



#InstaGuam
@patrick.camacho

INDUSTRY REPORT

NOVEMBER 17, 2023



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DESTINATION UPDATES



EXPLORE GUAM - MAP



Explore Guam

Explore Guam!

Attractions

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Valley of the Latte, LLC

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

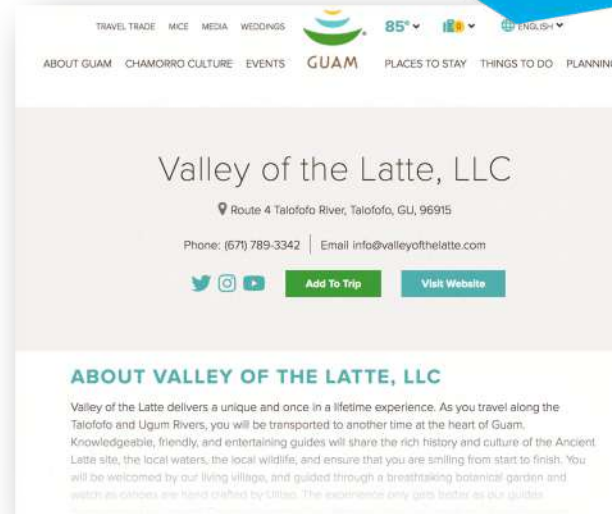
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site,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





[More Info](#)

INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

Give visitors better access to your business, with GVB's digital map.



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

42ND AKIMATSURI JAPANESE AUTUMN FESTIVAL

The Japan Club of Guam will host the Annual Japanese Autumn festival that will be held at Ypao Beach Park. [Free admission](#) and [free shuttle service](#) will be available for the event. Booklets of tickets for various activities will be available for purchase. Free entertainment will be provided with games and activities for all ages.

- Saturday, November 18th, 2023
- Governor Joseph Flores Memorial Park



For more information, contact the Japan Club of Guam office at [\(671\) 646-8066](tel:6716468066) or email at office@guamipc.org.



Photo Courtesy of Pacific Daily News

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

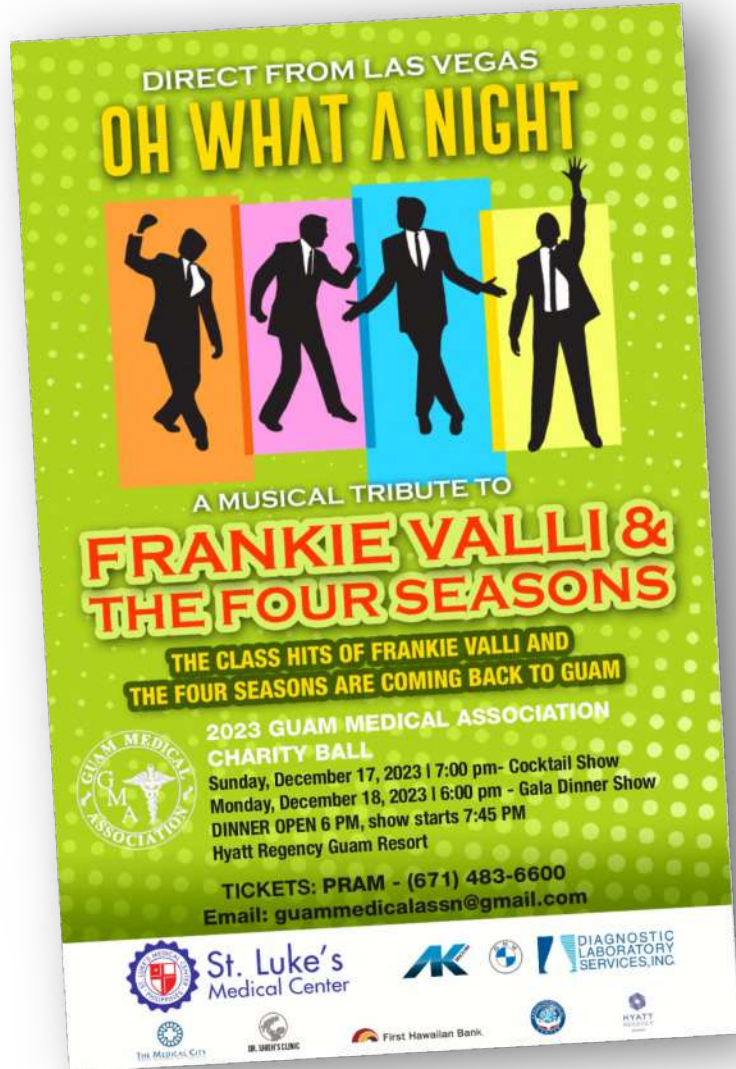
- \$80 REGISTRATION: Ends November 20, 2023, 5pm
- \$100 LATE ENTRY: From November 20–December 4, 2023, 3pm



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](mailto:pram@guammedicalassn.com) at [\(671\) 483-6600](tel:6714836600) or send an email to guammedicalassn@gmail.com

IMMERSIVE ART EXHIBIT IN GUAM

THE ALTERVERSE

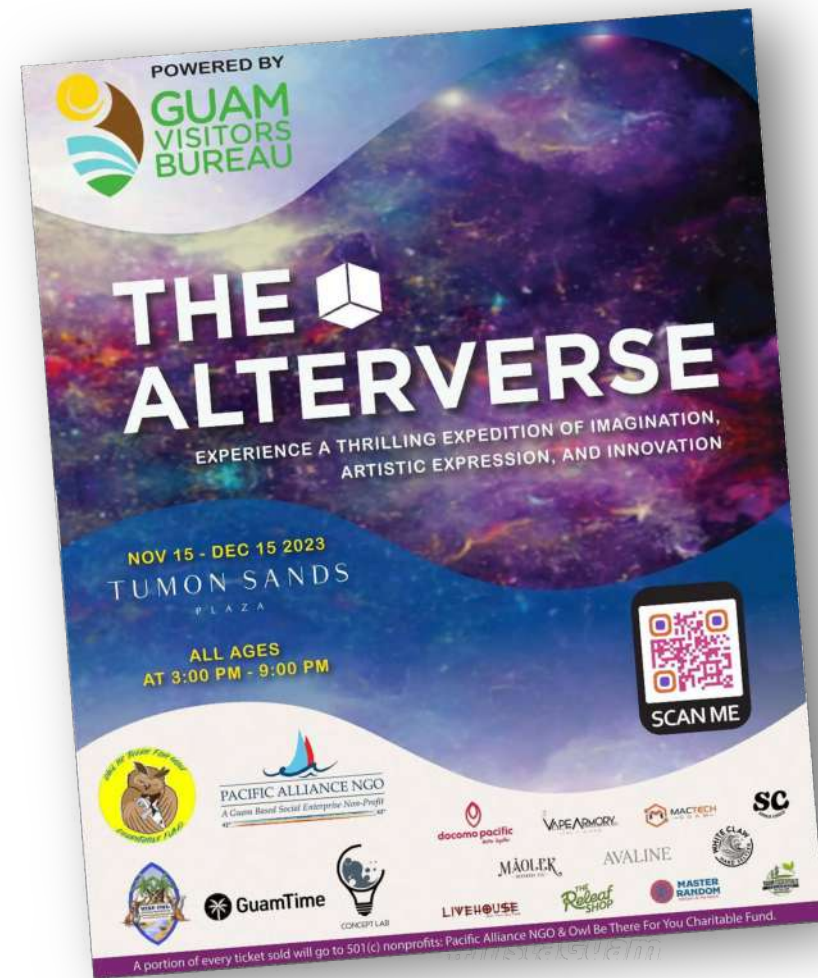
Get ready to experience a groundbreaking [immersive art exhibit](#) in the heart of Tumon! The **Alterverse** is Guam's first [multi-sensory](#) family friendly art experience.

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>



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@ideasphotography

MARKET INTELLIGENCE REPORT

As November 17, 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

MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for November remains at 41,065; December at 42,426; and January at 43,189.
- Japan Airlines summer 2023 flight schedule shown in appendix
- GOGO! Guam Håfa Adai press event.
- UA Co-op: Tabimuse
- Tourism Expo Japan 2023
- Tabi Salad Expo 2023
- Shown in appendix are: SNS performance summary and highlights; Weekly Guam digital PR articles; and media performance



SOUTH KOREA

- Competitive destination DMOs gearing up for new marketing strategies and plans.
- Approval for the sale of Asiana air cargo business granted
- 2024 Travel Market Trend
- Total outbound seat capacity for November remains at 41,277; December at 45,469; and January at 42,280.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



TAIWAN

- Taiwan to host 2024 World Indigenous Travel Summit
- Tourist arrivals expected to rebound to pre-COVID levels in 2024
- Thailand offers Taiwanese tourists via-free entry
- Travel fair visitor numbers near pre-pandemic levels.
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

PHILIPPINES

- Philippine Airlines and Singapore Airlines to embark on new codeshare partnership
- Guam's H2-B workers now exceed 5K.
- QC is wealthiest city for 3rd straight year – COA
- Philippines unveils updated travel app for visitors
- Philippine Airlines chief eyes growth after successful restructuring
- United Airlines and Philippine Airlines continue to fly daily in November 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



DETAILS ARE FOUND IN THE APPENDIX

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@_golden.media



APPENDIX

As of November 17, 2023 and may be subject to change.



