



**#InstaGuam**  
@locopromos

# INDUSTRY REPORT

DECEMBER 15, 2023



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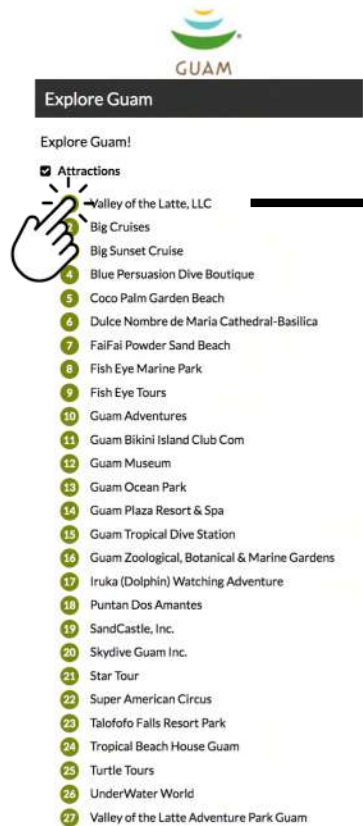
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# DESTINATION UPDATES



# EXPLORE GUAM - MAP



Explore Guam

Explore Guam!

Attractions

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**Valley of the Latte, LLC**

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

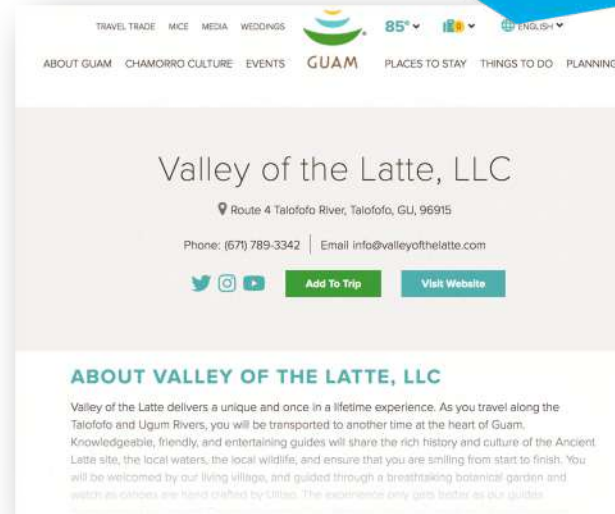
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site,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

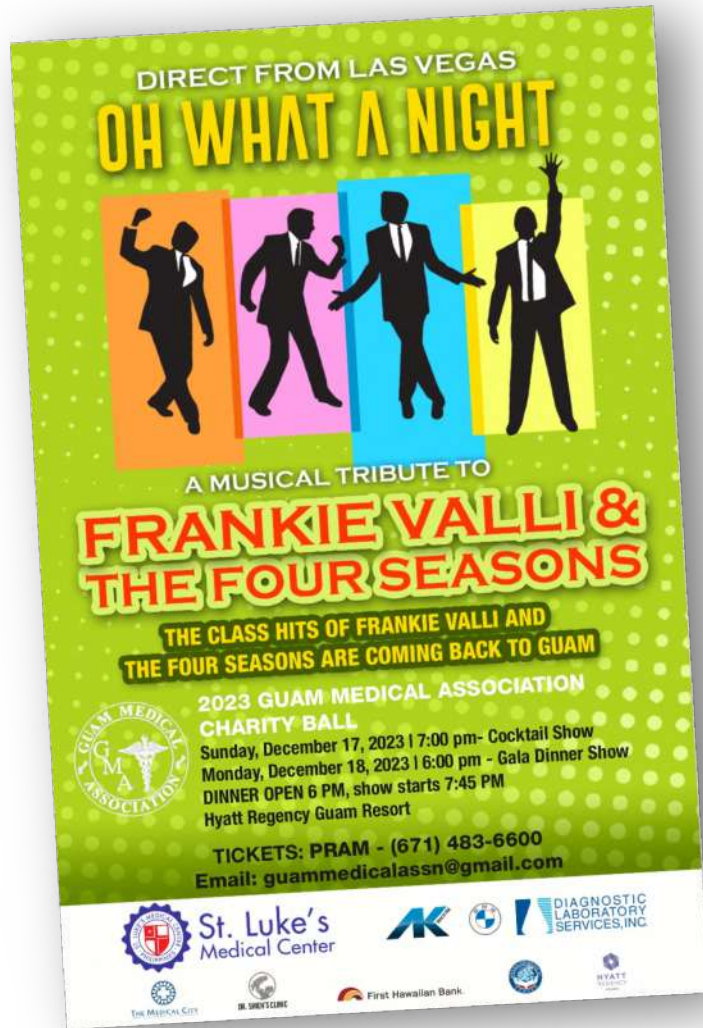
 [Add To Trip](#) [Visit Website](#)

#### 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)

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

# MERRY AND BRIGHT CHRISTMAS LIGHTING

## HOLIDAY LIGHTS BRIGHTEN UP TUTUJAN PARK

The Guam Visitors Bureau, in collaboration with the Agana Heights Mayor and Municipal Planning Council, launched the “Merry and Bright” Christmas lighting at Tutujan Park (Triangle Park) on December 1<sup>st</sup>, 2023.

The display will be available **DAILY** from **6:00 PM** during the holiday season for all to enjoy!



