

**#InstaGuam**

@guamstartour



# INDUSTRY REPORT

OCTOBER 13, 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
- 10 Guam Adventures
- 11 Guam Bikini Island Club Com
- 12 Guam Museum
- 13 Guam Ocean Park
- 14 Guam Plaza Resort & Spa
- 15 Guam Tropical Dive Station
- 16 Guam Zoological, Botanical & Marine Gardens
- 17 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

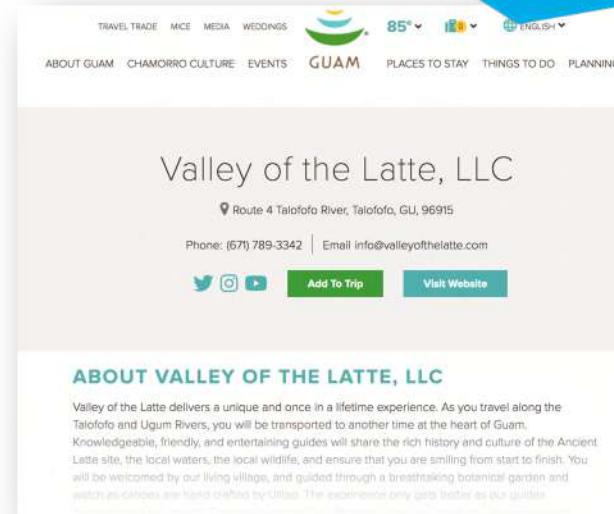
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, 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](mailto: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](mailto: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](mailto:taylor.pangilinan@visitguam.com)

# GUAM ISLAND FIESTA TOUR

THE GUAM VISITORS BUREAU INVITES YOU TO JOIN THE HONORABLE JOHNNY A. QUINATA IN CELEBRATION OF HUMÅTAK FIESTA.

Enjoy delicious food, live entertainment, and fireworks!

- Date: Sunday, October 15, 2023
- Time: 12:00 – 7:00 PM
- Location: Humåtak Mayors Office
- Attire: Island Wear



# UPCOMING EVENTS



## COMEDIAN **ROB SCHNEIDER** LIVE IN GUAM!

UOG Endowment Foundation, in collaboration with Guam Comedy, will be hosting a comedy show with Rob Schneider at the University of Guam.

- November 3<sup>rd</sup> & 4<sup>th</sup>, 2023
- UOG Calvo Field House
- VIP Floor Seats \$200-\$500
  - Seats sold in multiples of 2
- General Admission \$60/person

Tickets for Rob Schneider comedy shows will be available for purchase through [www.guamcomedy.com](http://www.guamcomedy.com)

For more information, contact the [UOG Endowment Foundation](http://www.uogendowment.org) at 671-735-2957 or by email at [shawn@uogendowment.org](mailto:shawn@uogendowment.org)



UOG ENDOWMENT FOUNDATION & GUAM COMEDY PRESENTS

# ROB SCHNEIDER

## LIVE IN GUAM

NOV. 3<sup>RD</sup> & 4<sup>TH</sup>  
UOG CALVO FIELD HOUSE

TICKETS AVAILABLE NOW AT  
[WWW.GUAMCOMEDY.COM](http://WWW.GUAMCOMEDY.COM)

*Portion of proceeds to benefit  
the UOG Endowment Foundation.*

PRESENTED BY

UNITED AIRLINES | GUAM VISITORS BUREAU | Bank of Guam  
CHOICE BROADCASTING COMPANY, LLC | KUAM COMMUNICATIONS | BG INVESTMENT SERVICES, INC.  
GUAM ARMY NATIONAL GUARD | Heineken

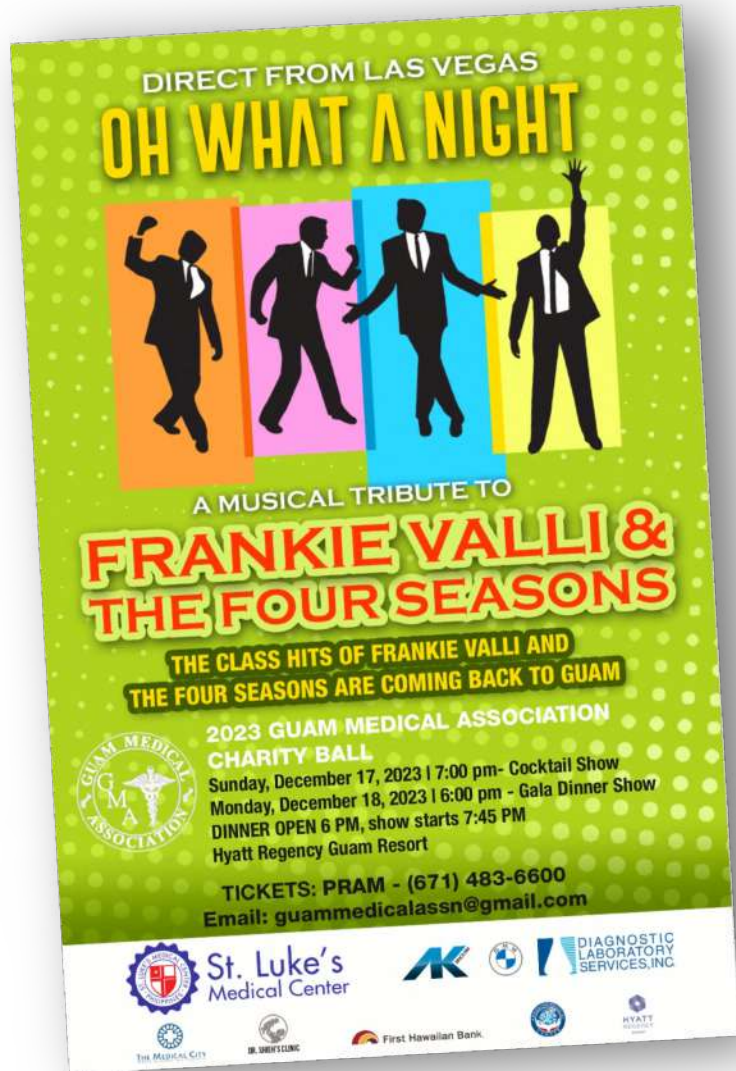
ALSO BROUGHT TO YOU BY

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SPECIAL THANKS TO

SKYY | J&J BRAZZI | pepsi | First Hawaiian Bank | Matson | RAYMOND-JAMES | UG | AUTO SPOT | Island Eye

# 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](mailto:guammedicalassn@gmail.com)

# GVB SUPPORTS VILLAGES

GVB IS WORKING TOGETHER WITH MAYORS TO ADD VILLAGE SIGNS THROUGHOUT THE ISLAND

- Project began in the southern villages.
  - Hågat
  - Humåtak
  - Inalåhan
  - Malesso
- Villages have the option to personalize the signs.



*Photo credit: Roy Baza Alferos*



*Photo credit: Bel Chiguina*



# 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**  
@amy\_is\_coming

# MARKET INTELLIGENCE REPORT

As of October 13, 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](https://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

- Total outbound seat capacity for October remains at 40,317; November at 41,065; and December at 42,426.
- Japan Airlines summer 2023 flight schedule shown in appendix
- Shown in appendix are: SNS performance summary and highlights; News Pickup; Weekly Guam digital PR articles; YouTube Gogo! Guam campaign info; and media performance



## SOUTH KOREA

- Total outbound seat capacity for October remains at 46,792; November at 41,277; and December at 49,060.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



## TAIWAN

- The Taiwan Tourism Administration joins hands with the Bureau of Foreign Trade to promote Taiwan
- Top Taiwan airport sees holiday traffic reach 95% of pre-COVID level
- Taiwan to reach 2023 target of 6 million visitors early.
- Bangkok adorned with drawing depicting Taiwan.
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

## PHILIPPINES

- Flu, COVID-19 cases on the rise amid rainy season – DOH
- NAIA reports record breaking passenger volume in first three quarters of 2023
- PH surpasses 4-million in foreign arrivals
- DOT inaugurates centralized tourist assistance call center
- United Airlines and Philippine Airlines continue to fly daily in October 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



DETAILS ARE FOUND IN THE APPENDIX



**#InstaGuam**

@jiiiiinna



# APPENDIX

As of October 13, 2023 and may be subject to change.






