Air	LJ929	DAILY	20:30	01:30+1	5,859
TOTAL					9,261

TOTAL OUTBOUND SEAT CAPACITY: 45,469 SEATS

KOREA MARKET INTELLIGENCE

JANUARY 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	8,432
	KE423	DAILY	19:05	00:20+1	4,340
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ915	DAILY	09:35	14:50	5,859
T'way Air	TW303	DAILY	10:00	15:30	5,859
TOTAL					36,208

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (WED/THU/SAT/SUN)	21:35	02:30+1	3,213
Jin Air	LJ929	DAILY	20:30	01:30+1	5,859
TOTAL					9,072

TOTAL OUTBOUND SEAT CAPACITY: 45,280 SEATS

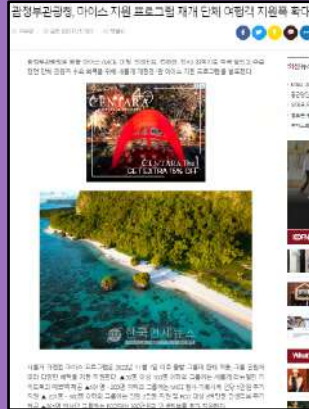
MARKETING ACTIVITIES

MEDIA MONITORING - PRESS RELEASE ON NOVEMBER 15

GVB to resume the MICE support program to recover group tourism demand



▶ Gukje News



▶ Korea Duty free News



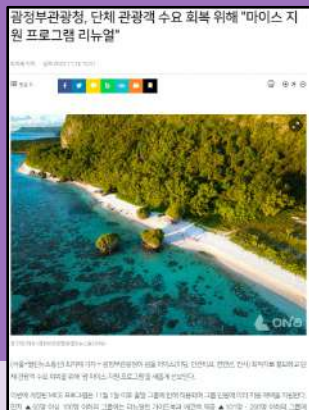
▶ Tour Korea



▶ Discovery News



▶ Biz World



▶ Open News Agency



▶ Herald Economy



▶ Digital Chosun

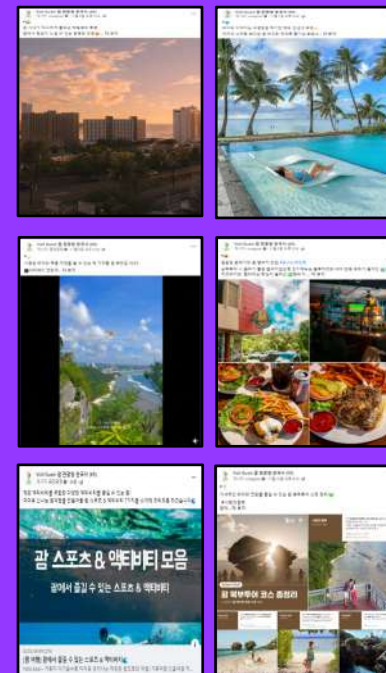
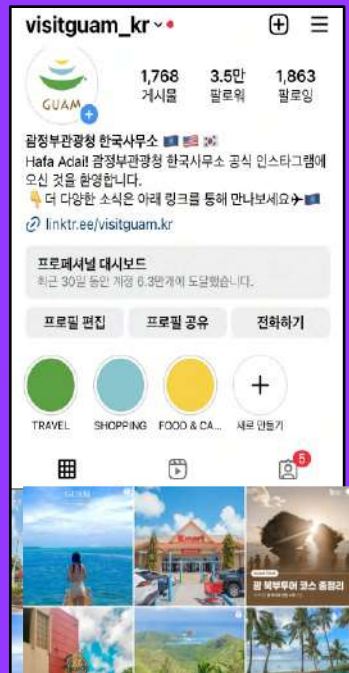