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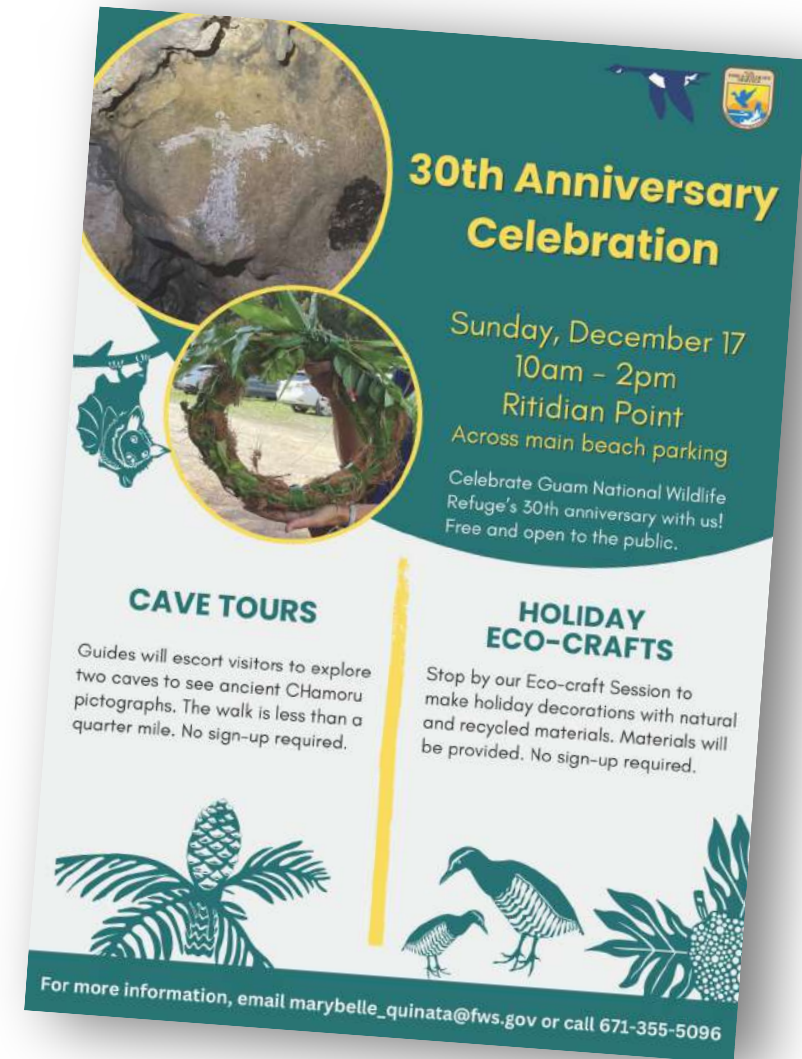
## RITIDIAN'S 30<sup>TH</sup> ANNIVERSARY CELEBRATION

Ritidian beach will reopen to the public for a special event to celebrate its **30<sup>th</sup> anniversary** as a wildlife refuge. **Cave tours** and **holiday eco-crafts** will be available for all to enjoy!

### EVENT IS FREE & OPEN TO ALL AGES

- Ritidian Point (across main beach parking)
- December 17, 2023
- 10 AM – 2 PM

For more information email [marybelle\\_quinata@fws.gov](mailto:marybelle_quinata@fws.gov) or call 671-355-5096.



# BECOME A TOUR GUIDE

## CALL-OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

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

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



If interested, please  
click link for more info



# CALL OUT FOR BROCHURES

## MEMBERSHIP BENEFIT

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

- Provide at least 500 brochures (each language).



Please click to download our membership application



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



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@postguam

# MARKET INTELLIGENCE REPORT

As of December 15, 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

# MARKETS AT-A-GLANCE

## JAPAN

- Total outbound seat capacity for December remains at 42,426; January at 43,189; and February at 39,372.
- Japan Airlines summer 2023 flight schedule shown in appendix
- GOGO Guam Pay coupons
- Trade Sales Activities
- Shown in appendix are: SNS performance summary and highlights; Weekly Guam digital PR articles; and media performance



## TAIWAN

- Taiwan opens economic and cultural office in Montreal.
- US united in support for Taipei: AIT.
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

## SOUTH KOREA

- Total outbound seat capacity for December remains at 46,036; January at 52,651; and February at 44,834.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



## PHILIPPINES

- Philippine Airlines and American Airlines launch new codeshare partnership.
- DOT urges United Airlines to add flights to more points other than just Manila.
- 2029 H-2B extension for Guam passes committee.
- United Airlines and Philippine Airlines continue to fly daily in December 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



DETAILS ARE FOUND IN THE APPENDIX



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@\_golden.media

# APPENDIX

As of December 15, 2023 and may be subject to change.



# JAPAN



# JAPAN MARKET INTELLIGENCE

## NEW THEME PARK “JUNGLIA” TO OPEN IN OKINAWA IN SUMMER 2025

A new theme park “JUNGLIA” will open in the summer of 2025 in northern Okinawa. Visitors will be able to experience attractions that make the most of the rich natural environment known as “Yanbaru.”

They can also experience hot air balloons. The theme park will be located near a World Natural Heritage forest, on a former golf course site (about 120 hectares). Visitors will be able to enjoy rides to escape from dinosaurs in the forest, balloons overlooking the forest and the sea, as well as a variety of restaurants and spas.


Lodging and other facilities will be constructed after the opening of the park resulting in a project cost of approximately 70 billion yen.






# 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 - JANUARY

*Interviews with various companies*

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


AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Temporary	4,179
	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C1182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						<b>4,179</b>




**JANUARY TOTAL OUTBOUND SEAT CAPACITY : 43,189**

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - FEBRUARY

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	4,814
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,814
	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	4,814
	Available	UA 136	NGO	11:20 / 15:55	Daily	4,814
	Available	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,822
	Available	UA 150	KIX	11:05 / 15:45	Daily	4,814
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	1,826
	Available	UA 166	FUK	11:05 / 16:15	Daily	4,814
TTL						<b>36,188</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Temporary	3,184
	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C1182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						<b>3,184</b>

**FEBRUARY TOTAL OUTBOUND SEAT CAPACITY : 39,372**

# 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	

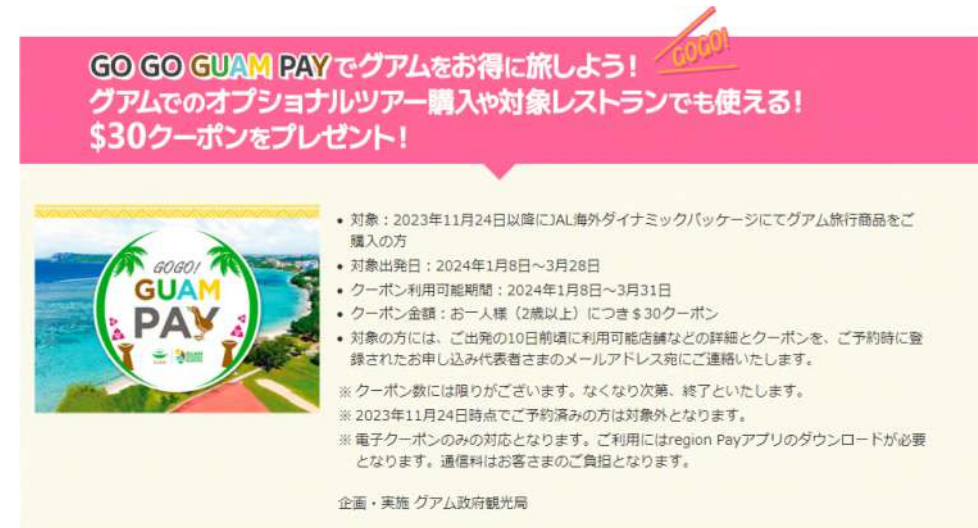
# JAPAN MARKETING ACTIVITIES

## GOGO Guam Pay Coupons

- Sales of travel products to Guam with GoGo Guam Pay have started.
- Coupon is available to travelers visiting Guam between January 8 and March 30, 2024.
- A total of 15 travel agencies in Japan will offer this coupon.
- Limited to the first 5,000 applicants and will total \$150,000
- Coupons will be valid at more than 50 businesses in Guam, including restaurants, stores, and optional tours.



