



# INDUSTRY REPORT

APRIL 4, 2025



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# GUAM ARRIVALS

## February 1-28, 2025

**Total: 60,122 (44.7%)**

% Market Mix	Origin	2019	2024	2025	% of 2019
49.7%	Korea	59,423	41,838	29,890	50.3%
34.7%	Japan	57,741	17,188	20,848	36.1%
9.0%	US/Hawaii	6,312	5,990	5,427	86.0%
1.6%	Philippines	1,281	885	988	77.1%
0.1%	Taiwan	2,535	593	90	3.6%
0.7%	China	2,645	810	413	15.6%
0.1%	Hong Kong	745	84	42	5.6%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: February 2025 Daily Arrivals reflect Civilian Air arrivals only

# CALENDAR YEAR TO DATE 2025



**January - February 28, 2025**

**Total: 126,127 (44.7%)**

<b>% Market Mix</b>	<b>Origin</b>	<b>2019</b>	<b>2024</b>	<b>2025</b>	<b>% of 2019</b>
50.7%	Korea	128,718	88,578	63,889	49.6%
32.1%	Japan	115,762	36,143	40,460	35.0%
9.4%	US/Hawaii	14,848	14,497	11,827	79.7%
1.4%	Philippines	2,558	1,902	1,761	68.8%
1.4%	Taiwan	4,996	790	1,801	36.0%
0.9%	China	3,906	1,180	1,138	29.1%
0.1%	Hong Kong	1,199	115	83	6.9%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: February 2025 Daily Arrivals reflect Civilian Air arrivals only

# FISCAL YEAR TO DATE 2025



**October 2024 - February 28, 2025**

**Total: 300,978 (44.1%)**

<b>% Market Mix</b>	<b>Origin</b>	<b>2019</b>	<b>2024</b>	<b>2025</b>	<b>% of 2019</b>
49.4%	Korea	310,785	191,698	148,687	47.8%
31.9%	Japan	276,545	86,716	96,117	34.8%
10.0%	US/Hawaii	37,446	34,519	30,058	80.3%
1.9%	Philippines	8,961	5,550	5,718	63.8%
1.0%	Taiwan	11,284	1,311	3,005	26.6%
0.7%	China	7,248	2,108	2,120	29.2%
0.1%	Hong Kong	3,227	354	247	7.7%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: February 2025 Daily Arrivals reflect Civilian Air arrivals only

# DESTINATION UPDATES

# UPCOMING EVENTS

## 2025 KO'KO' WEEKEND

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

Register online at [VISITGUAM.COM/KOKO](https://visitguam.com/koko). For more details contact GVB at 671-646-5278.

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

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

\$10 registration per child

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

- Half Marathon (13.1 miles): \$40
- Ekiden Relay Race (3.1 miles): \$80 (\$20/person)



**2025 KO'KO' WEEKEND!**  
Governor Joseph Flores Memorial Park (Ypao Beach) Tumon

**KO'KO' KIDS FUN RUN**  
SATURDAY, APRIL 12, 2025

AGES 4 TO 6 .6K | AGES 7 TO 9 1.6K | AGES 10 TO 12 3.3K

REGISTER FOR ONLY \$10

PLEASE ALSO JOIN US FOR THE JAPAN FESTIVAL! "HARUMATSURI" APRIL 12<sup>th</sup>, 2025 2:00 PM - 9:30 PM

**KO'KO' HALF MARATHON & 5K EKIDEN RELAY**  
SUNDAY, APRIL 13, 2025

UNTIL 03/31/2025	
HALF MARATHON	\$40
EKIDEN RELAY RACE	\$80 (\$20 / PERSON)
UNTIL 04/13/2025	
HALF MARATHON	\$45
EKIDEN RELAY RACE	\$100 (\$25 / PERSON)

REGISTER ONLINE AT [VISITGUAM.COM/KOKO](https://visitguam.com/koko)

[/guamvisitorsbureau](https://www.facebook.com/guamvisitorsbureau) [@visitguamusa](https://www.instagram.com/visitguamusa) For more details, go to [visitguam.com/koko](https://visitguam.com/koko) or contact GVB at 646-5278



## BASKET WEAVING WORKSHOP

The Valley of the Latte Adventure Park will be holding coconut leaf weaving workshops. Create unique, handwoven Easter baskets with your family and immerse yourself in CHamoru traditions. All supplies will be provided to the participants. For more information, contact Valley of the Latte at 671-789-3342.