JAPAN

JAPAN MARKET UPDATE

HIS WINTER CAMPAIGN STARTS FOR A LIMITED TIME

- HIS launched its Winter Campaign from November 1-23, 2023
- Special prices are offered for both overseas and domestic travel in Japan.
- Guam is included in the winter campaign and is on sale for 69,800 yen for a 3D/2N stay.
- TV commercials are also being developed.



“Guam 3 days 69,800 yen”






“Save now before the fuel surcharge increases!”

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - NOVEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Available	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,656
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	4,980
	Available	UA 136	NGO	11:20 / 15:55	Daily	4,980
	Available	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,988
	Available	UA 150	KIX	11:05 / 15:45	Daily	4,980
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:05 / 16:15	Daily	4,980
TTL						37,682


AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Temporary	3,383
	Suspended	TW311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						3,383




NOVEMBER TOTAL OUTBOUND SEAT CAPACITY : 41,065

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

GOGO GUAM HAFADA ADAI PRESS EVENT

- On October 25, 2023 the Guam Visitors Bureau held a press conference at Osaka Hearton Hall, which focused on a major campaign starting in the New Year.
- The press conference featured the "GOGO GUAM" deals and the Hafa Adai campaign that plans to stimulate demand for travel to Guam from the New Year through early spring and summer vacation.
- On the day of the event, the comedian "Nakayamakini-kun" was invited as a special guest to share his thoughts on Guam. He introduced the charms of Guam, including his own memories of Guam.



JAPAN MARKETING ACTIVITIES

UA CO-OP: TABIMUSE

- United Airlines and Tabimuse collaborated to produce an article highlighting Guam as "A weekend escape, which you can reach in 3 and a half hours"
- Published on September 24, 2023
- Included the charms of a 3D2N stay in Guam for adult women
- Listed travel tips and recommended places to visit such as:
 - The Tsubaki Tower
 - Beach House Grill
 - Nunu Bar
- Full article can be found at:
<https://tabimuse.com/post/a2432675-52d2-4b1b-a545-61f15d0ed95a>



JAPAN MARKETING ACTIVITIES

TOURISM EXPO JAPAN 2023

- From Thursday, October 26 to Sunday, October 29, GVB exhibited at the Tourism Expo Japan 2023 at INTEX Osaka.
- A total of 1,275 companies and organizations from 70 countries and regions exhibited. 148,050 people visited the expo during the four day event.
- Day 1 & 2: GVB and 14 GVB members met with Japanese travel agencies who visited the Guam booth.
- Day 3 & 4: GVB and members worked together to promote travel to Guam from Kansai International Airport to the general public who attended the expo.
- Activities included a Chamorro cultural dance performance, a meet and greet with GVB's mascot *Kika*, and a rock-paper-scissors tournament.



JAPAN MARKETING ACTIVITIES

TABI SALAD EXPO 2023

- From November 3-5, GVB exhibited at a consumer event in Osaka hosted by Tabi Salad - a popular travel program on Japanese television.
- The GOGO! Guam Hāfa Adai campaign was promoted to tourists departing from KIX and introduced on the event stage.
- On the day of the event, the Tabi Salad Expo was shown on national television.



SNS HIGHLIGHT



SNS HIGHLIGHT

293 Like

561 Like

322 Like

117 Like

177 Like

379 Like

286 Like

98 Like

79 Like

518 Like

574 Like

2565 Like

152 Like

SNS HIGHLIGHT

315 Like

796 Like

77 Like

96 Like

134 Like

762 Like

277 Like

96 Like

134 Like

24 Like

133 Like

4734 Like

1184 Like

212 Like

SNS HIGHLIGHT

Instagram post from visitguam.jp. The image shows a woman in a white top and blue shorts walking on a wooden pier extending into the ocean. The caption is in Japanese, mentioning a contest for a photo of a woman walking on the pier. The post has 381 likes.

381 Like

Instagram post from visitguam.jp. The image shows two women at a food festival, one offering a drink to the other. The caption is in Japanese, mentioning a food festival and a contest for a photo of a woman walking on the pier. The post has 457 likes.

457 Like

Instagram post from visitguam.jp. The image shows a woman on a bus, possibly a trolley. The caption is in Japanese, mentioning a trolley ride and a contest for a photo of a woman walking on the pier. The post has 247 likes.

247 Like

Instagram post from visitguam.jp. The image shows a woman with a large, colorful drink. The caption is in Japanese, mentioning a drink and a contest for a photo of a woman walking on the pier. The post has 209 likes.

209 Like

Instagram post from visitguam.jp. The image shows a soda shop with various drinks. The caption is in Japanese, mentioning a soda shop and a contest for a photo of a woman walking on the pier. The post has 357 likes.

357 Like

Instagram post from visitguam.jp. The image shows a modern building with a large archway. The caption is in Japanese, mentioning a building and a contest for a photo of a woman walking on the pier. The post has 315 likes.

315 Like

Instagram post from visitguam.jp. The image shows a sunset over water with palm trees. The caption is in Japanese, mentioning a sunset and a contest for a photo of a woman walking on the pier. The post has 132 likes.

132 Like

Instagram post from visitguam.jp. The image shows an airplane on a runway. The caption is in Japanese, mentioning an airplane and a contest for a photo of a woman walking on the pier. The post has 137 likes.

137 Like

Instagram post from visitguam.jp. The image shows a woman standing in front of a large 'GUAM' sign. The caption is in Japanese, mentioning a sign and a contest for a photo of a woman walking on the pier. The post has 336 likes.

336 Like

Instagram post from visitguam.jp. The image shows a woman with a mascot character. The caption is in Japanese, mentioning a mascot and a contest for a photo of a woman walking on the pier. The post has 113 likes.

113 Like

Instagram post from visitguam.jp. The image shows a woman with a mascot character. The caption is in Japanese, mentioning a mascot and a contest for a photo of a woman walking on the pier. The post has 104 likes.

104 Like

Instagram post from visitguam.jp. The image shows a mascot character. The caption is in Japanese, mentioning a mascot and a contest for a photo of a woman walking on the pier. The post has 94 likes.

94 Like

Instagram post from visitguam.jp. The image shows a woman with a mascot character. The caption is in Japanese, mentioning a mascot and a contest for a photo of a woman walking on the pier. The post has 222 likes.

222 Like

MEDIA PERFORMANCE

1st broadcast : 4 Oct, 2023
Exposure time : 23 min

2nd broadcast : 11 Oct, 2023
Exposure time : 23 min

SNS Post








JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- The number of followers increased significantly due to the SNS Follow Campaign held at the JATA Tourism Expo.
- On Instagram, we gained over 1300 followers.
- On X, we gained over 400 followers.

SNS	follower		Week Reach		Week Engagement	
	3 Nov,2023	11 Nov,2023	3 Nov,2023	11 Nov,2023	3 Nov,2023	11 Nov,2023
	28,572	29,349	19,815	13,311	4,247	3,071
	2.72%		-32.82%		-27.69%	
	23,578	23,579	3,381	3,439	289	489
	0.00%		1.72%		69.20%	
	18,234	18,549	76,500	39,800	787	491
	1.73%		-47.97%		-37.61%	
	60,785	60,938	1,748,213	588,891	7,753	14,549
	0.25%		-66.31%		87.66%	
	-	-	-	-	-	-
	-		-		-	

メスクラドスの新メニュー、ホットドッグ!

Tuesday, October 17, 2023 4:00 PM by チャセリョウ



メスクラドス (Meskla Dos) とはいえ Guam ファンなら誰でも知っている人気ハンバーガーレストラン。約25種類のグルメハンバーガーの他、ローカスタイルのBBQとレッドライスのプレートメニューも大受注の嬉しい! ツーリストだけでなくローカルの人々も大絶賛の人気店です。

そのメスクラドスに今年夏、新メニューが登場! それは今までありそうでなかったホットドッグ!



ホットドッグもハンバーガーに負けずおもしろい! 1つ1つ種類とも豪華トッピングでホットドッグといってもボリュームもありそうです。



こちらはソノランドッグ、ビーンズとホットドッグ。初めての組み合わせですが、おいしい! パンも少し甘みのあるパンで、絶品のソースとおいしい! 絶品!



WEEKLY GUAM

New hot dog menu at Meskla Dos!

Meskla Dos is a popular hamburger restaurant known to all Guam residents. In addition to about 25 different types of gourmet burgers, Meskla Dos is offering a local-style BBQ and red rice plate that is absolutely delicious. This popular restaurant is highly praised by both locals and tourists.

Meskla Dos recently introduced hot dogs on their menu - Sonoran Dog, Chili Cheese Dog, and the Rhode Island Dog. Each hotdog sells for \$12.00 each and includes fries and a drink.

- Sonoran Dog - 100% beef sausage wrapped in bacon and filled with beans and cheese.
- Chili Cheese Dog - filled with homemade chili and cheddar cheese.
- Rhode Island Dog - filled with spicy brown mustard and flavored minced beef.

Meskla Dos has two locations:

1. Across Guam Reef Hotel
2. Across Kmart

Both locations are usually filled with people enjoying the delicious menu!

WEEKLY GUAM

Guam's nature, creatures, and culture are now available as puzzles at Island Icons!

Wooden 3D puzzles featuring Guam's nature, creatures and culture can be found in Chamorro Village. The wooden 3D puzzles can be used as crafts for children, colorful art works, or as interior decorations.