HIS



JALPAK

# JAPAN MARKETING ACTIVITIES

## GUAM SEMINAR FOR TRAVEL AGENTS IN KYUSHU

- November 28 & 29
- GVB Japan held a Guam Seminar sales call with United Airlines and eight travel agencies in Fukuoka, Kumamoto and neighboring cities to promote sales in the Kyushu area.
- 50+ participants from several travel agencies attended.
- The seminar was a success, with one group tour being booked immediately after the seminar.

## UA SUMMIT IN GUAM

- November 29 - December 2
- GVB Japan participated in the UA Summit, a Guam educational travel training organized by United Airlines.
- GVB Japan also visited UOG with four university professors from Japan to learn about SDG activities by G3 and learning programs at UOG.



as of 15 December 2023



# JAPAN MARKETING ACTIVITIES

## SALES CALL TO ZIP AIR

- December 6, 2023
- GVB Japan team visited ZIP AIR TOKYO, a JAL-affiliated LLC.
- Director Fukada mentioned that Guam is on their list of destinations, but they are unable to procure aircraft in time.
- Discussions suggested the possibility of traveling to Guam in the near future.



## ONE GUAM SEMINAR

- GVB Japan will hold a webinar on December 20, 2023 at 3:00 PM (Guam time).
- Aims to promote the Hafa Adai Campaign 2024 to the Japanese market.
- Will include a presentation by GVB and its members.
- Registration has begun, with more than 50 participants already registered.









# JAPAN MARKETING ACTIVITIES

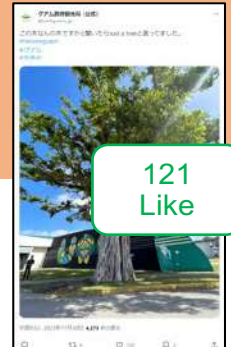


## SNS PERFORMANCE SUMMARY

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

SNS	follower		Week Reach		Week Engagement	
	1 Dec,2023	8 Dec,2023	1 Dec,2023	8 Dec,2023	1 Dec,2023	8 Dec,2023
	29,315	29,300	2,809,058	3,106,232	980	3,108
	-0.05%		10.58%		217.14%	
	23,573	23,567	3,764	3,789	438	335
	-0.03%		0.66%		-23.52%	
	18,568	18,584	26,700	19,500	694	617
	0.09%		-26.97%		-11.10%	
	61,700	61,879	4,081,043	2,896,037	9,119	6,978
	0.29%		-29.04%		-23.48%	

# SNS HIGHLIGHT



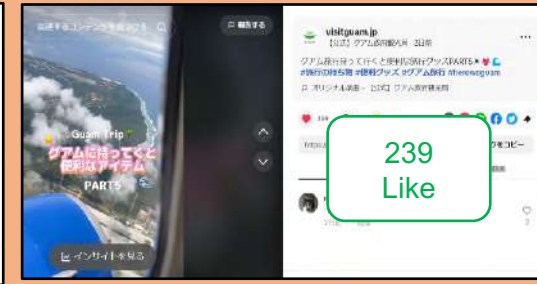
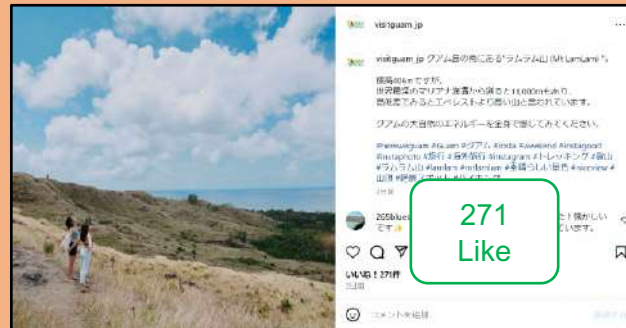
120 Like

120 Like

121 Like

58 Like

# SNS HIGHLIGHT



# JAPAN MARKETING ACTIVITIES

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

- CPM is ¥363.99 CTR is 0.09%, and CPC is ¥411.7

**Nov 18 - Dec 6**

### ■ Instagram

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
<b>GOGO GUAM Hafa Adai</b> キャンペーン事前告知	7,590,271	3,115	0.04%	¥636.7	¥261.31	7,057,272	4,818,899	1.58

### ■ Youtube

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
<b>GOGO GUAM Hafa Adai</b> キャンペーン事前告知	5,299,449	4,699	0.09%	¥560.1	¥496.67	1,389,157	4,205,857	1.26

### ■ Abema

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
<b>GOGO GUAM Hafa Adai</b> キャンペーン事前告知	2,325,733	5,639	0.24%	¥164.0	¥397.00	2,306,370	2,284,290	1.02

### ■ Total

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
<b>GOGO GUAM Hafa Adai</b> キャンペーン事前告知	15,215,453	13,453	0.09%	¥411.7	¥363.99	10,752,799	11,309,046	1.35



## WEEKLY GUAM

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

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

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

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





## WEEKLY GUAM

### Magician Anthony Reed's special magic show

Popular magician Anthony Reid will return to the Encore Theater at the Crowne Plaza Resort Guam!

During the holiday season, Anthony will be performing a special magic show, which will be held for only 6 days - one show per day. Don't miss this opportunity to see a world-class magician in action.