**Dates:** 4/12/25, 4/19/25

**Location:** Valley of the Latte in Talofofu

**Time:** 9:00 - 11:00 AM

**Cost:** \$63 Seniors (55 and older), \$70 Adults, and \$55 Children (ages 5-11)



## JAPANESE SPRING FESTIVAL

Join us in celebrating the 2025 Guam Japan Festival, which will be embracing the beauty of Spring on **April 12, 2025 at the Governor Joseph Flores Memorial Park (Ypao Beach)**. Experience a rare glimpse into Japanese culture through a variety of fun activities.

**Free admission and free shuttle service** will be available for the event. Ticket booklets will be available for purchase for various activities.

For more information, contact [671-646-8006](tel:671-646-8006) or [office@guamjpc.org](mailto:office@guamjpc.org).



## 17<sup>TH</sup> ANNUAL AGANA HEIGHTS COCONUT FESTIVAL

The Agana Heights Mayors Office will be hosting its 17<sup>th</sup> annual Coconut Festival. Residents can expect a fun-filled weekend and will be able to support a variety of local vendors.

Games, activities, petting zoos, food trucks, and activities for the whole family will be available to the public.

Join us at this three-day fun-filled weekend from **April 25-27, 2025** at the **Agana Heights Mayor's Office Grounds**.

For more information, contact the Agana Heights Mayors Office at **671-472-6393**.



**AGANA HEIGHTS  
ANNUAL COCONUT  
FESTIVAL**

*"Silibrasion I Trongkon I Lina'la"*  
*"The Celebration of the Tree of Life"*

- **Friday, April 25, 2025**  
5pm - 10pm
- **Saturday, April 26, 2025**  
12pm - 9pm
- **Sunday, April 27, 2025**  
12pm - 9pm

**Agana Heights  
Mayor's Office Grounds**

Interested Vendors or Entertainers,  
please contact Angie or Genny  
at (671) 472-8285/6.

*"One Village. One Family."*



# UPCOMING EVENTS

## MAD COLLAB BLOCK PARTY

Celebrate GUAMTIME's 5<sup>th</sup> year at the **MAD COLLAB BLOCK PARTY** on May 3, 2025.

From live performances across different genres to culinary showcases from your favorite local eateries.

Dive into creativity with over 20 unique collaborations featuring apparel, self-care essentials, art, and locally crafted goodies!

**Date:** May 3, 2025

**Location:** Aspinall Avenue, Hagåtña

**Time:** 4:00 - 10:00 PM



**GuamTime**  
**MAD COLLAB**  
**BLOCK PARTY**

**MAY 3, 2025 | 4 PM - 10 PM**  
Aspinall Ave, Hagåtña  
FREE TICKETS AT [WWW.GUAMTIME.NET](http://WWW.GUAMTIME.NET)

**MUSIC COLLABS**  
THE JOHN DANK SHOW & DJ SYLNT • TAJ & STRAIGHTUPJED  
PACIFIC COOL & JOE GARRIDO • SKIP ENTERTAINMENT & DJ LEZEAH & TUESDAY  
INETNON GEFPÁ'GO & SEN GUAIYA HÃO GUÁHAN YOUTH ACADEMY • RONNIE PEREZ & IZ.

**RETAIL COLLABS**  
CROWNS & FÓKAI • PAY-LESS SUPERMARKETS & BLADES BY CRANK  
GUAM ARMY NATIONAL GUARD & HÁFALOHA • GTA & BLUE LATITUDE  
OPAKE & LONG LIVE • THE LOCAL SHOP & CROOK  
PARADISE FITNESS & SHUT UP AND LIFT • WEEK TO WEEKEND & DEAR TREE LEARNING CENTER • GUAM WOMEN'S CHAMBER OF COMMERCE & NEMIN GUAM  
TINANOM SOAP COMPANY & OLFATORY CREATIVE • STONESTYLEE & LOTUS SURF SHOP • NATALIE'S COLLECTION 888 & RUMALI BEYOND CREATION  
THE NENPIRE & BONITA BABY • HIBISCUS GUAM & SALTY SWELLS  
EARTH STAR HOLISTIC HEALTH & RM SPORTS • HÁFA ADAI LIFE & FISH ON GUAM  
THE DOLLYHOUSE & LOLE HANDMADE • DANNIE'S VANITY & JBEAUTY  
MSKP & UNITY DESIGN • STOICH PROVISION & SAVAGE SANDWICH CO  
TOTOT ISLAND & SURF YOUR SOUL • MÁOLEK MILES REWARDS & GUAM GEAR