Iconic symbols of Guam's culture such as the Ko'ko' bird, coconut crab, and marine life can be found at Island Icons. There are also paintings on display and for sale by local artist, Ron Castro.

Tourists can also purchase Guam ornaments in the shape of Latte Stones, Fishing Hooks, Whale Tails, and many more. They can be used as Christmas decorations or key chains.

Island Icons are not only open during the Wednesday Night Market, but also during the weekdays. Be sure to stop by Island Icons on your next trip to Guam!

グアムの自然・生物・カルチャーがパズルに！アイランドアイコン



今まで何となくアパレルショップのディスプレイの一角に飾られていたグアムの自然・生物・カルチャーがパズルに！アイランドアイコン。パズルは子供から大人まで楽しめる。また、インテリアとしても飾ることができる。アイランドアイコンでは、グアムの自然・生物・カルチャーをパズルにしている。アイランドアイコンでは、グアムの自然・生物・カルチャーをパズルにしている。



島の自然、そして島人の文化をパズルにアイランドアイコン。パズルは子供から大人まで楽しめる。また、インテリアとしても飾ることができる。アイランドアイコンでは、グアムの自然・生物・カルチャーをパズルにしている。



店内には様々なパズルが並び、アイランドアイコンでは、グアムの自然・生物・カルチャーをパズルにしている。アイランドアイコンでは、グアムの自然・生物・カルチャーをパズルにしている。



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JAPAN MARKETING ACTIVITIES

WEEKLY GUAM

Get it in Guam! Fall/Winter Fashion from Luxury & Popular Brands.

Although Guam is summer all year round, it's that time of the year where you can find winter clothes on sale - from cashmere sweaters to fuzzy jackets.

The first place to find all your fall and winter fashion items is Macy's - a major American department store located in the Micronesia Mall. At Macy's you can find American brands such as Polo Ralph Lauren and Tommy Hilfiger. Another place to find fall/winter clothes is JP Superstore. At JP Superstore, you can not only find American luxury brands, but also European luxury brands such as Acne Studios and Herno.

Prices may vary and can be high, but the items are all worth it!

Find your favorite autumn and winter fashion items that you can wear as soon as you return to Japan.

グアムで手に入れる！ ラグジュアリー&人気 ブランドの秋冬ファッション



この時期、寒波のグアムはまるで「冬服が売っている！」と驚かされるほどです。しかし、グアムでは年中を通して、アメリカやヨーロッパの有名ブランドの秋冬ファッションが手に入ります。今回は、グアムで手に入る秋冬ファッションの魅力を紹介します。ぜひグアムで手に入れた秋冬ファッションを、帰国後、家族や友人にプレゼントしてください。



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JAPAN MARKETING ACTIVITIES



MEDIA PERFORMANCE



Online Focus - Top Articles

From November 3, 2023 to November 10, 2023

Top 10 Online & Blogs Placements by MIV

	Date	Location	Potential Reach	MIV (\$)
アメーバブログ - Ameba - JP グアム旅行で子供達とゴルフ	11/4/2023	Japan	4.05M	\$6K
アメーバブログ - Ameba - JP グアム旅行で偶然遭遇し凄く驚き	11/3/2023	Japan	4.05M	\$5.77K
4 Travel - JP コロナ明け 特典航空券を使って夫婦でグアムへ 1日目	11/10/2023	Japan	5.93M	\$1.91K
4 Travel - JP 2022★ソロ旅リスタートは初めてのグアムから【前編】	11/9/2023	Japan	5.93M	\$1.9K
4 Travel - JP 2022★ソロ旅リスタートは初めてのグアムから【後編】	11/9/2023	Japan	5.93M	\$1.87K
暮らし～の - Kurashi - JP グアムのおすすめサーフィンスポット7選！子供も初心者も楽しめるビーチを紹介！	11/9/2023	Japan	2.72M	\$734
Glam - JP グアムのABCストア (ABC Stores) で絶対に買うべきおすすめアイテムを紹介！	11/9/2023	Japan	136K	\$721
Glam - JP 【グアム】タモンビーチに行こう！魅力や必要な物、アクセス方法など解説！	11/9/2023	Japan	136K	\$718
Portalfield - JP アメリカ運輸省、羽田発着枠の再割り当てに着手 ユナイテッド航空の羽田～グアム線申請は却下	11/6/2023	Japan	84K	\$323

4 Travel - JP

November 10, 2023

Reach: 5,934,097 - MIV: \$1,905



Traicy - JP

October 27, 2023

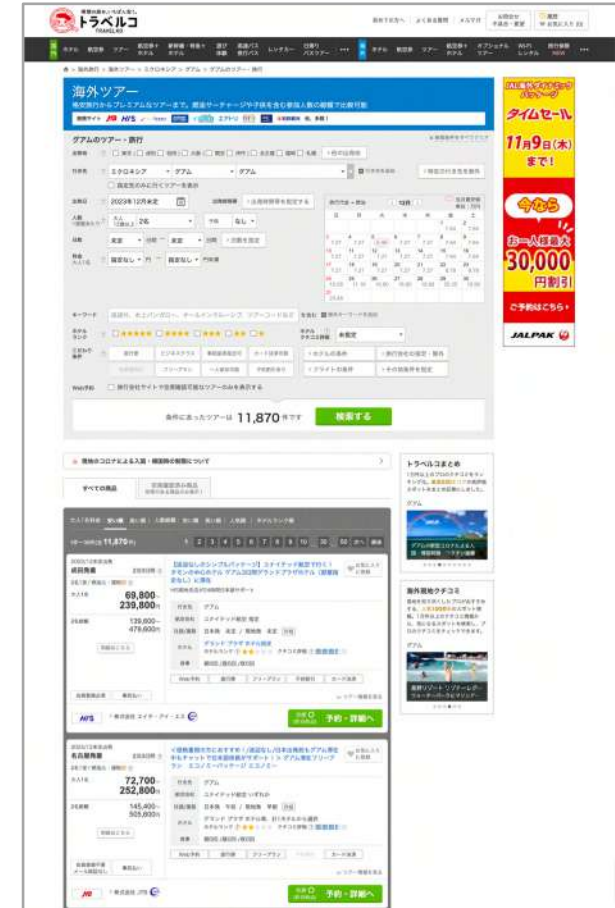
Reach: 1,539,216 - MIV: \$1,643



JAPAN MARKETING ACTIVITIES

SNS CV ADS

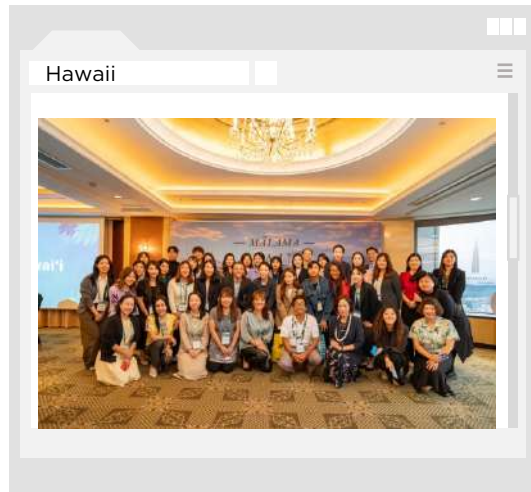
- Started directing ads from TikTok's Ad Creative to Travelco's Guam product listing page.
- Aimed at guiding users who are interested in Guam to the actual product search within the TikTok platform.



SOUTH KOREA

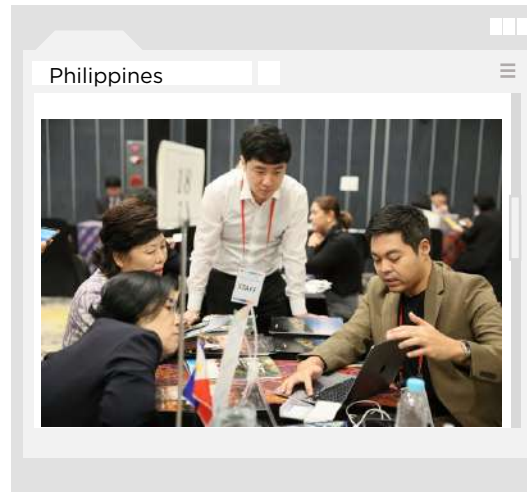
TRAVEL TRADE UPDATE

“Competitive destination DMOs gearing up for new marketing strategies and plans.”



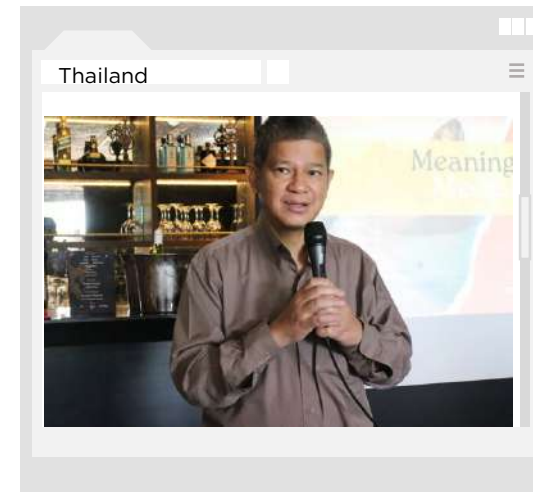
< Hawaii >

- Hosted '2023 Hawaii Travel Mission' under the theme of 'Go Hawaii' and updated current status of the industry and 2024 marketing plans.
- Focusing on recovery after the wildfire and planning to expand its MICE program.