Date: Friday, December 8, 15, 16, 22, 23, 29  
Time: Doors open at 7:15PM, Start at 8:00PM  
Place: Crowne Plaza Resort Guam, Encore Theater  
Admission: Adults \$65, Children (2-11 years old) \$25  
Reservations: (671) 488-1198  
[reservations@themagicofanthonyreed.com](mailto:reservations@themagicofanthonyreed.com)  
[www.themagicofanthonyreedtickets.com](http://www.themagicofanthonyreedtickets.com)

This is a special show that small children can enjoy together. The show will be held for only 6 days, mainly on weekends during December. We hope you will enjoy this world-class show!

## GLAM

PICK UP FASHION BEAUTY LIFESTYLE ENTERTAINMENT TRAVEL ARTMAKE

グアムまでの飛行機の時間は約3時間半！空港ごとの飛行時間や料金など



日本とグアムの距離は近く、飛行機の時間も短いので、気軽に往ける海外旅行先として日本人観光客から高い人気を誇っています。

この記事では「日本からグアムまでどれくらい飛行機の時間がかかるの？」と気になる方向けに、日本〜グアムの飛行機の時間や料金、機内での過ごし方などを解説します。

※本記事は、2023年11月8日時点の情報をもとに執筆しております。最新情報は飛行機の経路や料金、料金などは変わっている可能性があります。

東京（成田国際空港）



## GLAM DIGITAL PR

The flight time to Guam is approximately 3.5 hours! Flight times and fees per airport.

The distance between Japan and Guam is close and the flight time is short, making Guam highly popular among Japanese tourists as an easy-to-reach overseas travel destination.

This article is intended for those who are wondering “How long does it take to fly from Japan to Guam?” It covers the flight time from Japan to Guam, the time difference, and how to best spend time on the plane.

### **Table of Contents**

1. Flight time to Guam is approximately 3 hours and 30 minutes
2. Flight time from each airport to Guam
  - Tokyo (Narita International Airport)
  - Osaka (Kansai International Airport)
  - Nagoya (Central Japan International Airport)
  - Fukuoka (Fukuoka Airport)
3. Time difference from Guam is only 1 hour
4. How to spend your time on the plane
5. Goods that are useful on the plane
  - Neck pillow
  - Eye mask
  - Ear plugs
  - Moisturizing mask
6. Summary: Let's leave for Guam in about 3 hours and 30 minutes from Japan.