▶ TTL News



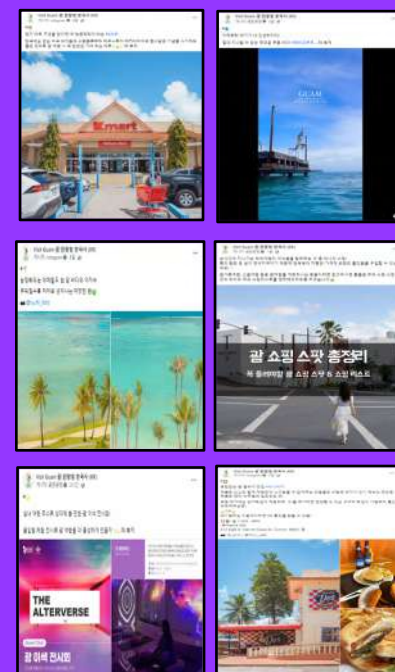
▶ The Korea Travel Times

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 6 - 10, 2023
THEME: GUAM SPORTS & ACTIVITY

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 13 - 17, 2023
 THEME: GUAM SHOPPING SPOT

KOREA MARKETING ACTIVITIES

GVB KOREA – NOVEMBER Content Calendar

Information/Notice/Card News		Guam's Scenery		IG Reels		Event			
Instagram Reels / Story / Card News		Naver Blog/Kakao		Instagram Feed / Facebook		EVENT		YouTube	
Week 1	Number of Monthly Contents			November 1 WEDNESDAY	November 2 THURSDAY	November 3 FRIDAY	November 4 SATURDAY		
	Guam's Scenery GVB KR Digital Ambassador UGC		Short-form Guam Tour Spots feat.Travie	Guam's Scenery GVB KR Digital Ambassador UGC		GVB 2023 Guidebook	Card News Oceanview Café & Restaurants		
	November 5 SUNDAY	November 6 MONDAY	November 7 TUESDAY	November 8 WEDNESDAY	November 9 THURSDAY	November 10 FRIDAY	November 11 SATURDAY		
Week 2	Guam Sports		Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	IG Reels GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC		Card News Guam Northern Travel Spots		
	November 12 SUNDAY	November 13 MONDAY	November 14 TUESDAY	November 15 WEDNESDAY	November 16 THURSDAY	November 17 FRIDAY	November 18 SATURDAY		
	Guam Shopping Spots		Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Card News The Alterverse		Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	
Week 3	November 19 SUNDAY	November 20 MONDAY	November 21 TUESDAY	November 22 WEDNESDAY	November 23 THURSDAY	November 24 FRIDAY	November 25 SATURDAY		
	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC		November Event		IG Reels GVB KR Digital Ambassador UGC	Mega Promotion		Monthly UGC Images	
	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC		November Event		Short-form Guam Diving GVB Sports Fam UGC	Mega Promotion			
Week 4	November 26 SUNDAY	November 27 MONDAY	November 28 TUESDAY	November 29 WEDNESDAY	November 30 THURSDAY				
	Tour of Guam 2023		Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Whispers of Guam		Guam's Scenery GVB KR Digital Ambassador & Influencer UGC			
	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC		Guam's Scenery GVB KR Digital Ambassador & Influencer UGC		Short-form Guam Southern Tour				

*Contents and schedules are subject to change depending on the situation.

TAIWAN

CHINA TOURIST CAP MAY CHANGE, MINISTER SAYS



The government would consider adjusting the daily cap on tourists to China after a ban on group travel to the nation is lifted next year if demand exceeds expectations, Minister of Transportation and Communications Wang Kwo-tsai (王國材) said yesterday. The ministry earlier this month announced that the ban on group tours to China would be lifted on March 1 and it told Taiwanese travel agencies they could begin organizing tours to China, with the earliest departure to be March 1. However, the Mainland Affairs Council (MAC) on Monday said that the number of Taiwanese tourists to China would be capped at 2,000 per day at the initial stage, the same cap as would apply to Chinese tourists visiting Taiwan.