# JAPAN

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - OCTOBER

*Interviews with various companies*

| AIRLINES  | CURRENT STATUS               | FLIGHT | DEPARTURE | TIME            | FREQUENCY          | SEAT CAPACITY |
|---|------------------------------|--------|-----------|-----------------|--------------------|---------------|
|  | Available                    | UA827  | NRT       | 11:15 / 16:05   | Daily              | 5,146         |
|   | Available                    | UA 197 | NRT       | 17:30 / 22:20   | Daily              | 5,146         |
|   | Available                    | UA874  | NRT       | 21:05 / 1:45 +1 | Mon, Wed, Fri, Sat | 2,822         |
|   | Available from April 9, 2023 | UA865  | NRT       | 17:25 / 22:15   | Daily              | 5,146         |
|   | Available                    | UA 136 | NGO       | 11:20 / 15:55   | Wed, Thu, Fri, Sat | 2,656         |
|   | Available                    | UA 172 | NGO       | 20:50 / 1:25 +1 | Sun, Mon, Tue      | 2,490         |
|   | Available                    | UA 150 | KIX       | 11:05 / 15:45   | Mon, Wed, Fri, Sun | 2,988         |
|   | Available                    | UA 178 | KIX       | 20:50 / 1:20 +1 | Tue, Thu, Sat      | 2,158         |
|   | Available                    | UA 166 | FUK       | 11:50 / 16:50   | Tue, Fri, Sun      | 2,324         |
| TTL   |                              |        |           |                 |                    | <b>30,876</b> |


| AIRLINES  | CURRENT STATUS                | FLIGHT | DEPARTURE | TIME          | FREQUENCY          | SEAT CAPACITY |
|---|-------------------------------|--------|-----------|---------------|--------------------|---------------|
|  | Available                     | JL941  | NRT       | 9:30 / 14:15  | Tue, Thu, Sat, Sun | 3,582         |
|  | Suspended until June 30, 2023 | TW311  | KIX       | 10:45 / 15:10 | Daily              | -             |
|  | Available                     | 7C182  | NRT       | 10:05 / 15:00 | Daily              | 5,859         |
|   | Suspended until June 30, 2023 | 7C3174 | KIX       | 10:10 / 14:50 | Daily              | -             |
|   | Suspended until June 30, 2023 | 7C3184 | KIX       | 10:10 / 14:50 | Tue                | -             |
| TTL   |                               |        |           |               |                    | <b>9,441</b>  |




**OCTOBER TOTAL OUTBOUND SEAT CAPACITY : 40,317**

# 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   |                              |        |           |                |                    | <b>37,682</b> |


| 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   |                |        |           |               |           | <b>3,383</b>  |




**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   |                              |        |           |                |                    | <b>38,844</b> |

| 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   |                |        |           |               |           | <b>3,582</b>  |

**DECEMBER TOTAL OUTBOUND SEAT CAPACITY : 42,426**

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - APPENDIX

### Japan Airlines 2023 - 2024 Flight Schedule

|               |               | OPERATION DATE  |   | SEAT CAPACITY |       |
|---------------|---------------|---|---|---------------|-------|
| <b>FY2023</b> | 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         |       |
|               | <b>FY2024</b> | 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

## NEW CHITOSE AIRPORT WORLD TRAVEL FESTIVAL

On September 30 and October 1, 2023, the Guam Visitors Bureau participated in the second annual World Travel Festival - a two-day consumer event held at New Chitose Airport. A total of 39 tourism agencies exhibited at this event, which attracted more than 1,500 visitors. GVB Japan team conducted a presentation introducing Guam's charm to customers in Hokkaido. Although there are no direct flights from New Chitose Airport in Hokkaido to Guam, many people were still considering traveling to Guam, confirmed the demand among Hokkaido residents.



# JAPAN MARKETING ACTIVITIES

## ONE GUAM SEMINAR IN SAPPORO

On October 2, 2023, GVB Japan held a Guam seminar in Sapporo. The seminar provided travel agencies with the latest information on Guam and requested their cooperation in increasing the number of travelers from New Chitose Airport with a view to launching charter flights. A total of 26 people from 17 companies, including travel agencies and the Sapporo Tourism Association, attended the seminar in cooperation with JATA Hokkaido Branch Office. The Sapporo Tourism Association, which has a sister-city affiliation with Guam, made remarks about the upcoming 30<sup>th</sup> anniversary next year and the strengthening of exchange relations.





# SNS HIGHLIGHT



visitguam.jp - フォローする

visitguam.jp Guam 観光前に必読するタロフォフォ川に沿った壮大な自然がある「パレーオザラッド」。

ここで約3000年前のチャモロ文化を体験することができます。タロフォフォ川ではリバークルーズなどのアクティビティが楽しめますよ。

ぜひ、チャモロの文化に触れてみてください。

#visitguam #Guam #グアム #islands #weekend #instagram #stephano #旅行 #海外旅行 #instagram #パレーオザラッド #Valley of the Lattes #タロフォフォ川 #タロフォフォ川文化体験 #アクティビティ

1日前

いいね! 328件

コメントを返信...

328 Like



visitguam.jp - フォローする

visitguam.jp ショッピングやビーチアクティビティを満喫した後は、ちょっと落ち着いた夜のグアムを楽しんでみてはいかがでしょうか。

ブルーラグーン・クラブにある「Molly's (モーリス)」は、グアムでは珍しいアイリッシュパブです。

店内では、ピザやサンドウィッチと併売されるビールが楽しめます。

週末にはたくさんのローカルや観光客が訪れ、スポーツ観戦で盛り上がり、とっても賑わいます。

理想の週末の過ごし方をお楽しみください。

ぜひ、楽しい夜行のプランをお楽しみください。

いいね! 331件

コメントを返信...

331 Like



visitguam.jp

グアムといえば西のシットルバズがよね♥高層ビルがないし、海外旅行初心者さんでも移動が安心です♥バス、もっと見る

オアシナルホム - 1日前 | グアム政府観光局

いいね! 238件

コメント (1)

コメントを返信...

238 Like



グアム政府観光局 (公...) @visitguam... · 5日前 | プロモーションする

Haha Aha! おはようございます♥

本日も新千歳空港の「世界の旅フェスタ」に出展中♥

今日は14:30からPRステージもあります!

是非お越しください

イベントURL: [new-chitose-airport.jp/ja/spend/speci...](https://www.visitguam.jp/ja/spend/speci...)

いいね! 58件

コメント (1)

コメントを返信...

58 Like



visitguam.jp

visitguam.jp アラバシカ、ワトギのエアポートスポットが完成しました。

グアム最大のエアポートにある、ワトギのエアポートスポットは、アラバシカ (Arabic Shearwater) の巨大な彫刻です。


こちらが彫刻の「ワトギ」は、アラバシカを象徴する鳥類です。ワトギは、グアムに生息する唯一のワトギ科の鳥類です。ワトギは、グアムに生息する唯一のワトギ科の鳥類です。

ワトギの彫刻は、グアムに生息する唯一のワトギ科の鳥類です。

いいね! 257件

コメントを返信...

257 Like



visitguam.jp

visitguam.jp 夕陽が綺麗ですね!

夕陽が綺麗ですね! 夕陽が綺麗ですね! 夕陽が綺麗ですね!

いいね! 384件

コメント (1)

コメントを返信...

384 Like



visitguam.jp

グアムフォトスポット 5選

オアシナルホム - 1日前 | グアム政府観光局

いいね! 103件

コメント (1)

コメントを返信...

103 Like



グアム政府観光局 (公...) @visitguam... · 9月30日 | プロモーションする

本日から10月1日まで開催する「世界の旅フェスタ」の出展中です!

グアムブースは10時〜18時

海外旅行情報や世界の料理を楽しむコーナー、ステージイベントなども盛りだくさん!

イベントURL: [new-chitose-airport.jp/ja/spend/speci...](https://www.visitguam.jp/ja/spend/speci...)

いいね! 101件

コメント (1)

コメントを返信...

101 Like



visitguam.jp

visitguam.jp 5月のグアム、ビーチリゾートの魅力を堪能してください。

グアムには美しいビーチがたくさんあります。

グアムには美しいビーチがたくさんあります。

いいね! 292件

コメントを返信...

292 Like



グアム政府観光局 (公...) @visitguam.jp

活劇のCocoro

ワンダーランドの最新ショー

新しいショー! アートで楽しむ時代、新発見のショー

スオサンドキヤスル

ぜひお楽しみください

いいね! 69件

コメント (1)

コメントを返信...

69 Like



グアム政府観光局 (公...) @visitguam.jp

夕陽が綺麗ですね!

夕陽が綺麗ですね! 夕陽が綺麗ですね! 夕陽が綺麗ですね!

いいね! 185件

コメント (1)

コメントを返信...

185 Like



グアム政府観光局 (公...) @visitguam.jp

コノイタド 観光、グアム行きで特別優待 乗込込み47,000円から

詳しくはこちら

いいね! 198件

コメント (1)

コメントを返信...

198 Like



グアム政府観光局 (公...) @visitguam... · 9月29日 | プロモーションする

新千歳空港から、世界へ! ♥

9月30日、10月1日の2日間、新千歳空港国際線 ボルトムホールで「新千歳空港 世界の旅フェスタ」が開催されます。

海外旅行情報や世界の料理を楽しむコーナー、ステージイベントなども盛りだくさん!

詳しい内容はこちら!

[new-chitose-airport.jp/ja/spend/speci...](https://www.visitguam.jp/ja/spend/speci...)

#hereweguam #guam

いいね! 35件

コメント (1)

コメントを返信...

35 Like

# SNS HIGHLIGHT



visitguam.jp • フォローする

visitguam.jp 朝日をお楽しみながら、ビーチ沿いのウォーキングして最高の一日を過ごそう。

朝の光を浴びながら、海を眺めながら自然の音を聞いたりすることで、脳がリラックスできる。気分が前向きになりますよ！


グアムでの早朝のビーチ散歩をぜひ一度は試してみてください。

#hereweguam #Guam #グアム #firstweekend #instagood #instaphoto #旅行 #海外旅行 #フォトジェニック #インスタグラム #インスタグラム #インスタグラム #インスタグラム

いいね! 316件

コメントを見る...