< Philippines >

- Successfully held its [Philippine MICE Road Show 2023](#) in Seoul, Suwon, Yeosu and Busan.



< Thailand >

- Welcomed around 18.5 million visitors from January to September in 2023. Korean visitors took up 1.1 million, surpassing the projected number for 2023.
- Held 'Meaningful Moment Media Networking' in Seoul and introduced its new tourism infrastructure and marketing plans.

TRAVEL TRADE UPDATE

Approval for the sale of Asiana air cargo business granted



The ongoing merger process between Korean Air and Asiana Airlines, which has persisted for three years, has crossed a significant threshold.

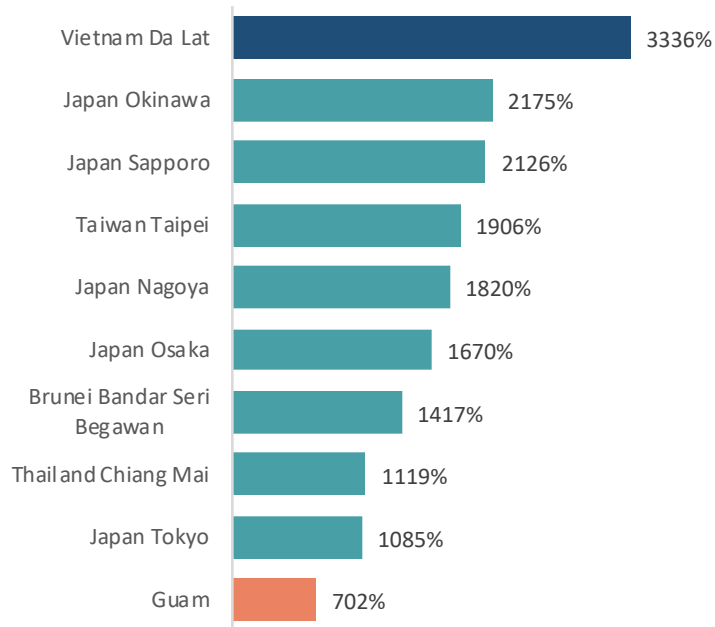
Korean Air's proposal to divest Asiana Airlines' cargo division has been approved by the board of Asiana Airlines, a strategic move to meet requirements set by the European Union (EU) authorities.

However, the final stages of the merger, which include approval from regulatory bodies in the United States and Japan, as well as the sale of the cargo business, remain challenging tasks ahead.

2024 TRAVEL MARKET TREND UPDATE

“According to the Skyscanner’s survey, **80% of respondents** answered they would **travel abroad the same or more** in 2024 than in 2023.”

Potential Top 10 destinations in 2024 (Destinations with year-over-year search volume growth)



“**Cultural experiences** topped the agenda in 2024 based on a broad spectrum of cultural curiosity in travel, seeking the very best experience.”

Foodie Travel

41% of Korean travelers traveled for gourmet restaurants

Estimated average price for fine dining **\$116**

Budget per meal (1pax) during the trip **\$120**

Main Character Energy Inspiration

88% of respondents said they are inspired to book a trip to a destination they’ve seen in movies or TV

Top 3 Movie/Drama that Inspired Korean Travelers

Emily in Paris
- France

Avatar: The Way of Water
– New Zealand

The First Slam Dunk -
Japan

KOREA MARKET INTELLIGENCE

NOVEMBER AIRLINE SCHEDULE

• I N C H E O N - G U A M

**Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,160
	KE423	DAILY	19:05	00:20+1	4,200
Jeju Air	7C3102	DAILY	10:05	15:25	5,670
	7C3106	DAILY	20:10	01:35+1	5,670
Jin Air	LJ915	DAILY	09:35	14:50	5,670
T'way Air	TW303	DAILY	10:00	15:30	5,670
TOTAL					35,040

• 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 (November 16 th ~)	20:30	01:30+1	2,835
TOTAL					6,237

*LJ929 (flight number to be changed from LJ647 to LJ929) : No operation (November 1-15), Operate Daily flights from November 16

TOTAL OUTBOUND SEAT CAPACITY: 41, 277 SEATS

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

MEDIA MONITORING - PRESS RELEASE ON OCTOBER 10 2023 TripAdvisor "Best of the Best Restaurants - South Pacific #7" Alfredo's Steakhouse, Guam



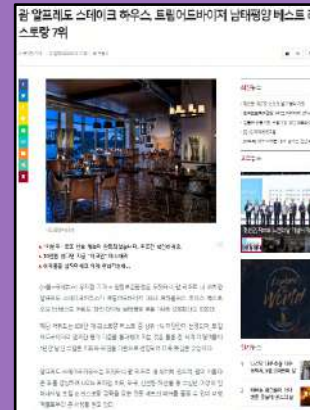
TTL News



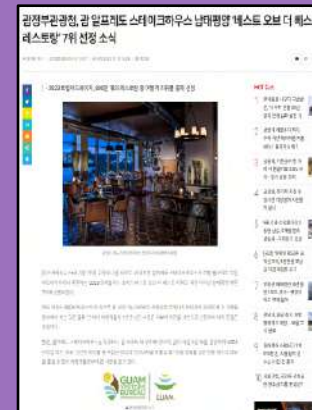
Acrofan



Biz World



Gukje News



Discovery News

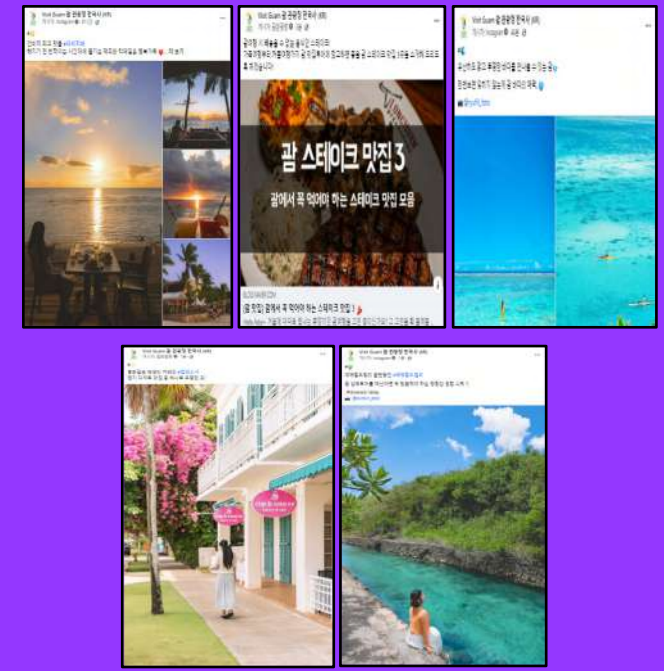
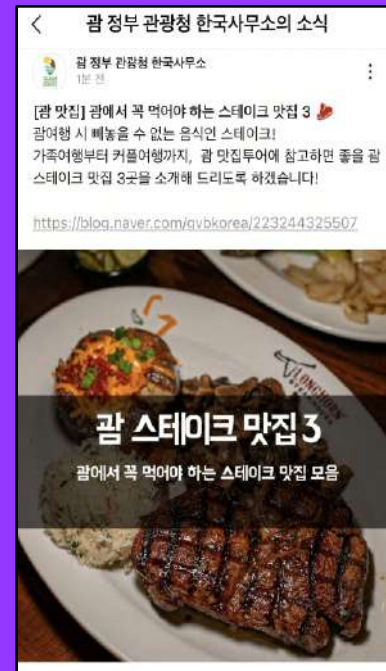
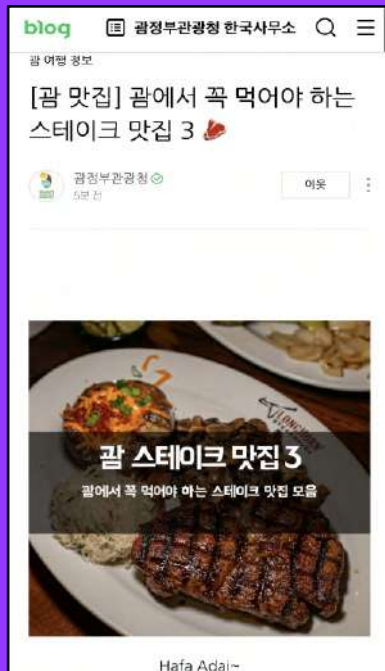