# JAPAN MARKETING ACTIVITIES

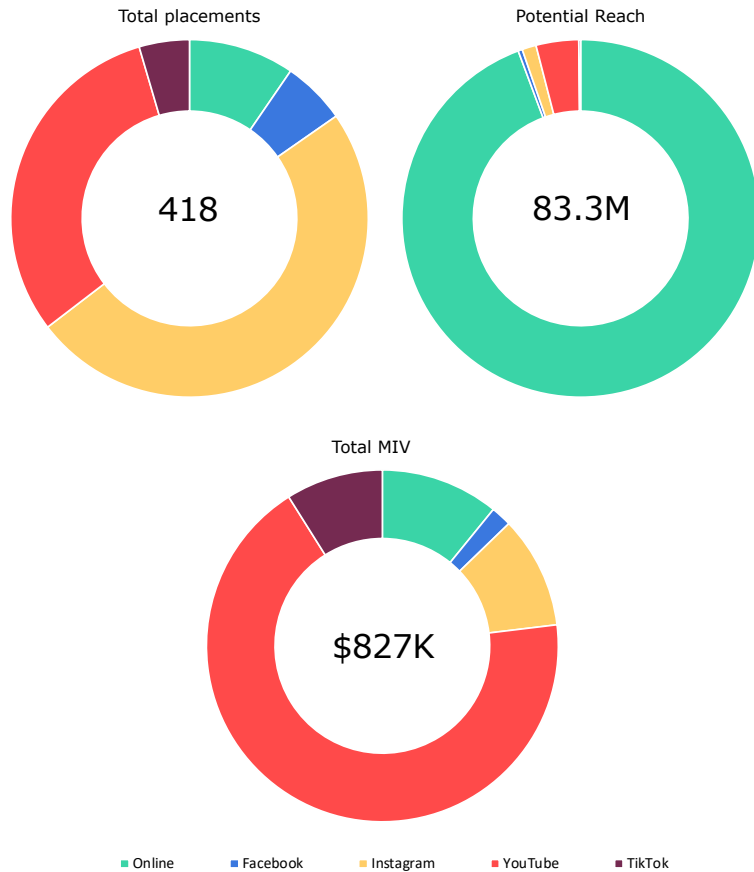


## MEDIA PERFORMANCE



### Overview

From October 29, 2023 to December 8, 2023



### 4 Travel - JP

December 5, 2023

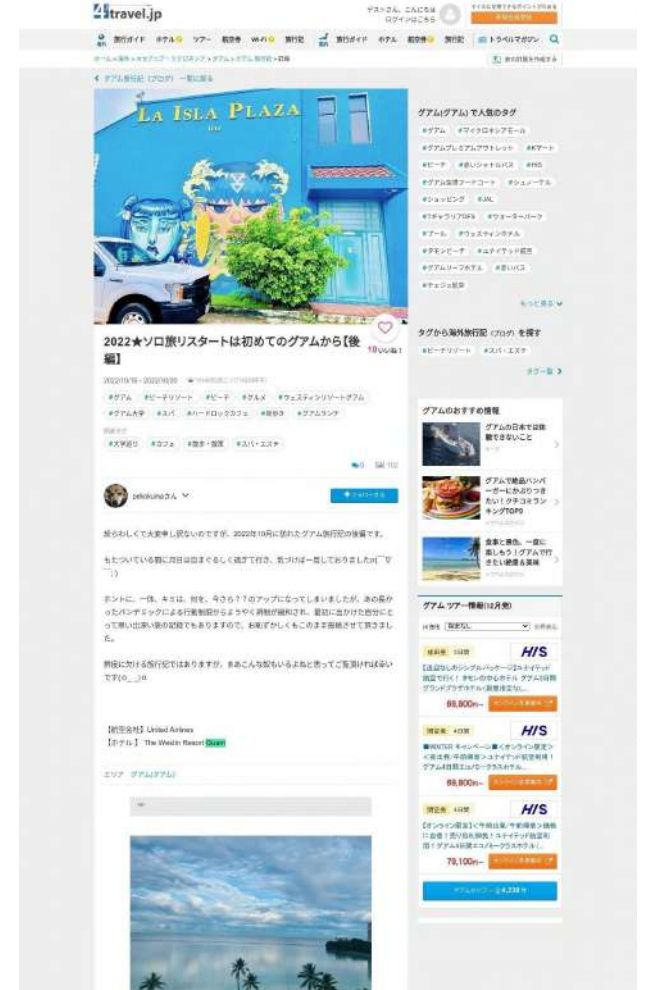
Reach: 5,934,097 - MIV: \$1,924



### 4 Travel - JP

November 9, 2023

Reach: 5,934,097 - MIV: \$1,869





# JAPAN MARKETING ACTIVITIES

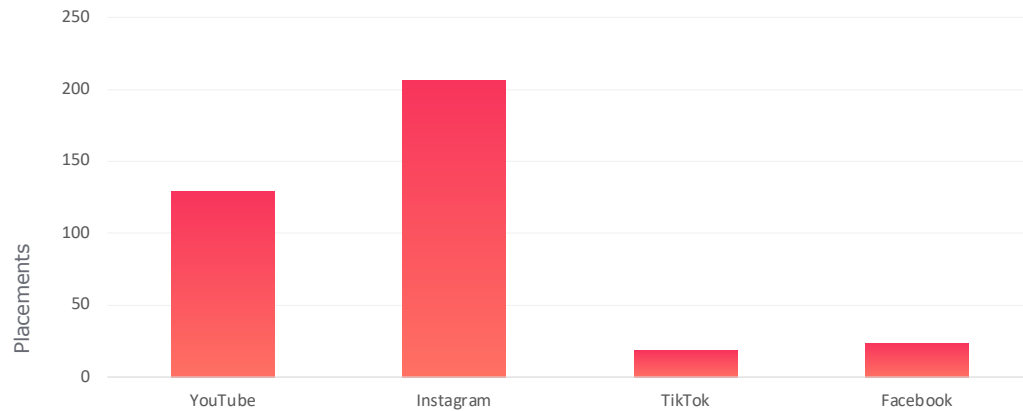
## MEDIA PERFORMANCE



### Social Focus - Platform Performance

From October 29, 2023 to December 8, 2023

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
YouTube	129	3.21M	13.7K	3.9	562K
Instagram	206	1.06M	51.1K	3.6	85.3K
TikTok	19	141K	41.3K	2.2	73.8K
Facebook	24	317K	2.19K	0.029	15.7K




**Visit Guam** **グアム政府観光局** [\[Link\]](#) 317K Nov 27, 2023

グアムで海越えショットが体験できるのは、ここ！Manglao Golf Club (マンギラオゴルフクラブ)！名物ホールは、海越えの12番。一度はチャレンジしたくなる、ゴルファーの憧れのコースです！...

\$641 69 0 1



**Visit Guam** **グアム政府観光局** [\[Link\]](#) 317K Nov 27, 2023

レンタカーを活用して、快適なドライブ&観光スポット巡りを楽しんでみてはいかがでしょうか。効率良く移動でき、少し足を延ばせばさらなるグアムの魅力を発見できますよ！オープンカーのレンタルもあるので、南国のグアムをオープンカーで走らせると思い出に残ること間違いなしです！ #hereweguam [...]

\$664 89 1 0



**Visit Guam** **グアム政府観光局** [\[Link\]](#) 317K Nov 28, 2023

グアムの伝統的な料理、チャモロ料理をご存知ですか？スペイン、アメリカ、日本の統治下の影響がそれぞれ少しずつ残る古くから伝わる郷土料理のことをチャモロ料理と言います！こちらの "Meskla Chamoru Fusion BISTRO (メスクラ・チャモロ・フュージョン・ビストロ)" [...]

\$666 89 0 1



**Visit Guam** **グアム政府観光局** [\[Link\]](#) 317K Nov 30, 2023

Weekly GUAM 更新 🌟穴場的なスイーツショップ、クラム・アーティザン・ベーカリー (Crumb Artisan Bakery) 🍞 買い物に来た人たちの心を魅了する、焼きたてパンやとってもかわいいケーキたちがたくさん 🍪 ツーリストの皆さんもぜひ立ち寄ってください！ [...]

\$655 83 1 0

# SOUTH KOREA

# 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	Capacity	Monthly Seats
Korean Air	KE421	DAILY	09:15	14:35	272	8,432
	KE423	DAILY	19:05	00:20+1	140	4,340
Jeju Air	7C3102	DAILY	10:05	15:25	189	5,859
	7C3106	DAILY	20:10	01:35+1	189	5,859
Jin Air	LJ915	DAILY	09:35	14:50	189	5,859
	LJ919*	DAILY	08:10	13:30	189	567
T'way Air	TW303	DAILY	10:00	15:30	189	5,859
<b>TOTAL</b>						<b>36,775</b>

\*LJ919: Dec 29th~Feb 4th: Daily (Flight changes from December 29th: LJ643 --> LJ919 )

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Capacity	Monthly Seats
Jeju Air	7C3154	4/W (WED/THU/ SAT/SUN)	21:35	02:30+1	189	3,402
Jin Air	LJ929	DAILY	20:30	01:30+1	189	5,859
<b>TOTAL</b>						<b>9,261</b>

TOTAL OUTBOUND SEAT CAPACITY: 46,036 SEATS

# KOREA MARKET INTELLIGENCE

## JANUARY AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Capacity	Monthly Seats
Korean Air	KE421	DAILY	09:15	14:35	272	8,432
	KE423	DAILY	19:05	00:20+1	140	4,340
Jeju Air	7C3102	DAILY	10:05	15:25	189	5,859
	7C3106	DAILY	20:10	01:35+1	189	5,859
Jin Air	LJ915	DAILY	09:35	14:50	189	5,859
	LJ919*	DAILY	08:10	13:30	189	5,859
T'way Air	TW303	DAILY	10:00	15:30	189	5,859
	TW9305**	2/W (THU/SUN)	21:50	03:20	189	1,512
<b>TOTAL</b>						<b>43,579</b>

\*LJ919: Dec 29th~Feb 4th: Daily

\*\*TW9305: Jan 4th~Feb 25th:2/W (Flight changes from Jan 4th : TW9301 --> TW9305 )

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Capacity	Monthly Seats
Jeju Air	7C3154	4/W (WED/THU/ SAT/SUN)	21:35	02:30+1	189	3,213
Jin Air	LJ929	DAILY	20:30	01:30+1	189	5,859
<b>TOTAL</b>						<b>9,072</b>