316 Like



visitguam.jp • フォローする

visitguam.jp 今週の週末は、空気がすっかり秋らしくなってきましたね。良い10月のスタートをお迎えされるよう、素敵な週末をお過ごしください。

#hereweguam #Guam #グアム #firstweekend #instagood #instaphoto #旅行 #海外旅行 #フォトジェニック #インスタグラム #インスタグラム #インスタグラム #インスタグラム

いいね! 426件

コメントを見る...

426 Like



visitguam.jp

ABCストア 皆さま、お久しぶりです。ぜひお買い物やお土産の参考にしてください。 #グアム旅行 #海外旅行 #お土産 #お土産 #お土産 #お土産

いいね! 393件

コメントを見る...

393 Like



グアム政府観光局 (公式) @visitguam\_jp

Hafa Adai! おはようございます！

本日新千歳空港の「世界の森フェスタ」に出展中。今日は14:30からPRステージもあります！是非お越し下さい！

イベントURL: [new-chitose-airport.jp/jp/visit/speci...](http://new-chitose-airport.jp/jp/visit/speci...)

いいね! 96件

コメントを見る...

96 Like



visitguam.jp • フォローする

visitguam.jp グアムには、フォトジェニックなアートの宝庫があります。

グアム地産産物のハコブタ地区にある、クラフトビル「カラバオ・ブリュワリー (Carabao Brewery)」の巨大ウォールアートは必見の逸品！

ごちそうごちそう「ココナート」は、グアムに生息する同種で絶滅の危機に瀕している珍しい鳥です。

上すにココナートの前に立ち寄り、写真を撮り、思い出に残る瞬間を楽しんでください。

#hereweguam #Guam #グアム #firstweekend #instagood #instaphoto #旅行 #海外旅行 #フォトジェニック #インスタグラム #インスタグラム #インスタグラム #インスタグラム

いいね! 318件

コメントを見る...

318 Like



visitguam.jp • フォローする

visitguam.jp 朝日、グアムの熱帯気候は、一年中プールが楽しめます！

プールで水がせきないお楽しみや新機軸を体験するスライダーです。お友達と一緒でもぜひ楽しんでみてください。

#hereweguam #Guam #グアム #firstweekend #instagood #instaphoto #旅行 #海外旅行 #フォトジェニック #インスタグラム #インスタグラム #インスタグラム #インスタグラム

いいね! 437件

コメントを見る...

437 Like



visitguam.jp

グアムの絶景事情。コトコトロイヤルを持っていくときは必ず確認してください。 #グアム旅行 #海外旅行 #お土産 #お土産 #お土産 #お土産

いいね! 625件

コメントを見る...

625 Like



グアム政府観光局 (公式) @visitguam\_jp

ぜひ、見てください！

#ハノストップ #グアム #hereweguam

【公式】『ハノストップ！』@hanostop\_jpby 10月3日 - 10月4日(約)のハノストップ！

#オテゴロ産物では「カルディコーヒーファーム」を披露 #ハロウーンアイテム #お土産の季節限定商品もご紹介 #グアム観光局

そして...100kmサイバイルマラソンのご褒美！ #ハロウーン山行が行く #グアム観光局

最新グアム情報をお届け！ぜひご覧ください！

いいね! 95件

コメントを見る...

95 Like



visitguam.jp • フォローする

visitguam.jp グアムで最も賑やかなリゾート・エリア「タモン」。

タモンタウンはリゾートで美しい街並みや多様な建物が多く、さまざまな施設や娯楽を楽しむことができます。

グアムでのフォトジェニックなスポット、ぜひお楽しみください。ちょっと変わったホテルでのフォト撮影もおすすめです。

洗練された街並みをお楽しみしながら、朝日を浴びてください。

#hereweguam #Guam #グアム #firstweekend #instagood #instaphoto #旅行 #海外旅行 #フォトジェニック #インスタグラム #インスタグラム #インスタグラム #インスタグラム

いいね! 420件

コメントを見る...

420 Like



visitguam.jp • フォローする

visitguam.jp グアムでインスピレーションが湧いてしまうような、海からの風が髪をよそよそと自然と一体化したように感じる瞬間があります。

目の前には広がるエメラルドブルーの海を眺めながらリラックスした瞬間をお過ごしください。

#hereweguam #Guam #グアム #firstweekend #instagood #instaphoto #旅行 #海外旅行 #フォトジェニック #インスタグラム #インスタグラム #インスタグラム #インスタグラム

いいね! 317件

コメントを見る...

317 Like



グアム政府観光局 (公式) @visitguam\_jp

新千歳空港、世界へ！

9月30日、10月1日の日程、新千歳国際線バゲージルームで「新千歳空港 世界の森フェスタ」が開催されます。

国際旅行情報や世界の情報を提供するコーナー、ステージイベントなども盛りだくさん！

美しい内装はこちら！ [new-chitose-airport.jp/jp/visit/speci...](http://new-chitose-airport.jp/jp/visit/speci...)

#hereweguam #guam

いいね! 36件

コメントを見る...

36 Like



グアム政府観光局 (公式) @visitguam\_jp

16 グアム政府観光局

いいね! 103件

コメントを見る...






103 Like

# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- Instagram and TikTok are experiencing a drop in reach due to advertising being suspended.

| SNS   | follower    |            | Week Reach  |            | Week Engagement |            |
|---|-------------|------------|-------------|------------|-----------------|------------|
|   | 30 Sep,2023 | 7 Oct,2023 | 30 Sep,2023 | 7 Oct,2023 | 30 Sep,2023     | 7 Oct,2023 |
|    | 27,283      | 27,281     | 1,417,663   | 10,373     | 811             | 872        |
|   | -0.01%      |            | -99.27%     |            | 7.52%           |            |
|    | 23,592      | 23,591     | 3,319       | 3,873      | 443             | 619        |
|   | 0.00%       |            | 16.69%      |            | 39.73%          |            |
|    | 17,768      | 17,778     | 33,100      | 30,700     | 502             | 421        |
|   | 0.06%       |            | -7.25%      |            | -16.14%         |            |
|   | 60,224      | 60,256     | 1,788,926   | 385,077    | 3,293           | 3,489      |
|   | 0.05%       |            | -78.47%     |            | 5.95%           |            |
|  | -           | -          | -           | -          | -               | -          |
|   | -           |            | -           |            | -               |            |

# JAPAN MARKETING ACTIVITIES

## YouTube Ads (GOGO! GUAM Summer Campaign)

CPM is ¥272, CTR is 0.06%, and CPC is ¥448

Jul 1 - Sep 28

GOGO! SUMMER Campaign ad

### Instagram

| Campaign     | Impr.      | Clicks | CTR   | CPC    | CPM     | Video View | Reach     | Frequency |
|--------------|------------|--------|-------|--------|---------|------------|-----------|-----------|
| Here We Guam | 26,936,599 | 8,067  | 0.03% | ¥495.8 | ¥148.50 | 20,628,806 | 6,256,647 | 4.31      |

### tiktok

| Campaign     | Impr.     | Clicks | CTR   | CPC  | CPM   | Video View | Reach     | Frequency |
|--------------|-----------|--------|-------|------|-------|------------|-----------|-----------|
| Here We Guam | 6,524,431 | 17,638 | 0.27% | ¥0.0 | ¥0.00 | 6,261,443  | 5,333,761 | 1.22      |

### Youtube

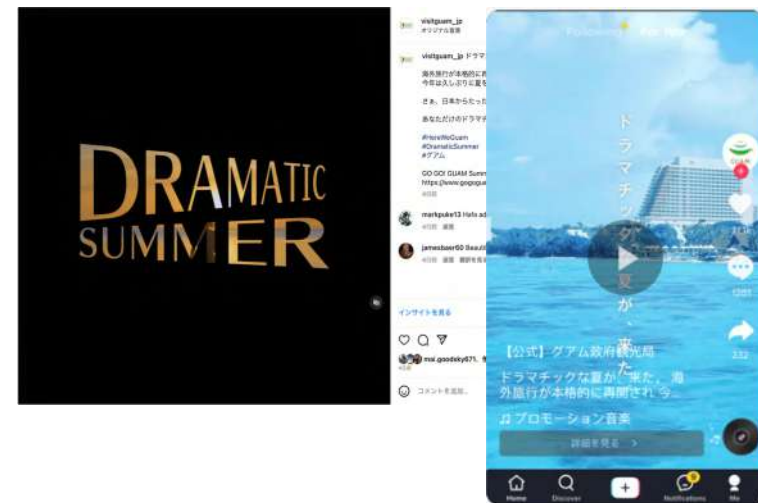
| Campaign     | Impr.      | Clicks | CTR   | CPC      | CPM     | Video View | Reach      | Frequency |
|--------------|------------|--------|-------|----------|---------|------------|------------|-----------|
| Here We Guam | 12,725,951 | 2,300  | 0.02% | ¥2,717.1 | ¥491.08 | 3,886,595  | 10,047,591 | 1.27      |

### Tver

| Campaign     | Impr.   | Clicks | CTR   | CPC      | CPM       | Video View | Reach | Frequency |
|--------------|---------|--------|-------|----------|-----------|------------|-------|-----------|
| Here We Guam | 621,930 | 418    | 0.07% | ¥5,951.0 | ¥3,999.69 | 622,410    | -     | -         |

### Total

| Campaign     | Impr.      | Clicks | CTR   | CPC    | CPM     | Video View | Reach      | Frequency |
|--------------|------------|--------|-------|--------|---------|------------|------------|-----------|
| Here We Guam | 46,808,911 | 28,423 | 0.06% | ¥448.1 | ¥272.11 | 31,399,254 | 21,637,999 | 2.16      |



グアムの人に大人気！  
ツーリストもぜひチェック！ファッカイショップ



グアムの人々から大人気のファッカイショップ。グアム人の心をつかんでいるファッカイショップ。ファッカイショップの店舗内は、グアムの人々から大人気のファッカイショップ。グアムの人々から大人気のファッカイショップ。グアムの人々から大人気のファッカイショップ。



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## WEEKLY GUAM

Very popular with Guam people! Tourists should also check it out – Fokai Shop.