**FOOD COLLABS**  
CARABAO BREWING & PONO • BANK OF GUAM & SUNDAYS ICE CREAM & SHELL  
PATISSERIE PARISCO & PUFF SUPPLY • STAX SMASH BURGERS & MOM&POP  
RICE & RAMEN & DENANCHE' DRIZZLE • FRANCES BAKEHOUSE & FIRE SLAVE BBQ  
SHUT UP & FISH & HÁFALOHA • THE COCONUT TREE COMPANY & MARKET DELI & DENANCHE' DRIZZLE • COFFEE SLUT & CROOK • THE FOOD TRUCK & CLOSET NO 37

**PLUS**  
GTA CREATIVE COLLAB SPACE  
BANK OF GUAM CARNIVAL  
GUAMTIME BEER

**HOSTED BY**  
SHANICE POE & VICTORIOUS PALAN

# UPCOMING EVENTS



The Hågat Mango Festival is a three-day event that attracts both residents and visitors. Join us in celebrating the 16<sup>th</sup> Annual Mango Festival with local vendor booths, mango displays and contests, cultural performances, live music, games, rides and more!

For more information, contact the Hågat Mayors Office at 671-565-2524.



## GUAM MICRONESIA ISLAND FAIR

Presented by the Guam Visitors Bureau, the Guam Micronesia Island Fair is an event showcasing the unique cultural heritage of the islands of Micronesia. Join the celebration and have opportunities to experience the vibrant and diverse cultures of our neighboring islands.

Celebrate customs, traditions, food and art of Micronesia!

**Dates:** 6/7/25, 6/8/25

**Location:** Governor Joseph Flores Memorial Park (Ypao Beach)

**Time:** 9:00 AM - 7:00 PM



## GUAM'S 81<sup>ST</sup> LIBERATION EVENT

Join us in Guam's capitol city of Hagåtña for the Liberation Parade Festival on July 21, 2025! Witness Guam's biggest parade of floats as the entire island community gathers for the annual commemoration of Guam's liberation from the Japanese occupation that ended in 1944.



**SCAN FOR  
MANDATORY  
ENTRY FORM**



**cqa.guam.gov**

The Guam Electronic Declaration Form (Guam EDF) is a mandatory digital form, available 72 hours before arrival. Each arriving passenger or a responsible family member must fill out the form in English, with one form per family.



## MANDATORY ELECTRONIC DECLARATION FORM

As of February 4, 2025, the Guam EDF is now **MANDATORY** upon entry into Guam. All persons arriving in Guam must comply with United States and Guam laws prior to their arrival. For your convenience, the form may be completed up to 72 hours prior to arrival date.

Access the Guam EDF from our GVB website or the Guam CQA website.

<https://www.guamvisitorsbureau.com/>  
<https://cqa.guam.gov/>

# EXPLORE GUAM - MAP



**Valley of the Latte, LLC**  
Get Directions (671) 789-3342

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



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



Valley of the Latte, LLC  
Route 4 Talofofo River, Talofofo, GU 96915  
Phone: (671) 789-3342 | Email: [info@valleyofthelatte.com](mailto:info@valleyofthelatte.com)

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

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

# MEMBERSHIP BENEFIT

## CALLOUT FOR BROCHURES

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

If interested, please provide at least 500 brochures (each language).

Download our membership application from our GVB website.



<https://www.visitguam.com/membership-application/>



The screenshot shows a web page titled "APPLY ONLINE HERE" for the GVB Membership Extranet. The page contains instructions for applying and logging in. Below the instructions is a form titled "Account Information" with the following fields:

- Account Type:
- Application Type:  (Dropdown menu with options: NEW MEMBER, RENEWING MEMBER)
- Last Valid Membership Year:
- Account Name:
- Formerly:
- Business Email:
- Website Address:





# MARKET INTELLIGENCE REPORT

As of April 4, 2025 and may be subject to change.