Tour Korea



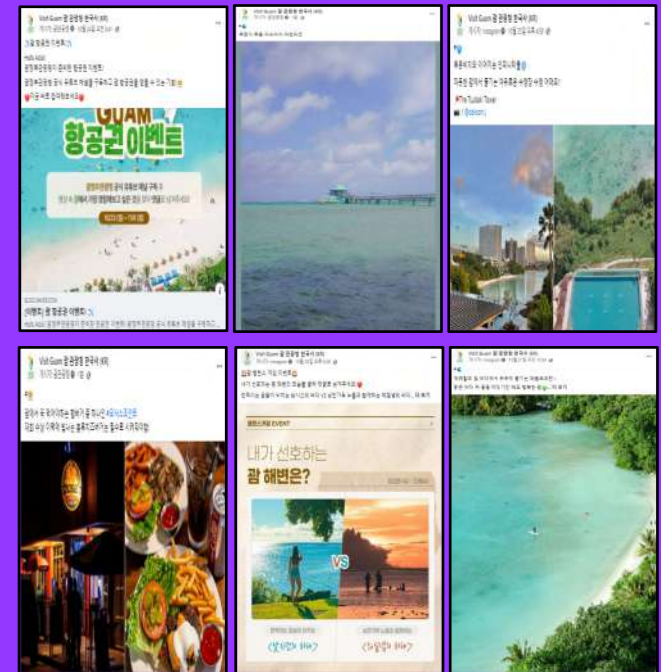
News Road

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: OCTOBER 16 - 20, 2023
 THEME: GUAM STEAKHOUSE

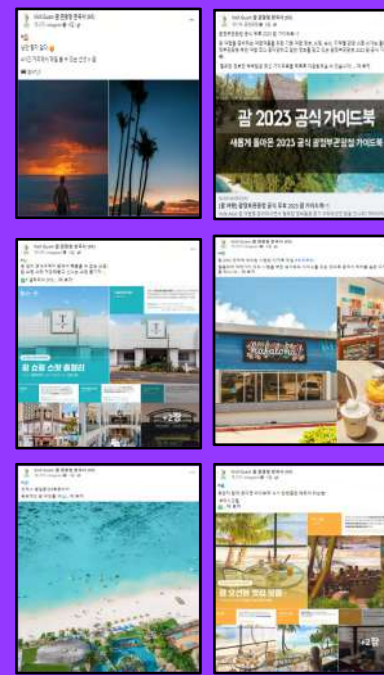
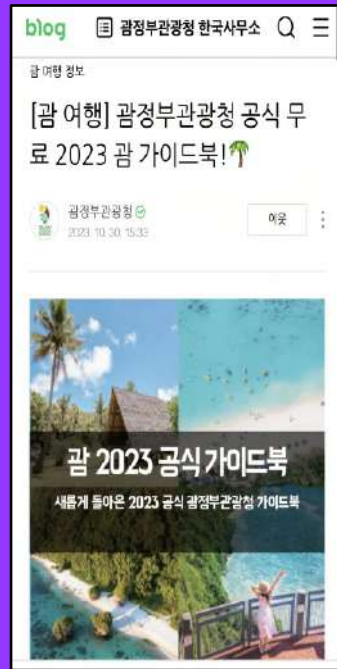
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: OCTOBER 23 - 27, 2023

THEME: October Event

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: October 30 – November 3, 2023

THEME: GVB 2023 Guidebook

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	Guam's Scenery GVB KR Digital Ambassador UGC	GVB 2023 Guidebook Card News Oceanview Café & Restaurants	
Week 2	November 5 SUNDAY	November 6 MONDAY	November 7 TUESDAY	November 8 WEDNESDAY	November 9 THURSDAY	November 10 FRIDAY	November 11 SATURDAY
		Guam Sports Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	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	
Week 3	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	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Card News Guam Beach Top 6	
Week 4	November 19 SUNDAY	November 20 MONDAY	November 21 TUESDAY	November 22 WEDNESDAY	November 23 THURSDAY	November 24 FRIDAY	November 25 SATURDAY
		Mega Promotion Mega Promotion Thumbnail	Instagram Event Mirroring Instagram Event Mega Promotion Owned Channel Event	IG Reels GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Card News Guam Must to-do Activity & Tour	
Week 5	November 26 SUNDAY	November 27 MONDAY	November 28 TUESDAY	November 29 WEDNESDAY	November 30 THURSDAY	*Contents and schedules are subject to change depending on the situation.	
		Tour of Guam 2023 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	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC		

TAIWAN

TAIWAN TO HOST 2024 WORLD INDIGENOUS TRAVEL SUMMIT

Taiwan has chosen the indigenous word “tulu” or “three” as the theme for the 2024 World Indigenous Travel Summit, representing culture, environment, and tourism, reports said Wednesday (Oct. 18). The summit will include a forum in Kaohsiung City April 16-17, but will be followed by a tour of the country April 18-20. New Zealand launched the event in 2018 and Australia organized its second edition this year.

The theme for Taiwan’s summit symbolized the unity and common points of Indigenous cultures, according to Council of Indigenous Peoples (CIP) Minister Icyang Parod. He expressed hope that the event would promote tribal tourism while protecting the environment and respecting local culture the Liberty Times reported.

The minister emphasized how 14 of 16 Indigenous peoples in Taiwan used the word “tulu” or a similar word, while it was also understood in New Zealand, Tuvalu, Guam, and the Philippines. New Zealand envoy Mark Pearson and Australia Deputy Representative Michael Gogan attended the CIP presentation Wednesday, lauding the role the summit would play in bringing Indigenous culture into the mainstream. The event will attract indigenous leaders, government officials, academics and experts, and representatives of the travel industry. The CIP said the main concern was how to use travel and tourism to benefit local culture and creativity.



TOURIST ARRIVALS EXPECTED TO REBOUND TO PRE-COVID LEVELS IN 2024



The number of overseas visitors coming to Taiwan could return to the level seen prior to the COVID-19 pandemic in 2024, Transportation Minister Wang Kwo-tsai said Monday. "The number of inbound tourists is expected to reach 12 million next year, on a par with pre-pandemic levels," Wang said at a hearing of the Legislature's Transportation Committee in response to questions from Democratic Progressive Party (DPP) Legislator Lee Kun-tse.

Citing statistics from the United Nations World Tourism Organization, Lee said international travel will return to at least 80 percent of pre-COVID levels this year. Lee complained, however, that the return of overseas visitors has been slow, even if the target of 6 million visitors set by the Ministry of Transportation and Communications for 2023 is achieved. That target is around 49 percent of the pre-COVID level, a rate Lee said lagged far behind other countries, citing Japan, which he said drew about 86 percent of the international travelers it was getting prior to COVID in the first eight months of 2023.

Taiwan had 11,864,105 overseas arrivals in 2019, including 7,996,961 in the first eight months of the year. In the first eight months of 2023, there were 3,822,774 overseas arrivals, according to Tourism Administration statistics.

Of the nearly 12 million visitors in 2019, about 23 percent were from China, but that percentage has fallen to about 3.3 percent so far in 2023, largely because of an ongoing suspension of travel ties between Taiwan and China. Kuomintang (KMT) Legislator Fu Kun-chi (傅崐萁) said at the hearing that the absence of Chinese tourists has hurt Taiwan's tourism sector, including in Hualien County which Fu represents, and he asked Wang when Taiwan would reopen to tour groups from China.

"Let's see what will happen next year as it seems impossible this year," Wang said. China's government halted independent travel to Taiwan on Aug. 1, 2019, citing the poor state of cross-Taiwan Strait relations, and then banned group travel to Taiwan in 2020. Both rules remain in effect. As a friendly gesture in hope of rekindling cross-Taiwan Strait tourist exchanges, Taiwan has reopened its borders to Chinese nationals entering the country on short-term business visas since Aug. 28 and to Chinese tourists entering from a third location since Sept. 1.

Despite those efforts, there has been no reaction from China thus far, according to Wang. Chou Yung-hui, director-general of the Tourism Administration, said his agency will open more overseas offices, including one in Busan, South Korea in November and in Indonesia and India in 2024, as part of its efforts to attract larger numbers of foreign visitors.

THAILAND OFFERS TAIWANESE TOURISTS VISA-FREE ENTRY

Tourists from Taiwan are now eligible for visa-free entry to Thailand, Bangkok announced yesterday, as it seeks to rebuild the key tourism sector after the COVID-19 pandemic. Starting today, Taiwanese and Indian visitors can stay up to 30 days under a six-month trial program. Thailand's tourism sector accounts for almost 20 percent of GDP, but it has struggled to get back on its feet since the outbreak of the COVID-19 pandemic.

“We will provide visa-free entry to India and Taiwan, because a lot of their people like to travel to Thailand,” Thai Prime Minister Srettha Thavasin told reporters after a weekly Cabinet meeting. Before the relaxation, tourists from Taiwan and India had to apply for a 15-day visa-on-arrival at immigration checkpoints, presenting a bank statement and proof of accommodation. The move comes after Thailand opened a similar visa-free scheme for Chinese tourists in September.

Thai government spokesman Chai Watcharong said authorities hoped the scheme would attract 1.4 million more tourists, generating an additional 55 billion baht (US\$1.5 billion) in income. Srettha, who took power in August following months of political wrangling after a May election, has said that boosting the tourism sector and stimulating the economy are among his top priorities.



TRAVEL FAIR VISITOR NUMBERS NEAR PRE-PANDEMIC LEVELS

The thirst for overseas travel among Taiwanese travelers seem to have returned to pre-pandemic levels judging by its visitor number to this year's Taipei International Travel Fair. The show, the largest travel exhibition in Taiwan targeted at consumers, drawing 344,475 visitors during its four-day run. This figure adds up to about 90 percent of the level in 2019, which was the last year before the pandemic upended global travel.

The visitor numbers were also 76 percent higher than last year, when travel in Asia was starting to recover due to border restrictions being lifted. Along with online sales, several hotels and travel agencies generated more than NT\$100 million (US\$3.11 million) in sales during the travel show as consumers eagerly purchased tour packages, the organizer said.