FOKAI is an apparel brand that is extremely popular among Guam’s residents, with new products arriving every two weeks. It seems that there are many hidden fans in Japan as well.

There are two (2) locations in Guam – Hagåtña and Tumon. The Tumon store, located on Fujita Road near the Grand Plaza Hotel and the Tumon police station, is recommended as it has a larger selection of products and is more accessible for tourists.

The brand’s main items are men’s tops. There is a wide variety of designs, all of which are full of love for Guam and Chamorros. The designs are very foot, featuring Guam’s location (13° NORTH 144° EAST), the rugged ancient Chamorro man, and dwellings on the latte stone, etc.

There is a full lineup of fashion goods. In addition to shirts, there are bucket hats, caps, bags, socks, etc. The interior of the store is also a must-see. There are various stones, shells, and ropes – all of which are essential to the ancient Chamorro culture.

# JAPAN MARKETING ACTIVITIES

今年も大盛況のうちに  
終了！マンギラオドニ  
フェスティバル



今年も大盛況のうちに終了！マンギラオドニフェスティバル (Mangilao Donne' Festival) は、マンギラオの町を彩るお祭りです。毎年このお祭りが開催されています。マンギラオドニフェスティバルは、マンギラオの町を彩るお祭りです。毎年このお祭りが開催されています。



マンギラオドニフェスティバルは、マンギラオの町を彩るお祭りです。毎年このお祭りが開催されています。

マンギラオドニフェスティバルは、マンギラオの町を彩るお祭りです。毎年このお祭りが開催されています。



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マンギラオドニフェスティバルは、マンギラオの町を彩るお祭りです。毎年このお祭りが開催されています。



マンギラオドニフェスティバルは、マンギラオの町を彩るお祭りです。毎年このお祭りが開催されています。



マンギラオドニフェスティバルは、マンギラオの町を彩るお祭りです。毎年このお祭りが開催されています。



マンギラオドニフェスティバルは、マンギラオの町を彩るお祭りです。毎年このお祭りが開催されています。



マンギラオドニフェスティバルは、マンギラオの町を彩るお祭りです。毎年このお祭りが開催されています。



マンギラオドニフェスティバルは、マンギラオの町を彩るお祭りです。毎年このお祭りが開催されています。

## WEEKLY GUAM

### Mangilao Donne' Festival - another great success!

The Mangilao Donne' Festival took place from September 22 - 24, 2023. The festival was packed with people, food, shopping, and entertainment under Guam's blue skies.

Vendors included BBQ stalls, food trucks, local handmade accessories, and many more. Donne' means chili pepper in Chamorro so many products had chili pepper designs to highlight the festival.

The festival also hosted a Donne' Dinanche Competition, as they do every year. If you travel to Guam during the Donne' Festival, you should definitely visit. You can spend a relaxing and enjoyable time with a local atmosphere.



# JAPAN MARKETING ACTIVITIES



**GLAM**  
PICK UP FASHION BEAUTY LIFESTYLE ENTERTAINMENT TRAVEL ARTMAKE

GLAM Editorial

2023.09.21(Thu) TRAVEL | EDITOR'S PICK  
グアムのおすすめレストラン10選！南国リゾートの絶品グルメを堪能しよう♪



グアム政府観光局

南国リゾートで日本人観光客から人気の高いグアムには、魅力的なレストランが並びます。アメリカ領であるグアムには、アメリカンなレストランが多くあります。

グルメも観光の楽しみ方の一つ。この記事では、グアムのおすすめレストランを10個紹介します。グアムでどのレストランに行こうか悩んでいる方は、ぜひ参考にしてみてください！

[グアム旅行者必見！](#)  
[旅行会社のおすすめの選び方はこちら](#)

PICグアムのウォーターパークは、宿泊者無料で利用できます。宿泊者以外の方は「PIC1日券」を購入すれば、ウォーターパークを利用できます。

オプションツアーや旅行代理店のツアーデスクなどで、購入可能です（ホテルでは直接購入できません）。

子連れのお家族やカップルの方は、ぜひPICグアムのウォーターパークに訪れてみてください。

|      |   |
|------|---|
| 営業時間 | 9:00~20:00  |
| 料金   | ・宿泊客：無料<br>・宿泊者以外：PIC1日券を購入（ホテルでは購入不可、料金は販売店に要確認） |

## GLAM DIGITAL PR

### 10 Recommended Restaurants in Guam! Enjoy the exquisite cuisine of this tropical resort.

Guam, a tropical resort and a popular destination for Japanese tourists, is lined with attractive restaurants. As a U.S. Territory, Guam has many American restaurants. This article introduces 10 recommended restaurants in Guam.

#### Recommended Restaurants in Guam

- Proa (Famous Chamoru cuisine restaurant)
- Pika's Café (Popular with locals)
- Tony Roma's (Tender BBQ ribs)
- Lone Star Steak House (Delicious steaks)
- Nana's Café (Seafood by the beach)
- Sail's BBQ (BBQ by the beach)
- Meskla Dos (Hamburger contest winner)
- IHOP (Best pancakes)
- California Pizza Kitchen (Pizza-making experience)
- Beachin' Shrimp (Seafood specialty restaurant)

# JAPAN MARKETING ACTIVITIES



## MEDIA PERFORMANCE



### Online Focus - Top Articles

From September 29, 2023 to October 6, 2023

### Top 10 Online & Blogs Placements by MIV

|   | Date      | Location | Potential Reach | MIV (\$) |
|---|-----------|----------|-----------------|----------|
|  <b>Chunichi</b><br>グアムが誇るスポット！恋人岬   | 10/6/2023 | Japan    | 12M             | \$3.03K  |
|  <b>4 Travel - JP</b><br>2022年12月グアム旅行 とうさん初のグアム！お気に入りには                   | 9/29/2023 | Japan    | 5.93M           | \$1.89K  |
|  <b>4 Travel - JP</b><br>週末とりっぶサクッとグアムへ！                                   | 10/1/2023 | Japan    | 5.93M           | \$1.87K  |
|  <b>4 Travel - JP</b><br>2018'09 フォトジェニックなおトナのグアム                          | 10/6/2023 | Japan    | 5.93M           | \$1.87K  |
|  <b>4 Travel - JP</b><br>デデ島の朝市シャトルバスが運休なのでグアムリーフホテルから往復40\$のタクシーでGO！      | 10/6/2023 | Japan    | 5.93M           | \$1.85K  |
|  <b>4 Travel - JP</b><br>2010冬、グアム島旅行記(1/19)：2月15日(1)：セントレア出発グアムへ        | 10/1/2023 | Japan    | 5.93M           | \$1.83K  |
|  <b>4 Travel - JP</b><br>2010冬、グアム島旅行記(9/25)：2月16日(7)タモン・ビーチ、水族館「アンダー... | 9/29/2023 | Japan    | 5.93M           | \$1.81K  |
|  <b>4 Travel - JP</b><br>2010冬、グアム島旅行記(15/19)：2月17日(3)：イルカウォッチング、アガット... | 10/1/2023 | Japan    | 5.93M           | \$1.79K  |
|  <b>4 Travel - JP</b><br>2010冬、グアム島旅行記(16/19)：2月17日(4)：イルカウォッチング、親子イルカ   | 10/1/2023 | Japan    | 5.93M           | \$1.79K  |
|  <b>4 Travel - JP</b><br>2010冬、グアム島旅行記(11/19)：2月16日(9)：市内見学、グアム・プレミア...  | 10/1/2023 | Japan    | 5.93M           | \$1.79K  |