**TOTAL OUTBOUND SEAT CAPACITY: 52,651 SEATS**

# KOREA MARKET INTELLIGENCE

## FEBRUARY 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	Capacity	Monthly Seats
Korean Air	KE421	DAILY	09:15	14:35	272	7,888
	KE423	DAILY	19:05	00:20+1	140	4,060
Jeju Air	7C3102	DAILY	10:05	15:25	189	5,481
	7C3106	DAILY	20:10	01:35+1	189	5,481
Jin Air	LJ915	DAILY	09:35	14:50	189	5,481
	LJ919*	DAILY	08:10	13:30	189	756
T'way Air	TW303	DAILY	10:00	15:30	189	5,481
	TW9305**	2/W (THU/SUN)	21:50	03:20	189	1,512
<b>TOTAL</b>						<b>36,140</b>

\*LJ919: Dec 29th~Feb 4th: Daily

\*\*TW9305: Jan 4th~Feb 25th:2/W

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Capacity	Monthly Seats
Jeju Air	7C3154	4/W (WED/THU/ SAT/SUN)	21:35	02:30+1	189	3,213
Jin Air	LJ929	DAILY	20:30	01:30+1	189	5,481
<b>TOTAL</b>						<b>8,694</b>

TOTAL OUTBOUND SEAT CAPACITY: 44,834 SEATS

# MARKETING ACTIVITIES

## MEDIA COVERAGE - NOVEMBER 27

GVB Korea to launch Guam Online Promotion



▶ News Road



▶ Korea Dutyfree News



▶ Discovery News



▶ Digital Chosun



▶ Open News Agency



▶ Biz World



▶ TTL News



▶ Gukje News



▶ Job Post



▶ Tour Korea



▶ The Korea Travel Times

# MARKETING ACTIVITIES

## MEDIA COVERAGE - NOVEMBER 30

GVB to successfully hold 2023 Travel Mart and Year-End Party



▶ Biz World



▶ Digital Chosun



▶ Gukje News



▶ Korea Dutyfree News



▶ News Road



▶ TTL News

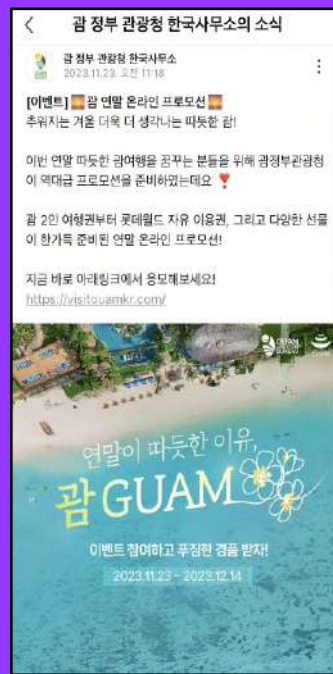
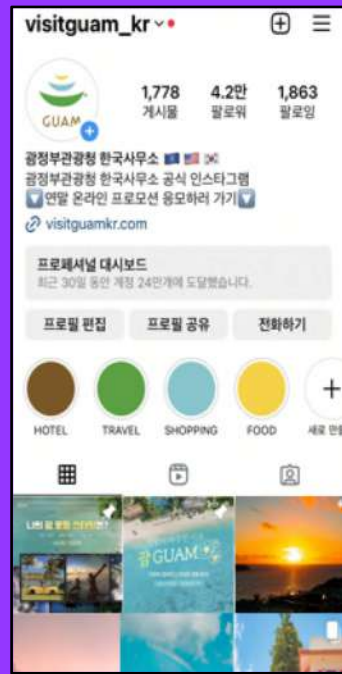


▶ Herald Economy



▶ Tour Korea

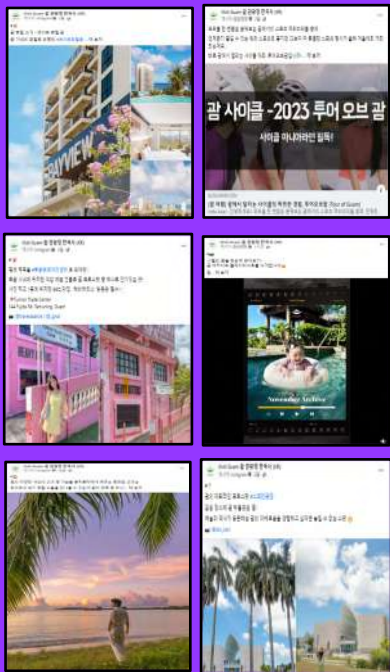
# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 20-24, 2023  
 THEME: NOVEMBER EVENT/ GUAM ONLINE YEAR-END PROMOTION



# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 27-30, 2023  
THEME: TOUR OF GUAM

# KOREA MARKETING ACTIVITIES

## GVB KOREA – DECEMBER Content Calendar

Naver Blog/Kakao		Instagram Feed / Facebook		EVENT		YouTube		
		IG Reels & Cardnews   Whispers of Guam Monthly UGC Overview						
Week 1	*Contents and schedules are subject to change depending on the situation						December 1 FRIDAY	December 2 SATURDAY
							Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	
Week 2	December 3 SUNDAY	December 4 MONDAY	December 5 TUESDAY	December 6 WEDNESDAY	December 7 THURSDAY	December 8 FRIDAY	December 9 SATURDAY	
		Guam Travel Itinerary	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	IG Reels GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	EVENT Naver Blog December Event	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	
Week 3	December 10 SUNDAY	December 11 MONDAY	December 12 TUESDAY	December 13 WEDNESDAY	December 14 THURSDAY	December 15 FRIDAY	December 16 SATURDAY	
		Guam Hotels	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Whispers of Guam Grass Sound	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Short-form Guam Southern Tour	Card News Guam Must-to-do Activity & Tour	
Week 4	December 17 SUNDAY	December 18 MONDAY	December 19 TUESDAY	December 20 WEDNESDAY	December 21 THURSDAY	December 22 FRIDAY	December 23 SATURDAY	
		Guam Christmas	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	IG Reels GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Short-form Guam Snorkeling Point Fish Eye Marine Park	Whispers of Guam Airplane Sound to Guam	
Week 5	December 24 SUNDAY	December 25 MONDAY	December 26 TUESDAY	December 27 WEDNESDAY	December 28 THURSDAY	December 29 FRIDAY	December 30 SATURDAY	
		Holiday	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Guam's Scenery GVB KR Digital Ambassador & Influencer UGC	Short-form Guam Scenery	Monthly UGC Overview	

# TAIWAN

## TAIWAN OPENS ECONOMIC AND CULTURAL OFFICE IN MONTREAL



A new Taipei economic and cultural office began operating on Dec. 4 in Montreal, marking a milestone in the Taiwan-Canada relationship, according to the Ministry of Foreign Affairs. During a reception celebrating the event in the Canadian city, a pre-recorded video message was delivered by Foreign Minister Jaushieh Joseph Wu, who praised Taiwan and Canada's shared values of freedom and democracy.