“Travel agencies in Taiwan have already begun selling tours to China leaving in March and afterward, as the Ministry of Transportation and Communications announced that the group travel ban would be lifted. More than 10,000 Taiwanese have paid a deposit or booked flights,” Travel Agent Association spokesperson Ringo Lee (李奇嶽) said in a video on Tuesday.

“However, the MAC insisted that Taiwanese tourists be capped at 2,000 per day,” Lee said. “This has shocked many travel agents, who are utterly confused by the government’s changing policy. Many travel agents could end up having disputes with their customers.” Ninety percent of Taiwan’s 4,000 travel agencies have organized tours to China, he said. They are asking how the daily quota would be fairly distributed among travel agencies, he added. No travel agencies have limited how many spots they offer since the Martial Law period, Lee said.

The government should rethink its policy, he said. Wang told reporters in New Taipei City that travel agencies need not worry and should proceed with their preparations for tours to China. “What the MAC was saying was that the policy should be implemented in phases, as there might not be many tourists in the beginning,” Wang said. “However, an adjustment would be necessary if there is strong demand for tours to China. Details would be announced before the Lunar New Year holiday next year,” he said.

AIRASIA TO LAUNCH NEW KAOHSIUNG-BANGKOK ROUTE IN FEBRUARY

Malaysian carrier, AirAsia, announced on Tuesday that it will launch direct flights from Kaohsiung to Bangkok, Thailand starting February 2, 2024. The budget airline said it would provide four (4) round trip flights to Bangkok's Don Mueang International Airport a week (Mondays, Wednesdays, Fridays, and Sundays) - with tickets going on sale from Tuesday.

In a statement announcing the new route, the company cited increasing travel volume in and out of Taiwan in 2023, as well as, the Thai government's recent decision to no longer require visas for Taiwanese visitors from November 10, 2023 through May 10, 2024.

AirAsia currently operates flights between Taiwan's Taoyuan International Airport and Kuala Lumpur, Sabah, Bangkok, Chiang Mai, Manila and Cebu, and between Kaohsiung, Kuala Lumpur and Manila.



BRAND TO PROMOTE SENIOR-FRIENDLY TOURS

The Tourism Administration introduced a new tourism brand to promote senior-friendly tours. The brand, named Golden Years (鳳金), is used to market tours that have taken into account the physical constraints of senior travelers, Tourism Administration Deputy Director-General Trust Lin (林信任) told a news conference in Taipei. “Senior travelers help generate an output value of NT\$40 billion [US\$1.27 billion] in the domestic tour market and NT\$60 billion in the international tour market. As the country has entered an aging society, the NT\$100 billion senior-traveler market would be a force to be reckoned with,” he said.

The administration is using the brand to promote 11 senior-friendly travel routes designed by eight Taiwanese travel agencies, Lin said. “We encourage more travel agencies to design more tours for senior travelers, who prefer traveling at a slower pace and in a more relaxed manner. Hopefully, the Golden Years tours would help increase tourism output from the senior traveler market by 10 to 20 percent,” he said.

To promote Golden Years tours, the administration has recruited Taiwanese actresses Debbie Chou (周丹薇) and Tan Ai-chen (譚艾珍) and Gen, an Internet celebrity from the Philippines, as brand ambassadors. “I am a vegetarian, and the restaurants I went to in Yilan and Hualien all offer vegetarian food. International tourists who are vegetarians should not be worried about food in Taiwan,” Tan said.

Golden Years tours suit senior travelers as tour operators consider their physical limitations, Chou said. As a botanical enthusiast, she is interested in learning about plants everywhere she goes, Chou said.