### 4 Travel - JP

October 6, 2023

Reach: 5,934,097 - MIV: \$1,868



### 4 Travel - JP

October 1, 2023

Reach: 5,934,097 - MIV: \$1,871





# JAPAN MARKETING ACTIVITIES

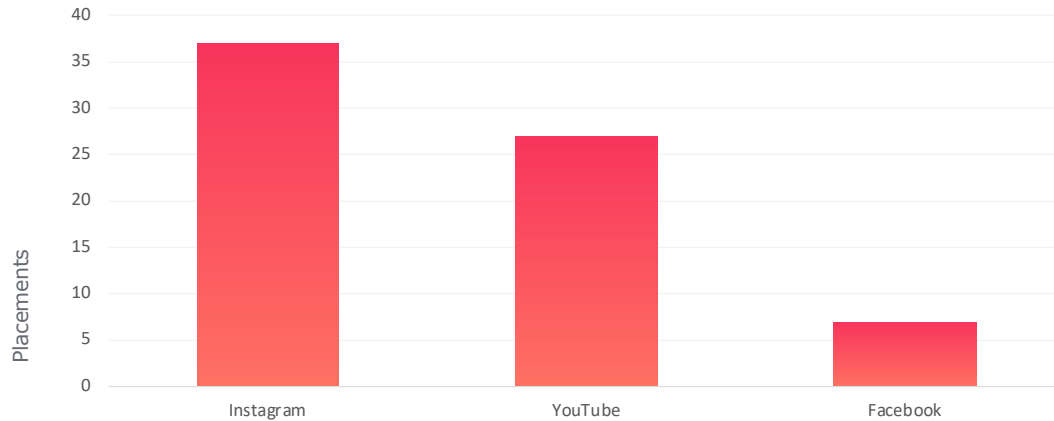
## MEDIA PERFORMANCE



### Social Focus - Platform Performance

From September 29, 2023 to October 6, 2023

#### Placements by Platform



| Name      | Placements | Potential Reach | Engagement | Engagement Rate (%) | MIV (\$) |
|-----------|------------|-----------------|------------|---------------------|----------|
| Instagram | 37         | 437K            | 8.59K      | 3.6                 | 14.5K    |
| YouTube   | 27         | 891K            | 1.18K      | 4.5                 | 64.9K    |
| Facebook  | 7          | 508K            | 552        | 0.025               | 5.06K    |



**Visit Guam** グアム政府観光局 317K  
 [Link] Oct 4, 2023

グアムで最も華やかなリゾート・エリア「タモン」。タモンタウンはレトロで美しい街並みや多彩な建物が多く、さまざまな背景で写真を撮ることができます。グアムでのフォトウエディングという、ビーチも素敵ですが、ちょっと変わったホテルロードでのフォトもおすすめです。洗練された街並みを散策しながら、素敵な...

\$651 99 0 1



**Visit Guam** グアム政府観光局 317K  
 [Link] Oct 4, 2023

グアムでオーシャンビューヨガはいかがでしょう。海からの風が気持ちよくて自然と一体化したように感じることができますよ。目の前に広がるエメラルドブルーの海を見ながらリラックスした時間をお過ごしください。

#hereweguam #Guam #グアム #insta #weekend [...]

\$619 73 0 1



**おのだ/Onoda** 455K  
 [Link] Oct 5, 2023

約1時間の動画です。  
 Marriott [...]

\$8.33K 463 37 11.3K



**おのだ/Onoda** 455K  
 [Link] Oct 5, 2023

提供: DMM英会話 AI  
 DMM英会話 AIは、誰でも今なら無料で利用可能です。  
<https://bit.ly/3PqQTIO>  
 是非、皆さんも登録して試してみてください！  
 今回は事前にDMM英会話 [...]

\$31.9K 0 107 85

# SOUTH KOREA

# KOREA MARKET INTELLIGENCE

## OCTOBER 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      | 09:45    | 15:15    | 8,432         |
|              | KE423      | DAILY      | 19:35    | 01:05+1  | 4,340         |
| Jeju Air     | 7C3102     | DAILY      | 10:40    | 16:05    | 5,859         |
|              | 7C3106     | DAILY      | 20:20    | 02:00+1  | 5,859         |
| Jin Air      | *LJ641     | DAILY      | 09:15    | 14:45    | 5,859         |
|              | **LJ643    | 18 Flights | 08:30    | 14:00    | 3,402         |
| T'way Air    | TW303      | DAILY      | 08:35    | 14:00    | 5,859         |
|              | ***TW9301  | 6 Flights  | 20:20    | 01:50+1  | 1,134         |
| <b>TOTAL</b> |            |            |          |          | <b>40,744</b> |

\*LJ641→ LJ915: Flight number to be changed from October 29

\*\*LJ643: Operate total (18) flights in October (10~23, 25~28)

\*\*\*TW9301 (Additional flights for Chuseok period): Operate total (6) flights in October (1, 2, 3, 4, 5, 6)

### • B U S A N - G U A M

| Airlines     | Flight No. | Days  | DEP Time | ARR Time | Seat Capacity |
|--------------|------------|---|----------|----------|---------------|
| Jeju Air     | *7C3154    | 4 Flights<br>(October 29 <sup>th</sup> ~ 4/W) | 21:35    | 02:30+1  | 756           |
| Jin Air      | **LJ647    | DAILY<br>(October 1 - 28)                     | 08:00    | 13:15    | 5,292         |
| <b>TOTAL</b> |            |   |          |          | <b>6,048</b>  |

\*7C3154: Operate (4) flights in October (1, 2, 3, 29) / Operate 4-weekly flights from October 29)

\*\*LJ647: No operation (October 29~31)

**TOTAL OUTBOUND SEAT CAPACITY: 46,792 SEATS**

# 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    | 00:5=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         |
| <b>TOTAL</b> |            |       |          |           | <b>35,040</b> |

### • B U S A N - G U A M

| Airlines     | Flight No. | Days                                   | DEP Time | ARR Time | Seat Capacity |
|--------------|------------|--|----------|----------|---------------|
| Jeju Air     | 7C3154     | 4/W<br>(WED/THU/SAT/SUN)               | 21:35    | 02:30+1  | 3,402         |
| Jin Air      | *LJ929     | DAILY<br>(November 16 <sup>th</sup> -) | 20:30    | 01:30+1  | 2,835         |
| <b>TOTAL</b> |            |  |          |          | <b>6,237</b>  |

\*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         |
|              | *LJ917     | DAILY<br>(December 13 <sup>th</sup> ~) | 20:00    | 01:30+1  | 3,591         |
| T'way Air    | TW303      | DAILY                                  | 10:00    | 15:30    | 5,859         |
| <b>TOTAL</b> |            |  |          |          | <b>39,799</b> |

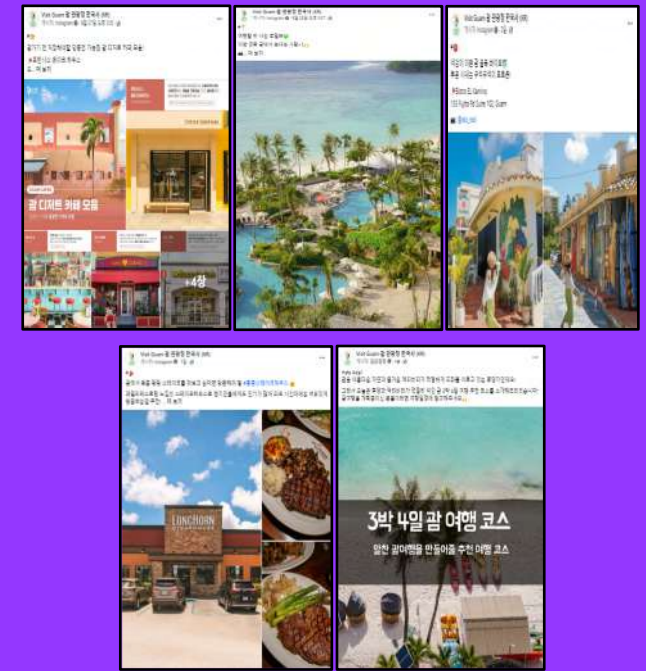
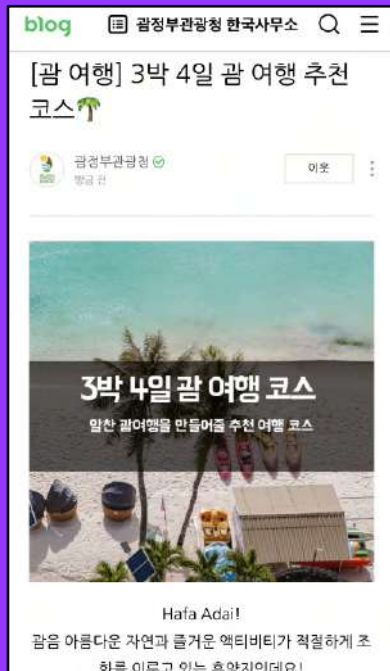
\*LJ917: Operate Daily flights from December 13

### • B U S A N - G U A M

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

TOTAL OUTBOUND SEAT CAPACITY: 49,060 SEATS

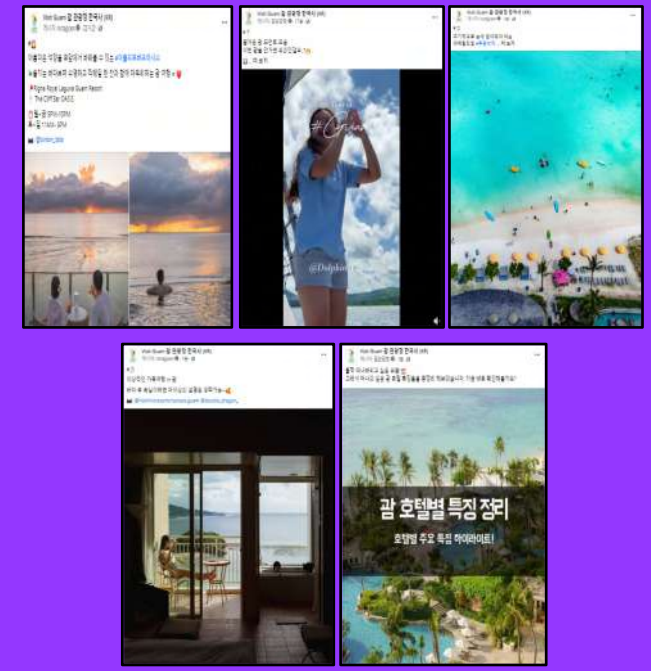
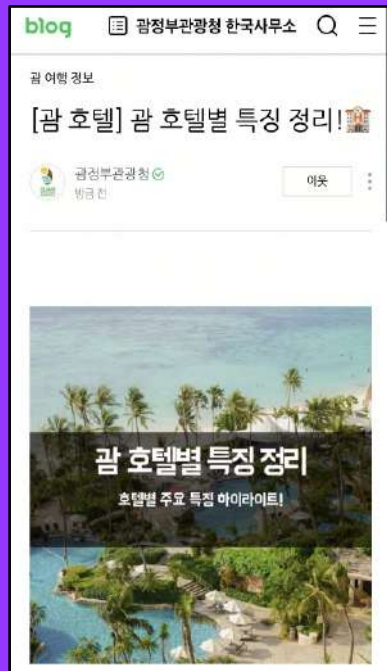
# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: SEPTEMBER 25 – 29, 2023