# MARKETS AT-A-GLANCE

## JAPAN

- Total outbound seat capacity for April remains at 35,352; May at 37,045; and June at 36,016.
- Shown in appendix: marketing intelligence, marketing activities, and Weekly Guam digital PR articles

## SOUTH KOREA

- Korean Air unveils new CI and aircraft livery at Rising Night
- Total outbound seat capacity for April remains at 30,363; May at 31,457; and June at 44,850.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

## TAIWAN

- Taiwan's passport ranks 34<sup>th</sup> strongest in the world
- United, Tigerair launch flights to Guam, Oita
- Shown in appendix: marketing activities; etc.

## PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in April 2025 and are offering specials
- Shown in appendix: marketing activities; etc.

DETAILS ARE FOUND IN THE APPENDIX



# APPENDIX

As of April 4, 2025 and may be subject to change.



# JAPAN

## EXPERIENTIAL TOUR IN GUAM NOW ON SALE IN JAPAN

- A new Guam-based tour that focuses on nature, history, and spiritual culture is now on sale in Japan. The tour is designed for deeper personal reflection and connection with the Earth.
- Key features include a welcome BBQ, cultural and historical guided tour, and exchange with an indigenous shaman.
- This tour introduces a new kind of tourism and appeals to Japanese travelers seeking deeper, meaningful experiences.
- Guided by Koyakky, an urban legend expert, and Reverend Miki, a Buddhist monk.



Planned and sold by Lawson Travel

# JAPAN AIRLINE INTELLIGENCE



## AIRLINE OPERATION - APRIL

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	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	2,988
	Available	UA865	NRT	17:25 / 22:10	Mon, Wed, Fri, Sat	2,988
	Suspended	UA841	NRT	17:55 / 22:40	Daily	0
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,486
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	4,980
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 1:20 +1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0	
TTL						<b>29,382</b>


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



**APRIL TOTAL OUTBOUND SEAT CAPACITY : 35,352**

# JAPAN AIRLINE INTELLIGENCE

## AIRLINE OPERATION - MAY

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Suspended until July 31, 2025	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,494
	Available from March 1 to July 10, 2025	UA841	NRT	17:55 / 22:40	Daily	5,146
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 1:20+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0	
TTL						<b>30,876</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	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>6,169</b>


**MAY TOTAL OUTBOUND SEAT CAPACITY : 37,045**





# JAPAN AIRLINE INTELLIGENCE

## AIRLINE OPERATION - JUNE

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Suspended until July 31, 2025	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,494
	Available from March 1 to July 10, 2025	UA841	NRT	17:55 / 22:40	Daily	4,980
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Suspended from May 7, 2024	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	0
	Available	UA 150	KIX	11:00 / 15:45	Daily	4,980
	Suspended from April 1, 2025	UA 178	KIX	20:45 / 1:20+1	Tue, Thu, Sat	0
Route Discontinued After Oct 26, 2024	UA 166	FUK	11:05 / 16:15	Daily	0	
TTL						<b>30,046</b>

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

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

# JAPAN MARKETING ACTIVITIES

## W E E K L Y G U A M

### Rootz Café Opens – Perfect for an early morning start!

Located in the heart of Tumon, inside the Guam Plaza Resort, the brand-new Rootz Café has just opened its doors, offering a well-rounded food menu. As the café opens bright and early at 6:30 am, it is the perfect breakfast spot. It offers its lunch menu starting at 10:30 am, alongside its all-day menu items.

Guests are welcomed with a spacious and clean interior, creating a relaxing atmosphere accessibly directly adjacent to the JP Superstore.

One signature dish is the Smoked Salmon Eggs Benedict, featuring a perfectly poached egg paired with smoky salmon that is topped with a rich hollandaise sauce. All menu items at Rootz Café are simply irresistible.



# JAPAN MARKETING ACTIVITIES

## WEEKLY GUAM

### The Resort Wedding of Your Dreams at Jewel by the Sea

Guam boasts high popularity as the closest overseas resort wedding destination from Japan. Many chapels in Guam are located along the oceanfront, allowing for beautiful photo sessions on the beach.

Recently, the Jewel by the Sea Chapel reopened after experiencing renovations. The chapel stands in the center of Tumon Bay, surrounded by large windows that bring in copious amounts of natural sunlight, which creates a bright, open space that is unique to Guam.