Because revenue was better than anticipated, the association expects to expand its size next year to accommodate more exhibitors, association chairwoman Yeh Chu-lan said. This year's show had 1,300 booths featuring 104 tourism operators, such as travel agencies, hotels and amusement parks, the most since the COVID-19 lockdown. Several travel agencies focused on more affordable regional tour products to Japan, South Korea and Southeast Asian countries, while also promoting long-haul packages to Europe and the US as the winter vacation approaches.

Among the biggest beneficiaries of the show was Lion Travel Service Co, which took in about NT\$70 million in revenue during the fair, and its online campaign, which started on Oct. 1, pushed total sales to more than NT\$1 billion.



COMPETITORS

JAPAN: Starting November 1, the Embassy of Japan in Hanoi and the Consulate General of Japan in Ho Chi Minh City will start issuing Japanese e-Visas to Vietnamese tourists traveling in organized tour groups through approved travel companies or authorized agents. With the new policy in effect, Vietnamese citizens who are part of tour package groups organized by designated travel companies or authorized agents will now be eligible for e-visas, VisaGuide.World reports. These e-Visas are designed for short-term stays and a single entry for tourism purposes, allowing a 15-day visit. In addition, this type of e-visa is exclusively available to Vietnamese passport holders residing in Vietnam. (November 1)

KOREA: Asiana Airlines Inc. agreed to a plan on merging with Korean Air after holding long-running talks to overcome concerns about how their combination might impact competition on European routes. The plan, signed off at a board meeting Thursday, includes selling Asiana's cargo business to another South Korean carrier, removing the main obstacle to the merger. Others will also be allowed to use the airlines' Seoul to Paris, Frankfurt, Rome and Barcelona routes. (November 2)

VIETNAM: Vietnam, a Southeast Asian gem known for its rich culture, stunning landscapes, and vibrant history, welcomed 8.9 million foreign tourists in the first nine months of 2023. This astonishing influx of international arrivals exceeded the annual projection, set at 8 million, by a significant margin. It is a testament to the country's growing appeal as a preferred and trending tourist destination. Compared to the same period last year, the number of foreign tourists from January to September experienced a remarkable 4.7- fold increase this year, according to the General Statistics Office (GSO). This surge in international arrivals has left the tourism sector buzzed with enthusiasm and optimism. (November 2)

THAILAND: Travelling within Asia Pacific remains popular among Thai travelers this year-end travel season, according to the Global Travel Intentions Study (the "Study"), the largest and longest-running global consumer insights study commissioned by Visa, a world leader in digital payments. The study found that the top five international leisure destinations for Thais this year are Japan, South Korea, Mainland China, Australia, and Singapore. The other five overseas destinations that made it to the top-ten list include the Hong Kong Special Administrative Region, United Kingdom, Taiwan, Laos, and France. In addition, Thai respondents stated that they intend to take an average of 2.4 leisure trips over the next 12 months. (November 2)

TAIWAN AIRLINE UPDATES

CURRENT ROUTE IN OPERATION:



CI November

Operation Schedule : CHINA AIRLINES

CHINA AIRLINES CHINA AIRLINES

- November - 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 STARLUX

- 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 17 November 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 November Operation Schedule : CHINA AIRLINES

Location							
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 December 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 17 November 2023

TAIWAN AIRLINE UPDATES

CI December Operation Schedule : CHINA AIRLINES

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Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
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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 17 November 2023

TAIWAN AIRLINE UPDATES

CI January Operation Schedule CHINA AIRLINES

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Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
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Prague	2 flights/week			Seoul(ICN)	Daily	Hong Kong	Daily
				Seoul(GMP)	3 flights/week	Shanghai	Daily

AIRLINE UPDATES FOR REGULAR FLIGHTS

Airlines	GTO Contact	Updates																									
	11/10 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> Awaiting GVB and GTO's incentive program to proceed with next stage of the plan 																									
	11/10 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> No updates for this week. 																									
	11/10 Patience, Manager	<ul style="list-style-type: none"> No updates for this week. Awaiting GVB and GTO to work out a promotional plan to proceed with next stage of the plan 																									
	11/10 John Chen, VP of Dragon Tours	<ul style="list-style-type: none"> Philippine Airlines to shorten the layover time in MNL airport from 10 hours to 1.5 hours during CNY on 8th February, thus Taiwanese people don't need to wait for a long time at the MNL airport. Philippine Airlines planned to reserve 75 seats of the flights above for the three key travel agencies for pre-sale (Phoenix Tours, Dragon Tours, and Aviation Travel Services). <table border="1" data-bbox="1159 1106 1898 1292"> <thead> <tr> <th>Date</th> <th>Flight</th> <th>Route</th> <th>Departure</th> <th>Arrival</th> </tr> </thead> <tbody> <tr> <td>8-Feb</td> <td>PR 895</td> <td>TPE-MNL</td> <td>18:15</td> <td>20:35</td> </tr> <tr> <td>8-Feb</td> <td>PR 110</td> <td>MNL-GUM</td> <td>22:05</td> <td>03:55+1</td> </tr> <tr> <td>13-Feb</td> <td>PR 111</td> <td>GUM-MNL</td> <td>05:55</td> <td>07:55</td> </tr> <tr> <td>13-Feb</td> <td>PR 890</td> <td>MNL-TPE</td> <td>10:10</td> <td>12:25</td> </tr> </tbody> </table>	Date	Flight	Route	Departure	Arrival	8-Feb	PR 895	TPE-MNL	18:15	20:35	8-Feb	PR 110	MNL-GUM	22:05	03:55+1	13-Feb	PR 111	GUM-MNL	05:55	07:55	13-Feb	PR 890	MNL-TPE	10:10	12:25
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TAIWAN MARKETING ACTIVITIES

INTRODUCTION MEETING: ASOA TO AIT POL SECTION

- Date: Oct 19
- Ms. Shayma Jannat of AIT planned a visit to Taipei and proposed a meeting with ASOA.
- Chair Rosenberger expressed interest in meeting with ASOA to discuss a U.S.-Taiwan partnership at the subnational level since a major component of the Chair's work in the U.S. falls under this category.
- Due to the outstanding growth of ASOA, Chair Rosenberger aims to learn the driving forces behind it and each state office's roles in Taiwan.
- Some of the state offices in Taiwan asked AIT for federal government support such as sharing information so that it would be easier for them to approach potential investors.
- As the President of ASOA, Felix exchanged gifts with Chair Rosenberger.



TAIWAN MARKETING ACTIVITIES

ITF PRE-EVENT PRESS CONFERENCE

- Date: Oct 31
- Guam was invited to participate in the press conference for ITF's promotions. Over 30 mainstream media attended the event - some asking detailed questions such as direct flight information and special activities in Guam.
- GTO members actively responded to their questions and welcomed them to visit GVB's booth.
- TVA President Ms. Yeh visited Guam's table mart during the press conference and expressed her support to Guam as a fine destination for Taiwan travelers.



TAIWAN MARKETING ACTIVITIES

NORTHERN MARIANA ISLANDS GOVERNOR DELEGATION'S MEETING WITH ASOA

- Date: Nov 2
- MoFA arranged a meeting for the delegation to meet with ASOA. GTO Felix, as president, introduced ASOA's missions and services to the delegation.
- ASOA members participated in the meeting and presented their goals. They also shared successful investment stories with the delegation. GTO shared information about the significance of the Taiwanese market to Guam.
- GTO greeted Mr. Brian Bamba and shared information about the 2024 CNY charter flight. GTO also welcomed Paul Chen of TECO in Guam who served as the guide for the group.



TAIWAN MARKETING ACTIVITIES

TAIPEI INTERNATIONAL TRADE FAIR 2023

Date: Nov 3-6, 2023

- GVB participated in its 15th year at the 2023 ITF.
- The Guam stage time at ITF took place on Nov 3 & 4 - introduced Guam to Taiwanese consumers and debuted the Guam Ko'Ko bird mascot for the first time in Taiwan.
- During the 4-day exposition, there were more than 344,000 people in attendance.
- GTO received over 3,300 surveys, which is 3x more than ITF 2022.



TAIWAN MARKETING ACTIVITIES

ITF NEWS RELEASE EXPOSURES

- Guam mascot “Ko’Ko’ bird” debuted at Taipei International Travel Fair
- *Kika* attracted many attendees at the Guam booth, mascot parade, and stage event.
- GVB Guam delegation and hotel trade partner attended this successful event.



【上圖】(左起) 杜善天麗麗代表杜善天麗麗Mina Bravo、關島觀光局副局長Regina Bacalla、關島觀光局副局長Gabbie Franquez、關島觀光局副局長Gabbie Franquez、關島觀光局副局長Gabbie Franquez。【中圖】關島吉祥物「可可鳥」首度亮相，模樣萌翻吸引場記爭相拍照。【下圖】關島吉祥物「可可鳥」首度亮相，模樣萌翻吸引場記爭相拍照。

關島觀光局連續15年參加ITF台北國際旅展，今年攤位湧入超過5,000位民眾來參加攤位活動，關島吉祥物「可可鳥」也首度亮相，更登上大會舞台和民眾熱情互動，模樣萌翻吸引場記爭相拍照！可可鳥又名關島秧雞，是一種不會飛的鳥類，也是原產於關島上

TAIWAN MARKETING ACTIVITIES

MEETING WITH PHILIPPINE AIRLINES

- Date: Nov 7
- GTO met with Philippine Airlines to discuss airline plans for CNY
- PAL to shorten the layover time in MNL airport from 10 hours to 1.5 hours during CNY on February 8, 2024
- Flight time slots for Taipei and Hong Kong have swapped.
- PAL plans to reserve 75 seats for three key travel agencies for pre-sale (Phoenix Tours, Dragon Tours, and Aviation Travel Services).