The new office underscores Taiwan's commitment to deepening a partnership with Canada in key areas such as culture, education, science and technology, trade and investment, indigenous affairs, and medical care.

According to the ministry, the event was attended by Harry Ho-jen Tseng, Taiwan's representative to Canada; Rita P Chen the new facility's director; Judy Sgro, Chair of the House of Commons' Standing Committee on International Trade; and several other lawmakers from the North American Country.

The new facility will provide services to Taiwan tourists and expatriates in the provinces of Quebec, New Brunswick, Newfoundland and Labrador, as well as the northernmost territory of Nunavut, the MoFA said. It will closely work with the Ottawa-based Taipei Economic and Cultural Office in Canada to enhance collaboration between the two countries across the board, including promoting Taiwan's inclusion in the Montreal-headquartered International Civil Aviation Organization.

## US UNITED IN SUPPORT FOR TAIPEI: AIT

Supporting Taiwan is one of the strongest consensuses in the US, American Institute in Taiwan (AIT) Director Sandra Oudkirk said yesterday, adding that the US is looking forward to working with whoever Taiwan elects as president. Oudkirk made the remark in a speech on cyber attacks and the manipulation of online information, at National Taiwan University (NTU) at the invitation of the school's Graduate Institute of Journalism.

Taiwan's meaningful contributions to the world were clearly shown at the APEC meetings this year, such as its work with other APEC economies to help reduce the digital divide and encourage economic growth through digital transformation, Oudkirk said. Working with Taiwan to effectively counteract cybersecurity threats has been one of the AIT's priorities and a "common challenge" for Taiwan and the US, both of which continue to be targeted by cyberattacks, she said.

The two sides are collaborating on preventing and investigating cybercrime, providing capacity-building training for cyber professionals and policymakers, and bolstering Taiwan and US industry ties. The US and Taiwan also work together to prevent misinformation from undermining public confidence in democracies and sowing division in societies.



## COMPETITORS

**JAPAN:** Amazing raises additional JPY 1.4 billion in Series C funding, exceeding JPY 4.5 billion raised since its establishment. WAmazing Inc., a startup company developing a tourism platform service for overseas tourists to Japan (CEO: Fumiko Kato, Head office: Tokyo, hereinafter “WAmazing”), announced today that it has raised a total of JPY 1.4 billion through a private placement of new shares to several strategic investors and regional banks. WAmazing has raised a cumulative total of JPY 2.01 billion in the Series C funding, bringing the total amount raised since its establishment in July 2016 to JPY 4.53 billion. (December 8)

**KOREA:** Five Korea tourism promotional clips reached 225 million views just one month after release. Released on Oct. 24 by the Ministry of Culture, Sports and Tourism and Korea Tourism Organization (KTO), the clips were viewed an estimated 225.3 million times as of Nov. 30. Among the five clips, ‘What if [Vincent Van Gogh] visited Korea,’ which is the very first Korea tourism promotional clip produced using generative AI, recorded the highest number of views at 59.88 million. The video was praised for its creativity in introducing Korea’s representative tourist destinations through the style of 11 world-class painters including Van Gogh, Munch and Monet. (December 6)

**MALAYSIA:** Singaporeans travelling to Malaysia not required to fill in digital arrival card. Singaporeans travelling to Malaysia are exempt from filling in the country’s digital arrival card, which will be made compulsory for most other foreigners intending to visit the country from Jan 1. The Malaysia Digital Arrival Card (MDAC) will not be required for those who travel to the country frequently, said Home Minister Saifuddin Nasution Ismail on Tuesday (Dec 5). “This is also to ensure there is no congestion at our international entry points,” he told members of the media at Kuala Lumpur International Airport. (December 5)

**THAILAND:** Why are fewer Chinese tourists visiting Thailand? Thailand’s tourism bureau estimates nearly 1.5 million fewer visitors from China in 2023 than had been expected. Thailand’s tourism bureau estimates nearly 1.5 million fewer visitors from China in 2023 than had originally been expected at the beginning of the year. Changing travel trends and economic problems in China are to blame. Chinese tourist arrivals in Thailand are set to be lower than forecast in 2023, according to estimates by the Thai tourism bureau. Thailand had expected a bump in tourist arrivals from China following the reopening of borders after the coronavirus pandemic. The tourism bureau initially predicted 5 million visitors from China in 2023. However, arrivals from China before December numbered around 3 million, and the year-end total is now estimated to be around 3.5 million visitors. (November 29)

# TAIWAN AIRLINE UPDATES

## CURRENT ROUTE IN OPERATION:



## CI December

## Operation Schedule : CHINA AIRLINES

### CHINA AIRLINES CHINA AIRLINES

- December - January operations schedule available

### EVA AIR

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

### STARLUX AIRLINES STARLUX

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

as of 15 December 2023

Location					
North America	Operation Schedule	Southeast Asia	Operation Schedule	Southeast Asia	Operation Schedule
Los Angeles	Daily	Bangkok	Daily	Ho Chi Minh City	Daily
Ontario	Daily	Singapore	Daily	Hanoi	Daily
San Francisco	Daily	Jakarta	Daily	Manila	Daily
Vancouver	Daily	Kuala Lumpur	Daily	Phnom Penh	5 flights/week
New York	4 flights/week	Penang	Daily	Yangon	3 flights/week
		Palau	2 flights/week	Bali	Daily
		Chiang Mai	4 flights/week	Da Nang	Daily
		Cebu	5 flight/week	Brunei	3 flights/week