Guam is the perfect place for newly engaged couples who are seeking to have a destination wedding. Guam's beautifully adorned chapels built near white sandy beaches allow newly weds to enjoy the soothing sound of waves and warm tropical breeze. For more information about weddings at Jewel by the Sea, please contact R.I.S. Weddings.

ジュエル・バイ・ザ・シーで叶える憧れのリゾートウエディング

Tumon Bay | 2025.03.19 Wed 9:45 AM









最新オープンしたジュエル・バイ・ザ・シーは、自然豊かなリゾート地にあり、白砂のビーチと青い海を望むことができます。また、広大なガラスの天井から自然光が降り注ぎ、明るく開放的な空間が広がります。このジュエル・バイ・ザ・シーは、新郎新婦の思い出に残る特別な場所です。

このジュエル・バイ・ザ・シーは、自然豊かなリゾート地にあり、白砂のビーチと青い海を望むことができます。また、広大なガラスの天井から自然光が降り注ぎ、明るく開放的な空間が広がります。このジュエル・バイ・ザ・シーは、新郎新婦の思い出に残る特別な場所です。

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- 結婚式のプランニングからウェディングドレスまで、すべてが揃っています。
- 自然豊かな環境の中で、新郎新婦の思い出に残る特別な場所です。
- 広大なガラスの天井から自然光が降り注ぎ、明るく開放的な空間が広がります。
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# SOUTH KOREA

## TRAVEL TRADE UPDATE



### **“Korean Air unveils new CI and aircraft livery at Rising Night”**

On March 11, 2025, Korean Air unveiled its new Corporate Identity (CI) for the first time in 41 years, marking its integration with Asiana Airlines. The updated CI modernizes the Taeguk emblem, symbolizing Korea’s leading integrated carrier. The airline also introduced a new livery for its Boeing 787-10, featuring the bold “KOREAN” logo while maintaining its signature sky-blue color with a metallic finish. The redesigned CI, including new fonts and icons, will be gradually incorporated across all customer touchpoints.

# KOREA AIRLINE INTELLIGENCE



## APRIL 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	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
T'way Air	TW505	DAILY	09:00	14:30	5,670
TOTAL					27,150

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,213
TOTAL					3,213

\*LJ921: Apr 2<sup>nd</sup>– Apr 30<sup>th</sup>: 4/W (Mon, Wed, Fri, Sat)

TOTAL OUTBOUND SEAT CAPACITY: 30,363 SEATS

# KOREA AIRLINE INTELLIGENCE



## MAY 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	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
T'way Air	TW505	DAILY	09:00	14:30	5,859
<b>TOTAL</b>					<b>28,055</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,402
<b>TOTAL</b>					<b>3,402</b>

\*LJ921: May 1<sup>st</sup>– Jun 22<sup>nd</sup> & August 25<sup>th</sup> – September 31<sup>st</sup>: 4/W (Mon, Wed, Fri, Sat)  
 Jun 23<sup>rd</sup>– August 24<sup>th</sup> & Oct 1<sup>st</sup> – Oct 12<sup>th</sup>: Daily

**TOTAL OUTBOUND SEAT CAPACITY: 31,457 SEATS**

# KOREA AIRLINE INTELLIGENCE



## JUNE 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	10,140
	KE423	DAILY	18:40	00:00+1	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
	LJ915	DAILY	19:30	01:00+1	5,670
T'way Air	TW505*	DAILY	09:00	14:30	3,780
<b>TOTAL</b>					<b>41,070</b>

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

### • B U S A N - G U A M

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

**TOTAL OUTBOUND SEAT CAPACITY: 44,850 SEATS**



# KOREA MARKETING ACTIVITIES

## MEDIA COVERAGE

Guam Visitors Bureau Partners with Hotels.com and ShopBack for Exclusive Guam Travel Promotion



▶ Joongang Ilbo



▶ Herald Economy



▶ Gukje News



▶ Korea DutyFree



▶ Digital Chosun



▶ Maeil Economy



▶ Biz World



▶ Open News Agency



▶ Discovery News



▶ News Journalism



▶ News Road



▶ TTL News

# KOREA MARKETING ACTIVITIES

## MEDIA COVERAGE

GVB Launches Online Promotion: "Let's Run Along the Emerald Beach in Guam"