THEME: GUAM 3N4D TRAVEL COURSE

# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: OCTOBER 2 - 6, 2023

THEME: GUAM HOTEL HIGHLIGHTS

# KOREA MARKETING ACTIVITIES

| GVB KOREA – OCTOBER Content Calendar |                      |   |  |   |  |   |                        |
|--------------------------------------|----------------------|---|--|---|--|---|------------------------|
| Information/Notice/Card News         |                      | Guam's Scenery  |  | IG Reels  |  | Event   |                        |
| Instagram Reels / Story / Card News  |                      | Naver Blog/Kakao  |  | Instagram Feed / Facebook   |  | EVENT   |                        |
| Week                                 | October 1<br>SUNDAY  | October 2<br>MONDAY   | October 3<br>TUESDAY                               | October 4<br>WEDNESDAY  | October 5<br>THURSDAY                              | October 6<br>FRIDAY   | October 7<br>SATURDAY  |
| Week 1                               |                      | Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC                    | Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC | Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC                    | Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC | Guam Hotel Highlights<br>IG Reels<br>GVB KR Digital<br>Ambassador UGC |                        |
| Week 2                               | October 8<br>SUNDAY  | Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC                    | Card News<br>GVB KR Digital<br>Ambassador UGC      | Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC                    | Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC | IG Reels<br>GVB KR Digital<br>Ambassador UGC                          | October 14<br>SATURDAY |
| Week 3                               | October 15<br>SUNDAY | Card News<br>GVB KR Digital<br>Ambassador UGC                         | Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC | Guam Steakhouse<br>Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC | Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC | Instagram Event<br>Mirroring<br>Instagram Event                       | October 21<br>SATURDAY |
| Week 4                               | October 22<br>SUNDAY | Guam Honeymoon<br>Must-to-do<br>Guam's Scenery<br>#ColorofGuam<br>UGC | Card News<br>GVB KR Digital<br>Ambassador UGC      | Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC                    | Guam's Scenery<br>GVB KR Digital<br>Ambassador UGC | IG Reels<br>GVB KR Digital<br>Ambassador UGC                          | October 28<br>SATURDAY |
| Week 5                               | October 29<br>SUNDAY | Guam Travel<br>Preparation<br>Guam's Scenery<br>#ColorofGuam<br>UGC   | Card News<br>GVB KR Digital<br>Ambassador UGC      |   |  |   |                        |



# TAIWAN

## THE TAIWAN TOURISM ADMINISTRATION JOINS HANDS WITH THE BUREAU OF FOREIGN TRADE TO PROMOTE TAIWAN

With the goal of attracting over 6 million visitors to Taiwan in 2023 and accelerating the recovery of Taiwan's MICE industry after the pandemic, the Taiwan Tourism Administration (TTA) has been actively implementing international tourism marketing strategies following its recent restructuring. The TTA, in collaboration with the Bureau of Foreign Trade, Ministry of Economic Affairs, will lead members of the MICE industry to participate in MICE fairs. They will jointly participate in the Incentive Travel & Conventions, Meetings Asia (IT&CMA) scheduled for September 26-28, 2023 in Bangkok, Thailand, with the aim of strengthening the recovery of the New Southbound market.

From January to July 2023, Taiwan welcomed 805,792 visitors from the 18 New Southbound countries for business, exhibition, and tourism purposes. This represents 35.22% of all inbound travelers visiting Taiwan for these purposes. This highlights the importance of TTA's marketing investments and efforts in these countries. Tourism offices from many other countries will also be actively participating at the IT&CMA this year, including the Korea Tourism Organization, the Thailand Convention and Exhibition Bureau, and Hong Kong Tourism Board.

The exhibition's theme this year is the positive impact of MICE partnerships on local communities. Experts will be invited to give speeches on the current recovery of large cruise ships and the challenges and prospects for MICE cruises in the new travel era. Taiwan's joint promotional delegation will include 16 key MICE-related companies consisting of two Professional Conference Organizers (PCOs), one Destination Management Company (DMC), eight travel agencies, two hotels, two event venues, and one airline. They will engage in meetings with international buyers during the IT&CMA.



## TOP TAIWAN AIRPORT SEES HOLIDAY TRAFFIC REACH 95% OF PRE-COVID LEVEL

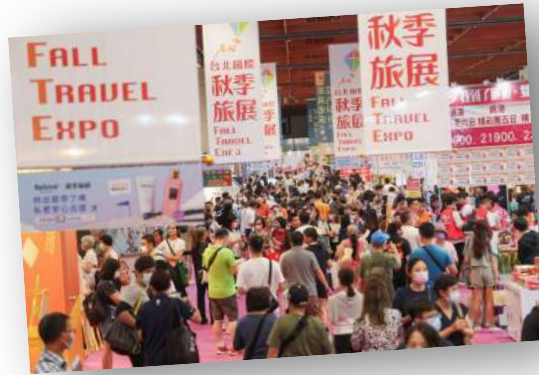


Traffic at Taoyuan International Airport during the upcoming Mid-Autumn Festival will reach 94.7% of levels recorded before the COVID-19 pandemic, the airport operator said Friday (Sept. 22). Even though the Mid-Autumn holiday only lasts three days from Sept. 29 to Oct. 1, and the Double Ten National Day holiday only four days, from Oct. 7 to Oct. 10, bookings for overseas flights have reached a new post-pandemic high, per CNA. According to Taoyuan International Airport Corporation (TIAC), 1.62 million passengers are expected during the full period from Sept. 28 to Oct. 11.

The airlines had scheduled 106 extra flights, 32 of them on the first two days of the period, with peaks of 120,000 passengers per day expected for Oct. 1 and Oct. 8, the company said. On average, 115,000 travelers are predicted to pass through Taiwan's busiest airport during the two-week period.

TIAC expects Taoyuan will handle 30 million passengers for the full year, or 61.6% of the figure for 2019. The estimate also included transit passengers, mostly between North America and Southeast Asia.

## TAIWAN TO REACH 2023 TARGET OF 6 MILLION VISITORS EARLY



Taiwan will reach its aim of welcoming 6 million visitors from overseas before the end of the year, the Tourism Administration said Friday (Sept 29). Before the COVID-19 pandemic, Taiwan registered 11 million visitors per year.

For 2023, the first full year after reopening, the government set a target of 6 million.

Tourism Administration Deputy Director - General Lin Hsin-jen said the number of visitors from Europe and America had reached 75% of levels before the pandemic, which the New Southbound Policy countries exceeding 85%, Radio Taiwan International (RTI) reported. During the next three months, 1.6 million visitors would be enough, meaning the goal of 6 million could be reached earlier than originally planned. The Tourism Administration is working on plans for 2024 and are targeting 12 million visitors next year.

## BANGKOK ADORNED WITH DRAWINGS DEPICTING TAIWAN

People traveling on the Bangkok Mass Transit System (BTS Skytrain) or the city's bus network until the end of next month might catch a glimpse of drawings depicting things related to Taiwan, such as tourist hotspots and popular street foods. The drawings include images of a pair of Formosan bears traveling to see sights such as the giant Buddha statue at Fo Guang Shan Monastery in Kaohsiung and sampling foods such as the notorious stinky tofu.



The creations are by Thai illustrator Rasika Saiseang, better known by her pen name "Yeedin," and were commissions by the Tourism Administration's brand in Bangkok to attract more Thai visitors to Taiwan. Yeedin was invited to Taiwan in early June to gather inspiration for her doodles. She added that most tourists from tend to visit landmarks such as Taipei 101 and coffee shops, which inspired her to showcase parts of Taiwan that are not as well-known.