COMPETITORS

JAPAN: Japan to require visitors from China test negative for tuberculosis amid uptick in imported cases Health officials and travel industry experts in Japan have insisted a plan requiring arrivals from mainland China and five other Asian countries to test negative for tuberculosis before being granted a visa for stays of three months or more is “legitimate and reasonable”. The new requirement was confirmed by Japanese health minister Keizo Takemi in a November 16 meeting of a government panel on health and is the result of increasing reports of people with tuberculosis entering Japan. The system is expected to be implemented next year. (November 20)

KOREA: Handmade paper or masks may first come to mind when thinking of conventional Korean souvenirs, but the latest fad has added to the list some traditional and retro snacks — yakgwa cookies and gangjeong rice puffs. While these snacks may have been considered less attractive in the past, savvy retailers are now enhancing their packaging, flavors, and overall appeal, turning them into must-buy items for tourists. Korea’s convenience store chain CU, boasting the highest number of stores nationwide, unveiled the “Seoul Gwaja (Seoul Gift Box)” in collaboration with the Seoul Tourism Organization this month. Seoul Gwaja features traditional Korean snacks like yakgwa cookies and gangjeong sweet rice puffs. Yakgwa, a traditional Korean snack, lately enjoyed a resurgence in popularity, especially among the younger generation, leading the halmaennial boom. The word is a portmanteau of the word halmae, meaning grandma, and millennial, suggesting that young people have acquired an older taste. (November 24)

MALAYSIA: Tourism Pahang, Malaysia - Interview with Uzaidi Bin Udanis at World Travel Market 2023 in London. Not to be confused with the popular tourist island of Penang off Malaysia’s West Coast, Pahang covers an area of almost 36,000 square kilometres and is the largest state in peninsular Malaysia. Its capital is Kuantan on the East coast. According to Tourism Pahang, the state’s official tourism body, Pahang welcomed 13,992,313 visitors in 2019, an increase of 560,471 on 2018 and an impressive jump of 3,458,602 on the total for 2015. Tourism spend in 2019 amounted to RM 15,390,973,621, up by RM 2,517,896,249 from the RM 12,873,077,372 in 2018, and by 8,381,842,322 on the 7,009,131,299 in 2015. In 2022, as some countries were only just beginning to relax Covid-related travel restrictions, Pahang welcomed 10,181,185 arrivals. (November 17)

THAILAND: TAT and Fliggy enhance cooperation for Chinese tourist experiences in Thailand. The TAT and Fliggy, Alibaba’s travel platform, sign a LOI to boost Thailand tourism, focusing on enhancing Chinese tourists’ travel experiences and promoting ‘smart scenic destinations’. The Tourism Authority of Thailand (TAT) and Fliggy, an online travel platform and wholly-owned subsidiary of Alibaba Group, have signed a Letter of Intent (LOI) to strengthen their partnership and enhance cooperation in promoting Thailand’s tourism and improving Chinese tourists’ quality travel experiences in Thailand. (November 24)

TAIWAN AIRLINE UPDATES

CURRENT ROUTE IN OPERATION:



CI December

Operation Schedule : CHINA AIRLINES

CHINA AIRLINES CHINA AIRLINES

- December - January operations schedule available

EVA AIR

- TPE to Tokyo, Osaka, Seoul, Hanoi, BKK, Manila, Jakarta, Bali, Singapore, Ho Chi Minh City, LA, San Francisco, New York, Vancouver, London, Hong Kong, Macao, Paris, Seattle (Daily)
- TPE to Kuala Lumpur, Brisbane (three flights per week)

STARLUX AIRLINES

- Macau - Daily
- Penang - Daily
- Bangkok - Daily
- Osaka - Daily
- Tokyo - Daily
- Kuala Lumpur - Daily
- Ho Chi Minh City - Daily
- Manila - Monday, Wednesday, Thursday, Friday, Saturday
- Singapore - Daily

as of 01 December 2023

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	Phnom Penh	5 flights/week
New York	4 flights/week	Penang	Daily	Yangon	3 flights/week
		Palau	2 flights/week	Bali	Daily
		Chiang Mai	4 flights/week	Da Nang	Daily
		Cebu	5 flight/week	Brunei	3 flights/week