▶ Hankyung Travel



▶ News Journalism



▶ Open News Agency



▶ Gukje News



▶ News Road



▶ Korea Duty Free



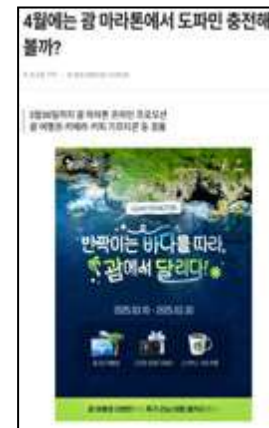
▶ Herald Economy



▶ Discovery News



▶ Tour Korea



▶ The Korea Travel News



▶ Biz World

# KOREA MARKETING ACTIVITIES

## MEDIA COVERAGE

Guam Visitors Bureau Participates in 24<sup>th</sup> "E:dm International Education Fair"



Gukje News



Discovery News



Digital Chosun



Open News Agency



Korea Duty Free



Tour Korea



TTL News



Maeil Economy



News Road



News Journalism



Travel Leisure

# TAIWAN



## *Operation Schedule : April*

Flight	Departure (local time)	Arrival (local time)	Frequency
TPE-GUM UA 0166	10:30 a.m	4:20 p.m	Every Wednesday
	11:00 a.m	4:50 p.m	Every Saturday
GUM-TPE UA 0165	7:00 a.m	9:25 a.m	Every Wednesday, Saturday

- United Airlines started the direct flight TPE-GUM service starting April 2nd.
- The limited-time promotion for TPE-GUM route has been extended from March 4 to June 27. The promotional fares are US\$302 (TWD 10,000, tax excluded). UA launched a new discounted economy K-class fare of US\$386.5 (TWD 12,500, tax excluded) for both B2B and B2C channels.

## TAIWAN'S PASSPORT RANKS 34<sup>TH</sup> STRONGEST IN THE WORLD

Taiwan's passport ranked 34<sup>th</sup> globally in the latest Henley Passport Index, allowing visa-free or visa-on-arrival access to 139 countries – outperforming China (60<sup>th</sup>) and the Philippines (75<sup>th</sup>). East Asia & Southeast Asia standing: Taiwan holds the 8<sup>th</sup> most powerful passport in the region, behind countries like Singapore, Japan, South Korea, and Malaysia. Foreign Minister Lin Chia-lung noted that the improved ranking reflects growing global recognition, with countries like Thailand granting visa-free entry and others – such as the US, South Korea, and Germany – offering automated customs clearance for Taiwanese passport holders.



## UNITED, TIGERAIR LAUNCH FLIGHTS TO GUAM, OITA

United Airlines launches new Taipei-Guam route, operating twice weekly with Boeing 737-800 aircraft, marking strengthened tourism ties with Guam and expanding its presence in Taiwan since 1986. Tigerair Taiwan debuts Taipei-Oita service, its 21<sup>st</sup> Japanese destination and fourth route to Kyushu, with flights also operating twice weekly on Wednesdays and Saturdays. Both, inaugural flights celebrated at Taoyuan Airport, with representatives emphasizing efforts to boost tourism and connectivity between Taiwan, Guam, and Japan.

# TAIWAN MARKETING ACTIVITIES

## TWIN TAKEOFF APPRECIATION GALA

- March 27, 2025
- United Airlines invited GTO to attend the Twin Takeoff Appreciation Gala Dinner, held to express gratitude for the continued trust and support from travel agencies and industry partners.
- United Airlines also highlighted the upcoming Taipei-Guam inaugural flight.
- During the event, GTO met with several travel agencies, including ezTravel who shared that they sold over 200 seats for flights between April and June.



## UNITED AIRLINES INAUGURAL GALA

- April 1, 2025
- GVB and United Airlines hosted an inaugural gala dinner ahead of the Taipei-Guam route launch, with over 90 attendees from government sectors, travel and medical partners.
- The event included remarks from UA's Kenichi Kiriyama, who announced the launch of the Taipei-Guam route and GVB's Régine Biscoe Lee, who emphasized the cross-sector opportunities beyond tourism.
- The event marked a celebration of renewed connectivity.