Date	Flight	Route	Departure	Arrival
8-Feb	PR 895	TPE-MNL	18:15	20:35
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13-Feb	PR 111	GUM-MNL	05:55	07:55
13-Feb	PR 890	MNL-TPE	10:10	12:25

TAIWAN MARKETING ACTIVITIES

TATA CHAIRWOMAN RENE RUO'S YEAR-END WORKING DINNER WITH ANTOR

- Date: Nov 9
- TATA hosted an appreciation dinner for ANTOR members who supported ITF 2023.
- Each destination shared their results. GTO shared that over 3000 questionnaires were collected at ITF.
- TATA mentioned that they will work harder to make TTE 2024 an even more sensational event.



ASOA MONTHLY MEETING

- Date: Nov 10
- Discussed upcoming activities including the Appreciation Reception with MoFA on 11/22.
- Introduced Virginia State Rep Sarah Liu to all existing members.
- Invited AIT VIPs to explain their future e-mobility event.



TAIWAN MARKETING ACTIVITIES

NR MONITOR

For the past week (October 28 – November 2), a total of 4 exposures were monitored including:

- TV Exposure: 0
- Online Exposure: 4
- Newspaper: 0
- Social Media: 0

1 of the news reported that introduced Taiwanese people to travel to Guam.
1 of the news reported that during Chinese New Year will have Starlux charter flight to Guam.



關島GUAM ~ 3.5小時飛向太平洋天堂島嶼 擁抱>美麗海景 多元文化 美食饗宴 (1)

關島位於西太平洋的中心地帶，是美國的屬地，亦是馬里亞納群島和密克羅尼西亞群島中最大、最南端的島嶼。關島島長30英里，寬4到9英里，是由兩座已淹沒於海中的古老死火山所形成的，北部為環繞連續的石灰質平坦地，南部則是叢林河流切割的火山



2024春節限定! 關島直飛自由行 限時第二人減5,000元 (2)

關島這顆遺落在太平洋的珍珠，擁有潔白的沙灘、蔚藍的海岸以及茂密的山林，文化多元豐富且官方語言為英文，部分地區中文也能通，行程中更安排關島中文服務人員，提供機場、旅館間的來回送機服務在市區景點間的接駁主要為租機車、包車，自駕三種方式，在關島想要自駕遊，僅需駕駛人年滿18歲，並持有台灣汽車駕照即可，因此也相當適合安排自由活動。

關島知名的觀光景點：戀人碑、西班牙廣場、聖母瑪利亞教堂，可安排前往，位在西班牙廣場附近的聖母瑪利亞教堂，十七世紀時期由帕德、聖維多利斯神父指導興建，經過多次戰爭和天災，於1958年在原址重新改建修復，聖母瑪利亞教堂內還供奉著當地民眾的守護神卡麥琳女神像。

TAIWAN MARKETING ACTIVITIES

NR MONITOR

For the past week (November 3 - 10), a total of 17 exposures were monitored including:

- TV Exposure: 0
- Online Exposure: 15
- Newspaper: 0
- Social Media: 2

1 of the news reported that there were 1300 booths, which included 104 countries attended ITF.

1 of the news reported that Koko bird debuted at ITF, and GTO has participated in the exposition.



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

HEALTH PROTOCOL & MINIMUM PUBLIC HEALTH STANDARDS


- As of August 7, 2023, presentation of vaccination status and vaccination certificates for COVID-19 are no longer required for international arrivals into the Philippines.
- For departing international travelers, vaccination requirements depend on the destination country.

Below are the following requirements for foreigners traveling to the Philippines:

Foreign nationals of non-visa required countries

- Registration via etravel.gov.ph. This must be filled out within 72 hours from their arrival or travelers can comply upon arrival at the special lanes for eTravel registration.
- A ticket back to the port of origin or the next port of destination outside the Philippines scheduled within 30 from arrival. An Entry Exemption Document (EED) must be secured for those staying beyond 30 days.

Source: Guide To The Philippines
<https://guidetothephilippines.ph/articles/ultimate-guides/philippines-travel-covid-19>






ADVISORY

HEALTH PROTOCOL & MINIMUM PUBLIC HEALTH STANDARDS

As of 7 August 2023, following the lifting of the state of public health emergency throughout the Philippines by virtue of Proclamation No. 297 series of 2023, the public is informed of the following protocols on vaccination certificates as conveyed by the Inter-Agency Task Force for Emerging Infectious Diseases (IATF):

- **For International Arrivals:** Presentation of vaccination status and vaccination certificates for COVID-19 is not required. All arriving international travelers are accepted regardless of their vaccination status;
- **For Departing International Travelers:** The vaccination requirements depend on the destination country. The Bureau of Quarantine (BOQ) recommends that travelers check the requirements of their destination country; and
- **For OFWs and Seafarers:** The issuance of the International Certificate of Vaccination for Prophylaxis for Yellow Fever Vaccine and other vaccination depends on the requirement of the agency/company.

aganapcg.dfa.gov.ph  /phinagana  @phinagana  #DFAForgingAhead

PHILIPPINE AIRLINES AND SINGAPORE AIRLINES TO EMBARK ON NEW CODESHARE PARTNERSHIP

Philippine Airlines (PAL) and Singapore Airlines (SIA) have signed a new codeshare partnership agreement, which now allows the airlines to enhance flight options for their customers traveling between the PI and Singapore, as well as other domestic and international destinations via their respective hubs.

The codeshare agreement will start on SIA's and PAL's flights between Singapore and Manila, Philippines by the fourth quarter of 2023, subject to regulatory approvals. SIA will also codeshare on PAL's flights from Manila to 27 destinations within the Philippines*, while PAL will codeshare on SIA's flights to six destinations in Europe - Copenhagen, Frankfurt, Mila, Paris, Rome, and Zurich.

These European codeshare sectors will be rolled out progressively across PAL and SIA sales channels and travel agents over the coming weeks.

Both airlines will also explore an expansion of the codeshare agreement to include SIA's flights to additional points in Europe, as well as, destinations in Australia, India, New Zealand, and South Africa.

*The 27 destinations are Bacolod, Basco, Busuanga, Butuan, Cagayan De Oro, Calbayog, Catarman, Caticlan, Cebu, Cotabato, Davao, Dipolog, Dumaguete, General Santos, Iloilo, Kalibo, Laoag, Legazpi, Ozamiz, Pagadian, Puerto Princesa, Roxas, San Jose (Antique), Siargao, Tacloban, Tagbilaran, and Zamboanga.



Singapore Airlines Chief Executive Officer Goh Choon Phong (left) and Philippine Airlines President and Chief Operating Officer Captain Stanley K. Ng (right) at the signing of the new codeshare partnership agreement. Photo: Singapore Airlines

GUAM'S H-2B WORKERS NOW EXCEED 5K

The number of H-2B workers on Guam has now surpassed the 5,000-worker mark last seen in the early 1990s, and this may increase to 6,000 to 7,000 in the next fiscal year, the Guam Department of Labor said in a news release on Tuesday.

The influx of H-2B workers not only represents a crucial boost to Guam's construction capacity but also underscores the island's continuing economic development.

Joel Manalo Lague, originally from Pampaga, Philippines, is the 5,000 H-2B worker to be registered on Guam during the military buildup and is now employed by 5M Construction Corporation, GDOL said.

"Exceeding 5,000 h-2B workers marks a significant turning point in this Administration's efforts as we forge a path toward a more accessible, efficient, and beneficial H-2B program," Labor Director Davis Dell'Isola said in a statement.

Through the governor's firm leadership, and in partnership with the Philippine government, in the last year, GDOL made substantial improvements to the H-2B program, which has contributed to a more streamlined process.

Guam continues to work with the Philippines' Department of Migrant Workers to establish an office in Guam and a Labor Attaché. As military construction booms and H-2B labor expands, this unprecedented growth will allow Guam to fill critical employment gaps in other high-demand markets and foster economic prosperity for the island.



QC IS WELATHIEST CITY FOR 3RD STRAIGHT YEAR - COA

Metro Manila (CNN Philippines, October 10) - Quezon City emerged as the wealthiest local government unit in the country in 2022, according to data from the Commission on Audit (COA).

Based on COA's 2022 Annual Financial Report (AFR) for LGUs, Quezon City retained the top spot among the richest cities for the third straight year, even though its reported assets dropped by around ₱8 billion to ₱443.4 billion last year from ₱451 billion in 2021.

Makati City was second richest with total assets amounting to ₱239.4 billion, followed by the City of Manila in the third spot with ₱77.5 billion. Meanwhile, Mandaue City in Cebu province overtook Cebu City by almost ₱4 billion. In 2021, Cebu City, the capital of the province, was richer than Mandaue by around ₱300 million.