## COMPETITORS

**JAPAN:** Bullet train rail pass offering 14 days of unlimited travel across Japan now costs ¥80,000, up from ¥47,250. The price hikes vary from about 65% to 77%. Tourists in Japan will pay more for rail passes after the JR train network raised prices for the first time in four decades, by an average of 70% but even with the big increase, demand is likely to stay strong thanks to a cheaper yen and flow of inbound visitors. From the start of this month, a rail pass offering 14 days of unlimited travel across Japan costs ¥80,000, up from ¥47,250. There are also options for one- and three-week passes, as well as first class. The price hikes vary from about 65% to 77%. (October 4)

**KOREA:** Korean Air has unveiled plans to resume flights and increase operations during the winter season to select destinations in China, Japan, Southeast Asia, North America and Oceania. The IATA winter season begins on the last Sunday of October and ends on the last Saturday of March every year. The winter 2023 season will be from 29 October 2023 to 30 March 2024. Korean Air's seat capacity, measured in available seat kilometers (ASK), reached approximately 85 percent of pre-pandemic levels in September, and is expected to recover to over 90 percent with the launch of the winter schedule. The airline will launch a new daily service to Phu Quoc, Vietnam's largest island, on 26 November 2023. (October 4)

**MALAYSIA:** Tourism Malaysia, in collaboration with the Malaysia Aviation Group (MAG), launched its latest brochure – “Fly Borneo Specials Vol.1 – The Adventure Begins Here!”, as part of Tourism Malaysia's vigorous efforts in promoting intra- and interstate travel in Sabah, Sarawak and Labuan via airline partners through Firefly and MASwings. More than forty-four thematic holiday packages, from a day trip to a week-long tour, have been created to cater for every interest and age level, including airfare and ground tours. Highlighting Malaysian Borneo destinations, these affordable packages are also compiled in digital and printed brochures for travelers to explore the states' rugged adventures, colorful cultures and exotic flora and fauna. (October 2)

**THAILAND:** Traveloka is well positioned to play a pivotal role in propelling Thailand's travel and tourism sector into its next phase of growth. The company aims to leverage its position as a consumer-focused regional industry enabler. Recently, The Ministry of Tourism & Sports shared information that Thailand welcomed 19 million foreign tourists from January to September 17, 2023, contributing 795 billion baht (US\$22.26 billion) to the country's economy. With solid momentum for Thailand's travel and tourism industry this year, Traveloka is anticipating even more success heading into 2024. (October 5)

# TAIWAN AIRLINE UPDATES



## CI October Operation Schedule :



### CURRENT ROUTE IN OPERATION:

#### CHINA AIRLINES CHINA AIRLINES

- October 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 13 October 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     |

## CI October 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 | 4 flights/week     | Fukuoka        | Daily              | Okinawa        | Daily              |
| London (Heathrow) | 5 flights/week     | Brisbane  | 5 flights/week     | Osaka          | Daily              | Hokkaido       | Daily              |
| Roma              | 3 flights/week     |           |                    | Tokyo(HND)     | Daily              | Takamatsu      | 4 flights/week     |
| Vienna            | 5 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    | 10/6<br>Tao Ming Sung,<br>Sales Manager           | <ul style="list-style-type: none"><li>▪ Awaiting GVB and GTO's incentive proposal to proceed with next stage of the plan.</li></ul> |
|  EVA AIR<br>長榮航空   | 10/6<br>Gary Wang,<br>Executive Vice<br>President | <ul style="list-style-type: none"><li>▪ No updates for this week.</li></ul>   |
|  STARLUX<br>星宇航空 | 10/6<br>Patience,<br>Manager                      | <ul style="list-style-type: none"><li>▪ No updates for this week.</li></ul>   |



# AIRLINE UPDATES FOR CHARTER FLIGHTS

| <i>Airlines / Trade Partners</i>   | <i>GTO Contact</i>                 | <i>Updates</i>   |
|--|------------------------------------|--|
| <br> | 10/6<br>Star Travel<br>and Starlux | <ul style="list-style-type: none"><li>Awaiting GVB HQ's review and feedback to proceed with next stage of the plan</li></ul> |

# TAIWAN MARKETING ACTIVITIES

## STATE DIRECTOR DELEGATION'S MEETING WITH ASOA

- Date: Sept 25
- MoFA arranged a meeting for the delegation to meet with ASOA. GTO introduced ASOA's missions and services to delegation.
- Participating ASOA members introduced their goals and shared successful investment stories.
- GTO provided information about how the Taiwanese market is crucial to Guam and the events the market has been involved in during 2023.
- The delegates discussed the challenges that Taiwanese companies face when investing in the US.



# TAIWAN MARKETING ACTIVITIES

## DAC TAICHUNG TRADE SEMINAR

- Date: Sept 27
- DAC, AIT, and ATTA organized an event to provide travel industry professionals from central and southern Taiwan an understanding of the current situation of tourism in the United States and to showcase the country's diverse attractions.
- GTO attended the event and delivered a presentation to over 110 attendees.
- Three Guam Notebooks were sponsored as lucky draw gifts, and a total of 21 business cards were collected. Local travel agents were invited to follow GVB TW's Instagram and Facebook accounts and were given Guam bags as incentives.
- GTO greeted Taichung Tourism and Travel Bureau Director-General Ms. Mei-Hsiu Chen and had a brief discussion about the route between Taichung International Airport and GIAA. Director-General Chen even mentioned that she would encourage local agents to collaborate on charter flights to Guam during her VIP remarks.



# TAIWAN MARKETING ACTIVITIES

## GUAM SPEECH AT TAIPEI ROTARY CLUB

- Date: Oct 3
- GTO was invited to Taipei's Rotary club to promote Guam tourism, where Guam's food, sceneries, activities, and tour packages were introduced.
- Tours during Chinese New Year were highlighted.
- There were 12 Rotarians who participated in the luncheon and showed great interest in traveling to Guam.



# TAIWAN MARKETING ACTIVITIES

## NR MONITOR

For the past week (September 29 – October 6), a total of 1 exposure was monitored including:

- TV Exposure: 0
- Online Exposure: 1
- Newspaper: 0
- Social Media: 0



1 of the news reported that Jin Airlines – the subsidiary airline of Korean Airlines has many different routes in Asia, which includes Guam.

# TAIWAN MARKETING ACTIVITIES

| Social Media<br>October Content Calendar |  |                                |  |   |  |  | Scene                                 |
|--|--|--------------------------------|--|---|--|--|---------------------------------------|
|  |  |                                |  |   |  |  | Lucky Draw                            |
|  |  |                                |  |   |  |  | GVB Event                             |
|  |  |                                |  |   |  |  | Other Promotion                       |
|  | 1-Oct-23                                       | 2-Oct-23                       | 3-Oct-23                                 | 4-Oct-23  | 5-Oct-23                                 | 6-Oct-23   | 7-Oct-23                              |
| Week 1                                   | Sunday   | Monday                         | Tuesday                                  | Wednesday   | Thursday                                 | Friday   | Saturday                              |
|  |  | Guam Beautiful Sunset Scenery  | Restaurant - Roy's Restaurant            | Guam Scenery  |  | Activity - Guam Scuba Diving                                     | Attractions - Guam Pacific War Museum |
|  | 8-Oct-23                                       | 9-Oct-23                       | 10-Oct-23                                | 11-Oct-23   | 12-Oct-23                                | 13-Oct-23  | 14-Oct-23                             |
| Week 2                                   | Sunday   | Monday                         | Tuesday                                  | Wednesday   | Thursday                                 | Friday   | Saturday                              |
|  | Accommodation - rihga royal laguna guam resort |                                | Taiwan National Day Promotion lucky draw | Taiwan National Day Promotion lucky draw                | Taiwan National Day Promotion lucky draw | Taiwan National Day Promotion lucky draw                         | KOL Co-op Unboxing Reel               |
|  |  |                                |  | Guam Scenery  |  | Activity - Valley of the Latte Jungle Riverboat Adventure Cruise |                                       |
|  | 15-Oct-23                                      | 16-Oct-23                      | 17-Oct-23                                | 18-Oct-23   | 19-Oct-23                                | 20-Oct-23  | 21-Oct-23                             |
| Week 3                                   | Sunday   | Monday                         | Tuesday                                  | Wednesday   | Thursday                                 | Friday   | Saturday                              |
|  | Restaurant - The Beach Restaurant & Bar        |                                | Guam Scenery                             | Guam 42nd Akimatsuri Japanese Autumn Festival Promotion |  | Activity - Guam Outdoor Shooting Range                           | Attractions - Morning market Dededo   |
|  | 22-Oct-23                                      | 23-Oct-23                      | 24-Oct-23                                | 25-Oct-23   | 26-Oct-23                                | 27-Oct-23  | 28-Oct-23                             |
| Week 4                                   | Sunday   | Monday                         | Tuesday                                  | Wednesday   | Thursday                                 | Friday   | Saturday                              |
|  | Restaurant - Jamaican Grill Tumon              | Thanksgiving Promotion         | Accommodation - Onward Beach Resort      | Guam Scenery  |  | Halloween Lucky Draw Promotion                                   | Halloween Lucky Draw Promotion        |
|  |  |                                |  |   |  |  | Restaurant - Hard Rock Café           |
|  | 29-Oct-23                                      | 30-Oct-23                      | 31-Oct-23                                |   |  |  |                                       |
| Week 5                                   | Sunday   | Monday                         | Tuesday                                  | Wednesday   | Thursday                                 | Friday   | Saturday                              |
|  | Halloween Lucky Draw Promotion                 | Halloween Lucky Draw Promotion | Halloween Lucky Draw Promotion           |   |  |  |                                       |
|  | Attractions - Gab Gab Beach                    |                                |  |   |  |  |                                       |

# 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](https://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](https://aganapcg.dfa.gov.ph)  /phinagana  @phinagana  #DFAForgingAhead



## 7 IN 10 FILIPINOS EAGER TO TRAVEL ABROAD IN THE NEXT 12 MONTHS

Seven in 10 Filipinos are suiting up for leisurely overseas travel at least once in the next 12 months, a recent study by superapp Grab's advertising arm GrabAds showed.