TAIWAN AIRLINE UPDATES

CI December Operation Schedule : CHINA AIRLINES

<i>Location</i>							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	4 flights/week	Sydney	5 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	5 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	4 flights/week	Brisbane	6 flights/week	Osaka	Daily	Hokkaido	Daily
Roma	3 flights/week			Tokyo(HND)	Daily	Takamatsu	5 flights/week
Vienna	4 flights/week			Tokyo(NRT)	Daily	Hiroshima	4 flights/week
Prague	2 flights/week			Seoul(ICN)	Daily	Hong Kong	Daily
				Seoul(GMP)	3 flights/week	Shanghai	Daily

TAIWAN AIRLINE UPDATES



CI January Operation Schedule CHINA AIRLINES

<i>Location</i>					
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	Phnom Penh	5 flights/week
New York	4 flights/week	Penang	Daily	Yangon	3 flights/week
		Palau	2 flights/week	Bali	Daily
		Chiang Mai	4 flights/week	Da Nang	Daily
		Cebu	5 flight/week	Brunei	3 flights/week





as of 01 December 2023

TAIWAN AIRLINE UPDATES

CI January Operation Schedule CHINA AIRLINES

<i>Location</i>							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	4 flights/week	Sydney	5 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	5 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	4 flights/week	Brisbane	6 flights/week	Osaka	Daily	Hokkaido	Daily
Roma	3 flights/week			Tokyo(HND)	Daily	Takamatsu	5 flights/week
Vienna	4 flights/week			Tokyo(NRT)	Daily	Hiroshima	4 flights/week
Prague	2 flights/week			Seoul(ICN)	Daily	Hong Kong	Daily
				Seoul(GMP)	3 flights/week	Shanghai	Daily

AIRLINE UPDATES FOR REGULAR FLIGHTS

<i>Airlines</i>	<i>GTO Contact</i>	<i>Updates</i>
 CHINA AIRLINES	11/24 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> No updates for this week.
	11/24 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> No updates for this week.
	11/24 Paitence, Manager	<ul style="list-style-type: none"> Awaiting GVB and GTO to work out a promotional plan for regular flight to proceed with next stage of the plan. Remain CNY charter flight on 2/6 and 2/10
 Philippine Airlines	11/24 John Chen, VP of Dragon Tours	<ul style="list-style-type: none"> GVB HQ has approved for Philippine Airlines CNY flights with 1.5 hour layover on 2/8.

TAIWAN MARKETING ACTIVITIES

2023 TAIPEI DESIGN AWARDS CEREMONY

- Date: November 10, 2023
- Felix from GTO was invited to attend the ceremony as the VIP representative of Taipei's sister city.
- Felix attended the event to maintain the close relationship with Taipei's government. He also introduced Guam to Taipei Mayor Wayne Chiang and his team.



as of 01 December 2023

NJ, NY, CT, AND PA DELEGATION'S MEETING WITH ASOA

- Date: November 14, 2023
- MoFA arranged a meeting for the New Jersey, New York, Connecticut and Pennsylvania delegations to meet with ASOA. President Felix from GTO introduced ASOA's missions and services to the delegation.
- ASOA members who attended the meeting also presented their goals and shared successful investment stories with the group. GTO provided information about the significance of the Taiwanese market to Guam.



TAIWAN MARKETING ACTIVITIES



AIT'S MEETING WITH ASOA

- Date: November 15, 2023
- AIT called for follow up meeting to discuss the USA Pavilion at SEMICON Taiwan 2024.
- AIT invited the AIT Commercial Section, SEMI Taiwan, Mr. Felix Yen (ASOA/GTO) and representatives/staff members from several state offices including Arizona, Pennsylvania, New Mexico, Idaho, Minnesota, Virginia, and Guam.
- The US Pavilion will take up 35 booth spaces at SEMICON Taiwan 2024. It is still being discussed how the booths will be distributed between ASOA and AIT.

TAIWAN MARKETING ACTIVITIES

TAINAN INTERNATIONAL TRAVEL FAIR OPENING CEREMONY

- Date: Nov 17
- Tainan Association of Travel Agent invited GTO to attend the opening ceremony of the Tainan International Travel Fair.
- GTO actively interacted with travel agents from Southern Taiwan and also promoted Guam to them.
- Felix from GTO exchanged gifts with Simon Tsai, president of Tainan Association of Travel Agent.