PHILIPPINES UNVEILS UPDATED TRAVEL APP FOR VISITORS

The Department of Tourism (DoT) and the Tourism Promotions Board (TPB) Philippines have released the upgraded Travel Philippines app.

This enhanced digital platform aims to provide a more convenient way travelers can experience the beauty, culture, and adventures that the destination has to offer.

The 'Travel Philippines' app has been upgraded with new features to improve tourist navigation and experience. The enhanced app is designed to provide comprehensive travel information, making it easier for tourists to explore the country's attractions. This digital initiative is part of the broader strategy to modernize the tourism infrastructure and cater to the tech-savvy traveler.

"The Travel Philippines app is a milestone for Philippine tourism as the whole country has come together to create and promote its enhanced version," said TPB's chief operating officer Margarita Montemayor Nograles.



PHILIPPINE AIRLINES CHIEF EYES GROWTH AFTER SUCCESSFUL RESTRUCTURING

Philippine Airlines (PAL) is enjoying the fruits of a major restructuring exercise undertaken during the coronavirus pandemic, with a reduced cost base helping the carrier to profitability.

PAL president and chief operating officer Stanley Ng is upbeat about the airline's prospects, stating a long-term ambition to add services to support the Philippines' global diaspora, and the potential long-term addition of Europe routes. "Last year was a very good year actually and for this year we're quite optimistic," says Ng. "It could even be better than last year."

A post-pandemic travel boom helped PAL swing to an operating profit of \$298 million in 2022, its first positive performance since 2019. Ng spoke with FlightGlobal at the recent IATA World Safety & Operations Conference in Hanoi, Vietnam. He says that the carrier's restructuring has had a major impact on the company's ability to compete profitability with low-cost rivals.

"The restructuring did its part to reduce lots of liabilities, and we were able to restructure a lot of loans, which we are still paying today," he says. According to Ng, operating costs have reduced and the impact to PAL is very significant.



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!

CEB to GUM Jan 21-24, 2023	MNL to GUM Feb 01-08, 2023	MNL – GUM Feb 12-22, 2023
From US \$585* Round Trip Economy	From US \$394* Round Trip Economy	From US \$394* 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 17 November 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.

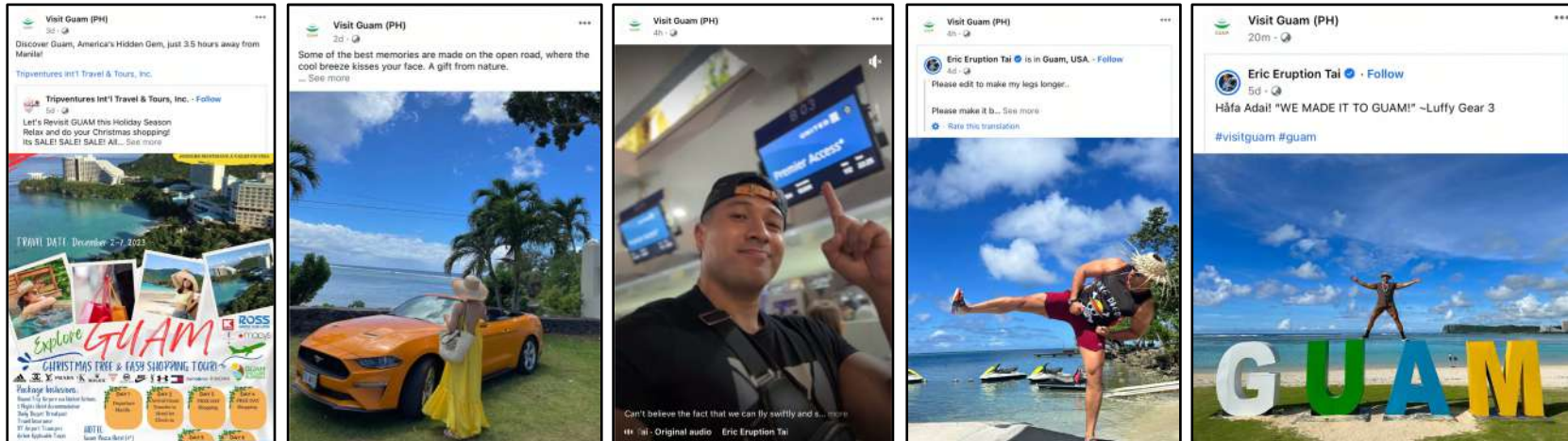
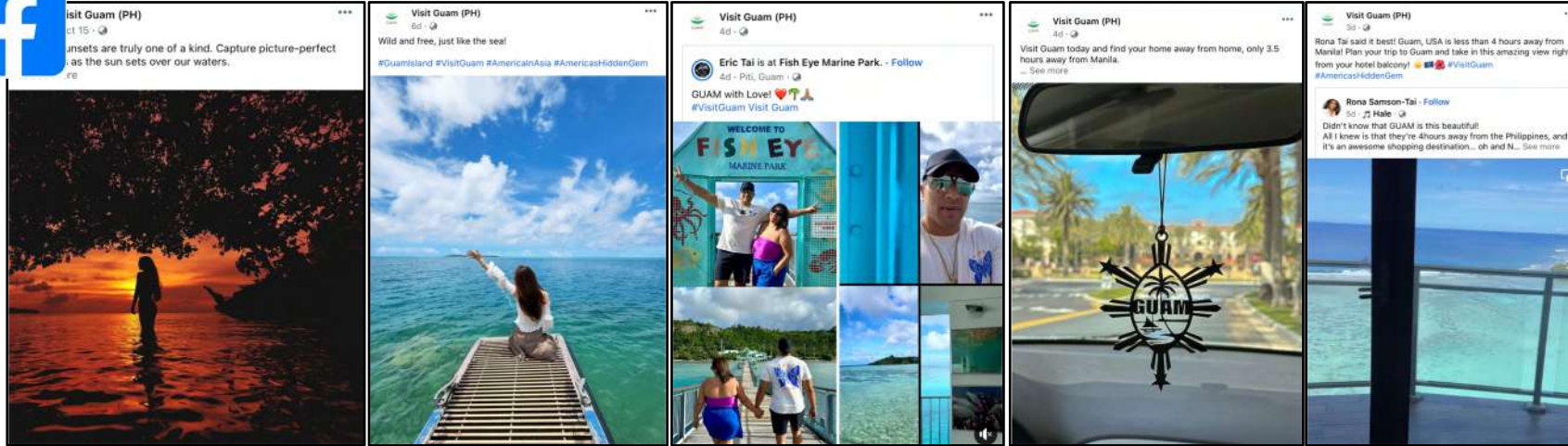


Manila (MNL) to
Agana, Guam (GUM)
11/21/2023 - 11/24/2023

from
US \$377*
Viewed: 1 hour ago
Roundtrip | Economy

[Book Now](#)

PHILIPPINES MARKETING ACTIVITIES



PHILIPPINES MARKETING ACTIVITIES

GUAM VISITORS BUREAU WELCOMES ERIC 'ERUPTION' TAI

- GVB invited PI influencer & wife to Guam from Oct 17-20, 2023 - **10M+ followers** collectively
- Eric's highly engaged posts increased awareness about Guam (more deliverables to follow):
 - Facebook - 6 posts
 - Instagram - 6 posts
 - YouTube - 7 short-form videos
 - TikTok - 4 videos
- Produced dance routine for local song "Island Girl" by Jed
- Si Yu'os Ma'åse to all our tourism partners who supported this familiarization trip.
 - United Airlines
 - Dusit Thani Guam Resort
 - Baldyga Group
 - Three Squares
 - Hotel Nikko Guam
 - The Tsubaki Tower
 - Bikini Island Club
 - Guam Plaza Resort & Spa
 - Fish Eye Marine Park
 - Nissan Rent A Car



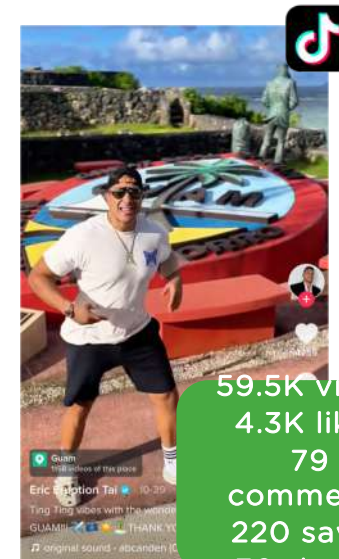
135K views
4.5K likes
77 comments
213 saves



81K views
3.3K likes
69 comments



9.7K likes
1.5K comments
62 shares



59.5K views
4.3K likes
79 comments
220 saves
76 shares

PHILIPPINES MARKETING ACTIVITIES



Social Media - November Content Calendar

			November 1	November 2	November 3	November 4
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Golf		Guam Beaches	
November 5	November 6	November 7	November 8	November 9	November 10	November 11
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Dining in Guam		Priest Pools		Rental Cars/ Driving in Guam		Cetti Bay Overlook
November 12	November 13	November 14	November 15	November 16	November 17	November 18
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Guam sign @ Ypao Beach		Humåtak/ Scenic View		Guam as a US Destination	
November 19	November 20	November 21	November 22	November 23	November 24	November 25
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Tax-Free Shopping		Emerald Valley		Paddleboarding		(Reel) Highlights of Guam
November 26	November 27	November 28	November 29	November 30		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Rental Cars/ Driving in Guam		Golf			