# TAIWAN MARKETING ACTIVITIES

## UA INAUGURAL FLIGHT LAUNCH

- April 2, 2025
- The inaugural gate event for the Taipei-Guam route was successfully held at Taoyuan International Airport Terminal 2, Gate D3.
- Passengers were greeted with Guam's signature warm "Håfa Adai" spirit and received commemorative gifts from GVB and United Airlines.
- GVB's Ko'ko' bird mascot "Kika" made a special appearance at the gate, drawing smiles from the travelers.
- Following the arrival of UA165, a ribbon cutting ceremony was held on-site.



## UA DELEGATION & MEDIA FAM TOUR

- March 31-April 5, 2025
- To celebrate the launch of United Airlines' Taipei-Guam route, GVB and UA hosted a series of events in Taiwan.
- GVB met with key stakeholders such as TVA, MoFA, and Taipei City Government.
- The delegation also joined the Taiwan Media Lunch hosted by UA to promote Guam's hidden gems and strengthen Taiwan-Guam tourism ties.
- GVB invited Guam media (KUAM, Guam Daily Post, PDN) on a 4-day fam tour to showcase Taiwan's tourism appeal.





# TAIWAN MARKETING ACTIVITIES

## NR Monitor

For the past week (March 29-April 4), a total of 19 exposures were monitored.

1 of the news reported that Just 3.5 Hours! Taiwan's Closest U.S. Route Launches Today — High-Spending Travelers with Budgets Around NT\$30,000 Expected to Return

(1)



# PHILIPPINES

# PHILIPPINES MARKET INTELLIGENCE



## Manila-Guam-Manila: Terminal 1

- **Daily**

PR110 Depart MNL 22:30 / Arrive GUM 04:15  
 PR111 Depart GUM 05:45 / Arrive MNL 07:30

### Popular PAL Flights Deals to Guam!

MNL to GUM May 08-11, 2025	CEB to GUM Jun 05-12, 2025	MNL – GUM Jul 03-07, 2025
From US \$480 Round-trip   Economy	From US \$474 Round-trip   Economy	From US \$435 Round-trip   Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

\*Fares displayed have been collected within the last 48 hrs and may no longer be available at time of booking. Quoted fares includes taxes, fees, and surcharges except PH Travel Tax paid at the airport.



## Manila-Guam-Manila: Terminal 3

- **Daily**

UA184 Depart MNL 22:55 / Arrive GUM 04:40  
 UA183 Depart GUM 19:55 / Arrive MNL 21:50

- **Tues/Fri**

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

### Featured Daily Fairs for Flights from MNL to GUM

Apr 2025	May 2025	Jun 2025
From US \$353* Round Trip   Economy	From US \$387* Round Trip   Economy	From US \$554* Round Trip   Economy

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

\*Prices have been available for round trips within the last 48 hours and may not be currently available. For Economy class, fares listed may be Basic Economy, which is our most restrictive fare option and subject to additional restrictions.

The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.  
<https://etravel.gov.ph/>

## GVB PHILIPPINES OFFICE VISIT

- March 25, 2025
- GVB met with its newly contracted in-market representative, Enderun
- Introduced Régine Biscoe Lee as GVB's new President & CEO
- Discussed marketing strategies for FY2025
- Guam Media Event & Product Update briefing



## COURTESY VISIT TO U.S. EMBASSY

- March 26, 2025
- GVB met with the U.S. Embassy Nonimmigrant Visa Chief, Long Nguyen
- Introduced Enderun as its Philippines representative
- Provided insights to U.S. visa applications, interview availabilities, and processing time



# PHILIPPINES MARKETING ACTIVITIES

## GUAM MEDIA EVENT IN MANILA, PHILIPPINES

- March 27, 2025
- Total of 305 attendees - 278 travel agents and associations; 10 media publications; 17 travel & lifestyle influencers/bloggers
- Celebrity guest speakers promoted Guam as an ideal destination
- Presented Guam product update and launched travel agent incentive program
- Ruffled roundtrip tickets to Guam for two (2)



Celebrity Guest Speakers: Dingdong Avanzado, Jessa Zaragoza, and Herbie Arabelo



Celebrity Guest Appearance: Rocco and Melissa Nacino

as of 4 April 2025



Rowena Mijares of ITATOA



Arddie Novabos of Higher Ground Travel & Tours



Guma Taotao Tano