TAIWAN MARKETING ACTIVITIES

GUAM SPEECH AT TAIPEI ROTARY CLUB

- Date: Nov 20, 2023
- GTO was invited to a Taipei Rotary Club luncheon to present Guam's business opportunities.
- Felix from GTO promoted Guam's tourism initiatives, including Guam CNY charter flights and MICE programs.
- A total of 20 Rotarians participated in the luncheon and showed great interest in traveling to Guam.



as of 01 December 2023

ASOA x MOFA APPRECIATION RECEPTION

- Date: Nov 22, 2023
- The 2023 ASOA Appreciation Reception was organized by ASOA and co-organized by Dept. of North American Affairs, MoFA.
- Among the attendees were important trade partners and mainstream media. 80+ VIPs joined the event, including Sandra Oudkirk (Director of AIT), Emily Scott (Agriculture Trade Office), and Mrs. Wang (Dept. of NA Affairs).
- Felix from GTO delivered the welcome remarks as ASOA president.
- GTO displayed roll-up banners and other promotional materials to highlight Guam's CNY Charter flights and MICE programs.



TAIWAN MARKETING ACTIVITIES

NR MONITOR

From November 18 - 24, a total of 3 exposures were monitored including:

- TV Exposure: 0
- Online Exposure: 3
- Newspaper: 0
- Social Media: 0

1 of the news reported on a letter sent to Guam's mainstream media urging Guam's support for Taiwan's participation in global cooperation on climate change



TAIWAN MARKETING ACTIVITIES

Social Media November Content Calendar							Scene
							Lucky Draw
							GVB Event
							Other Promotion
				1-Nov-23	2-Nov-23	3-Nov-23	4-Nov-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Guam Scenery		ITF Lucky Draw Promotion	Restaurant - Prego
	5-Nov-23	6-Nov-23	7-Nov-23	8-Nov-23	9-Nov-23	10-Nov-23	11-Nov-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Attraction - Crystal Chapel		The Tour of Guam	Guam Scenery		Attraction - Chamorro Village	Valley of the Latte Kayaking Adventure Tour
	12-Nov-23	13-Nov-23	14-Nov-23	15-Nov-23	16-Nov-23	17-Nov-23	18-Nov-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Attraction - Tumon Beach		Guam Scenery		Activity - Skydiving	Guam 42nd Akimatsuri Japanese Autumn Festival Promotion
	19-Nov-23	20-Nov-23	21-Nov-23	22-Nov-23	23-Nov-23	24-Nov-23	25-Nov-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Restaurant - Capricciosa Restaurant		Guam Scenery	Thanksgiving Lucky Draw Promotion		Attraction - Guam Museum	Christmas Day Promotion
	26-Nov-23	27-Nov-23	28-Nov-23	29-Nov-23	30-Nov-23		
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday		
		Thanksgiving Lucky Draw Promotion		Guam Scenery			

PHILIPPINES

PH BREACHES TARGET, RECORD OVER 4.82M FOREIGN ARRIVALS

MANILA - The Philippines has recorded more than 4.82 million foreign visitor arrivals, including Filipinos based overseas, breaching its target even before year end, Department of Tourism (DOT) Secretary Christina Frasco said Tuesday.

DOT data shows that as of Nov. 28, a huge chunk of foreign arrivals come from South Korea with 1,275,887 foreign visitors and 4,231 overseas Filipinos for a total of 26.46 percent.

It is followed by the United States with 923,409 foreign visitors and 123,828 overseas Filipinos and Japan with 323,029 and 49,299 overseas Filipinos.

Other international arrivals in the top 10 come from Australia, China, Canada, Taiwan, Singapore, United Kingdom, and Malaysia. The foreign arrivals have brought PHP404 billion to the economy.