GrabAds' SEA Travel Insights 2023 report gathered nearly 2,000 Filipino respondents, 82% of whom plan to make more than two trips abroad.

GrabAds also noted some of Filipinos' key habits, values, and behaviors when it comes to traveling abroad.

The study said 66% of the respondents prefer traveling with their families and relatives, while 47% of the respondents plan to travel with their spouses. A mere 38% preferred to go overseas with their close friends.

The study also showed that 59% of the respondents said that they planned at least one to three months ahead of time for overseas trips with travel times of three hours or less. Typical planning involves outlining an itinerary, searching for accommodations, applying for visas, and preparing for other travel needs. Budgets are also among Filipinos' priorities for planning international trips.



as of 13 October 2023

## NAIA REPORTS RECORD-BREAKING PASSENGER VOLUME IN FIRST THREE QUARTERS OF 2023



From January through September of this year, the Manila International Airport Authority (MIAA) recorded 33,757,646 domestic and international travelers, a 9% increase over 30,943,105 passengers registered during the same period in 2022. This statistic represents a remarkable 59% increase in passenger volume for the same period in 2022 and is equivalent to 95% of the performance for the first three quarters of 2019, the final full year before the COVID-19 pandemic.

“With this consistent growth, MIAA remains on track to achieve our year-end projections of 45 million passengers 275,000 flights by the end of 2023. These projected flight estimates are poised to surpass the pre-pandemic levels of 2019, reflecting the resilience and recovery of the aviation industry in the Philippines,” MIAA Officer-in-Charge Bryan Co remarked.

The NAIA's flight on-time performance (OTP) has greatly increased along with this ongoing upward trend. The MIAA average OTP for September 2023 was 80%, matching the highest average OTP rate for this year, which was recorded in March. The improvement can be attributed to strategic use of technology and/or close collaboration with airlines and other stakeholders.

## PH SURPASSES 4-MILLION MARK IN FOREIGN ARRIVALS

The Philippines has received more than four million foreign visitors since the beginning of 2023, Tourism Secretary Christina Frasco shared the inspiring data Friday.

The country hit a total of 4,005,465 in arrivals, accounting for over PHP316 billion in tourism spending as of posting.



“I am very pleased to deliver the good news that today we have managed to reach the four-million mark in international arrivals in the Philippines,” she said during the opening of the 2023 Travel Sale Expo at SM Megamall in Mandaluyong City.

Banking on revenge travel and the expected influx of tourists during the holiday season, Frasco is optimistic the country could still reach its targeted 4.8 million arrivals by the end of the year.

“The Philippines continues to be a top-of-mind destination all over the world. We have a number of award-winning destinations. We’re optimistic that we will be able to meet if not exceed the target set for the end of the year,” she said.

as of 13 October 2023

## DOT INAUGURATES CENTRALIZED TOURIST ASSISTANCE CALL CENTER



Tourism Secretary Christina Frasco personally inaugurated the first-ever centralized and multi-platform Tourist Assistance Call Center (TACC) on Monday, October 2, at the Department of Tourism (DOT) Central Office in Makati City.

The latest advancement in the tourism sector aligns with the focus of the Marcos administration to rejuvenate the tourism industry, seeing it as a catalyst for economic expansion.

It will also contribute to achieving one of the goals outlined in the National Tourism Development Plan (NTDP) for the years 2023 to 2028, which aims to elevate the overall experience of tourists visiting the Philippines.

TACC, according to Frasco, will function as a hotline and one-stop shop for local and foreign travelers, providing tourism-and travel-related information and extending support if any unfortunate situations occur during the tourist visit.

The agents are ready to receive inquiries 24/7 from local and international tourists traveling to and around the country. The public can relay their queries through multi-platform support via hotline number 151-TOUR/ 151-8687 (available only for Smart and PLDT users) or mobile by dialing +63995-835-5155. They may also opt to contact via email at [touristassistance@tourism.gov.ph](mailto:touristassistance@tourism.gov.ph).

# 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<br>Nov 16 - 20, 2023        | DVO to GUM<br>Nov 30–Dec 06, 2023      | DAV – GUM<br>Dec 01 - 07, 2023         |
|--|--|--|
| From US \$388*<br>Round Trip   Economy | From US \$571*<br>Round Trip   Economy | From US \$596*<br>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 13 October 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

| October 2023                           | November 2023                          | December 2023                          |
|--|--|--|
| From US \$364*<br>Round Trip   Economy | From US \$364*<br>Round Trip   Economy | From US \$366*<br>Round Trip   Economy |

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>

\*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)  
10/10/23 - 10/20/23

from  
**\$364\***  
or from **\$33/mo** ⓘ  
Viewed: 18 hours ago  
Roundtrip | Economy

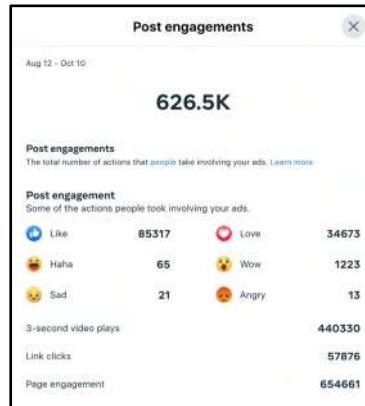
Book Now

# PHILIPPINES MARKETING ACTIVITIES

## GUAM, AMERICA'S HIDDEN GEM – SOCIAL MEDIA INSIGHTS



|                       |  | Reach ↑↓               | Objective ↑↓                             |
|-----------------------|--|------------------------|--|
| Boasted Facebook post | Sep 17 • Created by Ch...<br><b>Post engagements</b><br>Life is a climb, but the vi... | <b>117.4K</b><br>Reach | <b>9,400</b><br>Post engagements         |
| Boasted Facebook post | Sep 6 • Created by Chr...<br><b>Post engagements</b><br>Life is too short for borin... | <b>155.3K</b><br>Reach | <b>14,914</b><br>Post engagements        |
| Boasted Facebook post | Sep 4 • Created by Chr...<br><b>Post engagements</b><br>Capture the best memor...      | <b>213.6K</b><br>Reach | <b>37,994</b><br>Post engagements        |
| Boasted Facebook post | Sep 1 • Created by Chry...<br><b>Messages</b><br>Paradise awaits in Guam...            | <b>88,233</b><br>Reach | <b>367</b><br>Messaging conversations... |



As of October 10, 2023



As of October 10, 2023

# PHILIPPINES MARKETING ACTIVITIES

## GUAM VISITORS BUREAU ATTENDS TRAVEL TRADE SHOW IN MANDALUYONG CITY

- GVB Philippines attended both the Travel Sale Expo (B2C) and the Global Tourism Conference and Trade Fair (B2B) hosted by OneKlik Travel and Global Tourism Business Association
- Trade show took place from September 29 - October 1, 2023
- GVB PI team met with many interested travelers and travel agents and shared information about Guam as a top travel destination
- GVB also won the National Tourism Organization of the Year award



# PHILIPPINES MARKETING ACTIVITIES



| Social Media - October Content Calendar |                             |   |                    |                |                  | Sights/Attractions |
|---|-----------------------------|---|--------------------|----------------|------------------|--------------------|
|   |                             |   |                    |                |                  | Activities         |
|   |                             |   |                    |                |                  | Shopping           |
|   |                             |   |                    |                |                  | Restaurants        |
| October 1                               | October 2                   | October 3                                 | October 4          | October 5      | October 6        | October 7          |
| SUNDAY                                  | MONDAY                      | TUESDAY                                   | WEDNESDAY          | THURSDAY       | FRIDAY           | SATURDAY           |
| Guam Sunsets                            |                             | Travel Sale Expo Update - NTO of the Year |                    | Guam Beaches   |                  | Guam Sunsets       |
| October 8                               | October 9                   | October 10                                | October 11         | October 12     | October 13       | October 14         |
| SUNDAY                                  | MONDAY                      | TUESDAY                                   | WEDNESDAY          | THURSDAY       | FRIDAY           | SATURDAY           |
|   | Guam Beach Bar & Restaurant |   | Hiking             |                | Tanguisson Beach |                    |
| October 15                              | October 16                  | October 17                                | October 18         | October 19     | October 20       | October 21         |
| SUNDAY                                  | MONDAY                      | TUESDAY                                   | WEDNESDAY          | THURSDAY       | FRIDAY           | SATURDAY           |
| Guam Sunsets                            |                             | Guam Sights                               |                    | Travel to Guam |                  | Driving in Guam    |
| October 22                              | October 23                  | October 24                                | October 25         | October 26     | October 27       | October 28         |
| SUNDAY                                  | MONDAY                      | TUESDAY                                   | WEDNESDAY          | THURSDAY       | FRIDAY           | SATURDAY           |
|   | Inalåhan, Guam              |   | Snorkeling in Guam |                | Dining in Guam   |                    |
| October 29                              | October 30                  | October 31                                |                    |                |                  |                    |
| SUNDAY                                  | MONDAY                      | TUESDAY                                   |                    |                |                  |                    |
| Fish Eye Marine Park                    |                             |   |                    |                |                  |                    |