PHILIPPINE AIRLINES UNVEILS YEAR-END SALE



Philippine Airlines rolls out its much-awaited 'PAL YEAR-END SALE' offering discounted fares for domestic and international flights. "Wrap the gift of travel with Philippine Airlines' YEAR-END SALE with deals on flights at amazingly low prices."

Avail of the best buys for yourself, for your family and friends. PAL's year-end sale from November 20 to December 10, 2023 is available on all sales channels. (www.philippineairlines.com, PAL reservations at +632 8855 8888, PAL mobile app, ticketing offices and partner travel agents)

For Domestic flights, the travel period starts on February 1, 2024, with one-way base fares as low as PHP 218.

For International flights, travel period begins on December 1, 2023 with round trip base fares as low as USD 79 for Book Ahead and Save, and as low as USD 85 for Book now, Fly now.

Blackout dates apply for this promotion. For booking terms and conditions, visit <http://flights.philippineairlines.com.ph/en-ph/year-end-seat-sale>.

Book now until December 10, 2023 at [flights.philippineairlines.com/en-ph/year-end-seat-sale!](http://flights.philippineairlines.com/en-ph/year-end-seat-sale)

PHILIPPINES MARKET INTELLIGENCE



- PAL continues to operate at Terminal 1 at NAIA.

Manila-Guam-Manila

- **Daily**
PR110 Depart MNL 22:05 / Arrive GUM 03:55
PR111 Depart GUM / Arrive MNL

Popular PAL Flights Deals to Guam!

MNL to GUM Jan 26-31, 2024	MNL to GUM Feb 28– Mar 6, 2024	MNL – GUM Apr 5-11, 2024
From US \$524* Round Trip Economy	From US \$353* Round Trip Economy	From US \$353* 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.

as of 01 December 2023



- UA operates at Terminal 3 at NAIA.

Manila-Guam-Manila

- **Daily**
UA184 Depart MNL 22:55 or 23:50 / Arrive GUM 04:45 or 5:50
UA183 Depart GUM 19:20 / Arrive MNL 21:10
- **Tues/Fri**
UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10

Featured Daily Fairs for Flights from MNL to GUM

November 2023	December 2023	January 2024
From US \$377* Round Trip Economy	From US \$482* Round Trip Economy	From US \$442* 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.

PHILIPPINES MARKETING ACTIVITIES



Visit Guam (PH)
November 14 at 12:35 PM · 🌐

paradise in Guam, USA! Try your luck against nature's strong winds in this one-of-a-kind hole.

📍Orward Manglao Golf Club
#VisitGuam #AmericasHiddenGem #AmericasAsia #GuamUSA

**15k engagement
142k reach**

Visit Guam (PH)
November 9 at 1:00 PM · 🌐

Adventure awaits, buckle up! Plan your next trip to Guam and cruise in style.

@b_kyung_...
#VisitGuam #AmericasAsia #AmericasHiddenGem #GuamUSA

**10k engagement
120.4k reach**

Visit Guam (PH)
November 12 at 1:10 PM · 🌐

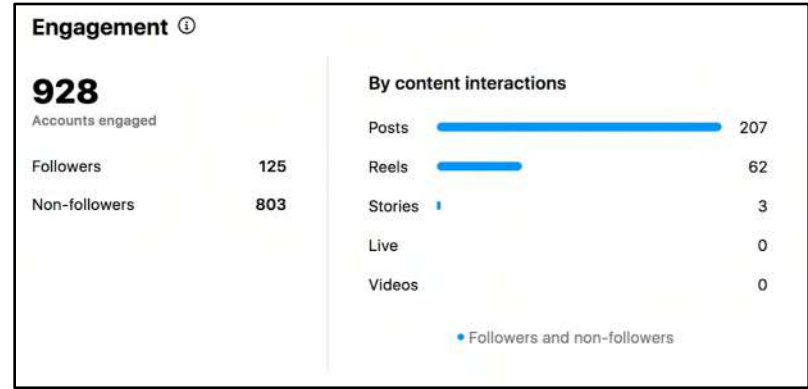
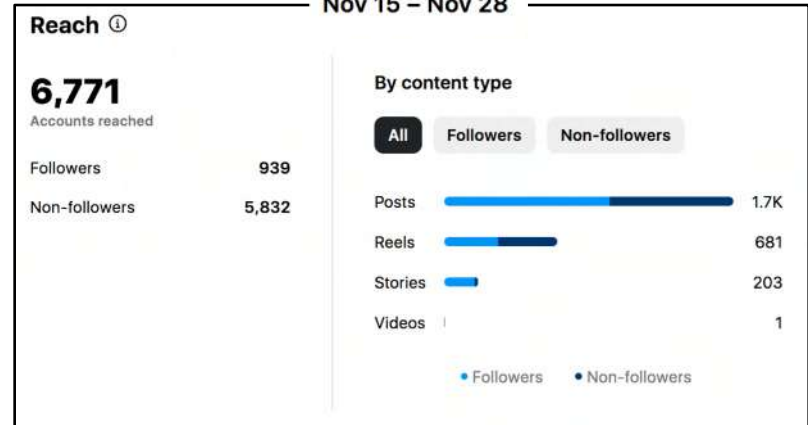
Haha Adai! Visit Guam, USA - only 3.5 hours away from Manila.

📍Tumon
@tms795
#IslandParadise #GuamAdventures #VisitGuam #AmericasAsia #AmericasHiddenGem #GuamUSA

**13k engagement
133.6k reach**



Top content based on reach



Visit Guam (PH)
November 17 at 3:38 PM · 🌐

Guam, USA is the closest US territory to the Philippines, only 3.5 hours away from Manila. Plan your American vacation today!

📍Mount Lam Lam
@aussieandtheboonie
#VisitGuam #AmericasAsia #AmericasHiddenGem

**19k engagement
174.2k reach**

Visit Guam (PH)
November 19 at 3:47 PM · 🌐

Gear up for Black Friday and shop tax-free in Guam, just in time for the holiday season.

#GuamLife #AmericasAsia #AmericasHiddenGem #GuamUSA

**10k engagement
116.7k reach**

FACEBOOK BOOSTED ADS

PHILIPPINES MARKETING ACTIVITIES



GUAM PRODUCT UPDATES IN QUEZON CITY

- GVB PI held two exclusive product updates in collaboration with TravelDUO and United Airlines
 - November 21 & 22, 2023
 - Eastwood Richmond Hotel, Quezon City
- PI Country Manager presented information about Guam and what the island has to offer
- GVB PI team held a raffle with Guam branded items
- TravelDUO presented current travel packages to Guam
- United Airlines presented current promos for MNL - GUM



Rizal Travel Agency Association: 28 attendees



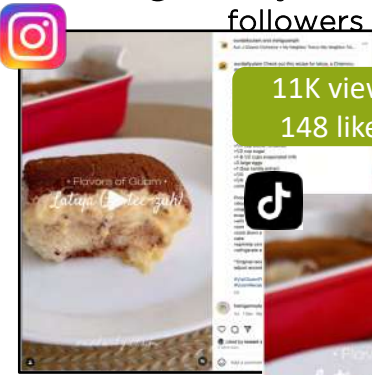
Quezon City Travel Agencies Association: 39 attendees

PHILIPPINES MARKETING ACTIVITIES


FLAVORS OF GUAM SERIES

- 3rd set of Filipino micro influencers to highlight CHamoru cuisine on social media accounts such as Instagram and TikTok
- Highlights two different local dishes:
 - Latiya
 - CHamoru Corn Soup – to be released in December

@ourdailyulam- 116k followers




11K views
148 likes




37.4K views
243 likes
94 saves

*Posted 11/22/23

@crisibanez - 76.6k followers



6k views
202 likes



527 views
10 likes

*Posted 11/29/23