# TAIWAN AIRLINE UPDATES

## CI December Operation Schedule : CHINA AIRLINES

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



# TAIWAN AIRLINE UPDATES



## CI January Operation Schedule CHINA AIRLINES

<i>Location</i>					
North America	Operation Schedule	Southeast Asia	Operation Schedule	Southeast Asia	Operation Schedule
Los Angeles	Daily	Bangkok	Daily	Ho Chi Minh City	Daily
Ontario	Daily	Singapore	Daily	Hanoi	Daily
San Francisco	Daily	Jakarta	Daily	Manila	Daily
Vancouver	Daily	Kuala Lumpur	Daily	Phnom Penh	5 flights/week
New York	4 flights/week	Penang	Daily	Yangon	3 flights/week
		Palau	2 flights/week	Bali	Daily
		Chiang Mai	4 flights/week	Da Nang	Daily
		Cebu	5 flight/week	Brunei	3 flights/week

as of 15 December 2023

# TAIWAN AIRLINE UPDATES

## CI January Operation Schedule CHINA AIRLINES

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

# AIRLINE UPDATES FOR REGULAR FLIGHTS

<i>Airlines</i>	<i>GTO Contact</i>	<i>Updates</i>
 <b>CHINA AIRLINES</b>	12/8 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> <li>No updates for this week.</li> <li>China Airlines intends to initiate the direct flights in summer schedule from April to May.</li> </ul>
	12/8 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> <li>No updates for this week.</li> </ul>
	12/8 Patience Hsu, Manager	<ul style="list-style-type: none"> <li>No updates for this week.</li> <li>Remain CNY charter flight on 2/6 and 2/10</li> </ul>
 <b>Philippine Airlines</b>	12/8 John Chen, VP of Dragon Tours	<ul style="list-style-type: none"> <li>No updates for this week.</li> <li>GVB HQ has approved for Philippine Airlines CNY flights with 1.5 hr layover on 2/8.</li> </ul>

# TAIWAN MARKETING ACTIVITIES

## MEETING WITH GENERAL DIRECTOR OF TAIWAN BIO

- Date: December 5, 2025
- Taiwan BIO visited ASOA members at GTO office to discuss the collaborations for the next Taiwan BIO exhibition during July 24-28, 2024.
- Taiwan BIO will offer ASOA members a free booth to welcome ASOA members to attend the exhibition.
- General Director, Wallace Lin, also mentioned to offer ASOA 6 free booths for 2024 BIO ASIA.



# TAIWAN MARKETING ACTIVITIES

## NR MONITOR

From December 2 - 8, a total of 1 exposure was monitored including:

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

1 of the news reported on Taiwan-Guam 2023: A year of collaboration.



大選 即時 政治 國際 兩岸 產經 證券 科技 生活 社會 地方 文化

(1) 5 (中央社記者李宗憲雅加達6日專電) 駐關島辦事處陳盈連處長今天投書關島主流媒體「關島每日郵報」(Guam Daily Post)，細數2023年台灣和關島高等教育、城市交流、南島文化與人道援助等領域的豐碩交流成果，期盼2024新年持續與關島各界攜手強化台關緊密夥伴關係。

陳盈連在文中指出，駐關島辦事處在2020年10月復處以來積極推動台關交流合作，2023年交流成果相當豐碩，包括促成總統府國策顧問楊信揚贈60萬美元協助關島大學成立「亞太研究中心」、與關島總督府合辦關島大學平板電腦捐贈典禮提升帛琉籍學子的數位學習能力。

另外辦事處也促成關島大學與台灣文學館簽署原住民族文學合作備忘錄，以及聯合關島大學與中興大學合辦「智慧農業暨科技高峰會」等，原住民族委員會也在關島辦理「國際原住民族青年論壇區域研習班」與「南島民族技藝交流工作坊」，強化南島民族論壇會員交流。

陳盈連表示，台灣積極守護自由、民主及法治價值，是維護國際秩序及開放繁榮印太地區的良善力量，駐關島辦事處在今年代表外交部捐贈20萬美元協助美國紅十字會關島分會安置瑪姓颱風災民，關島議會也通過數份決議支持台灣擴大國際參與。

他寫道：「今年適逢台北市及關島建立姊妹關係50周年，台關豐碩交流成果彌足珍貴，期盼2024新年持續推動台關各項領域合作。」(編輯：陳承功) 1121206

# TAIWAN MARKETING ACTIVITIES

Social Media December Content Calendar							Category
							Scene
							Lucky Draw
							GVB Events
							Other Promotion
						01-12-2023	02-12-2023
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
							Guam Scenery
	03-12-2023	04-12-2023	05-12-2023	06-12-2023	07-12-2023	08-12-2023	09-12-2023
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Attraction - Two Lovers' Point	CNY Charter flights promotion	Guam Scenery	Attraction - Mount Lamlam	CNY Charter flights Lucky Draw	CNY Charter flights Lucky Draw
	10-12-2023	11-12-2023	12-12-2023	13-12-2023	14-12-2023	15-12-2023	16-12-2023
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	18th Annual Tour of Guam Cycling	Food - Denanche Hot Sauce	Guam Scenery	CNY Charter flights promotion		CNY Charter flights Lucky Draw	CNY Charter flights Lucky Draw
							Hotel - Hotel Nikko Guam
	17-12-2023	18-12-2023	19-12-2023	20-12-2023	21-12-2023	22-12-2023	23-12-2023
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	Saturday
	CNY Charter flights Lucky Draw	Attraction - Plaza de España		New Year's Eve Fireworks Display	CNY Charter flights promotion		Restaurant - Pika's café
	24-12-2023	25-12-2023	26-12-2023	27-12-2023	28-12-2023	29-12-2023	30-12-2023
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	Saturday
	Guam Scenery	Christmas Lucky Draw Promotion	Christmas Lucky Draw Promotion	Christmas Lucky Draw Promotion		Christmas Lucky Draw Promotion (Announce)	
			Attraction - Fish Eye Marine Park				
	31-12-2023						
Week 6	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	Saturday
	New Year's Eve Promotion						

# PHILIPPINES

## PHILIPPINE AIRLINES AND AMERICAN AIRLINES LAUNCH NEW CODESHARE PARTNERSHIP

Philippine Airlines and American Airlines have launched a codeshare partnership that introduces the first marketed flights by a Philippine carrier to several U.S. destinations. This will allow American Airlines' customers to travel to the Pearl of the Orient, Manila, and the beautiful beaches of Cebu.

American Airlines' customers are now able to book tickets on aa.com for codeshare flights operated by Philippine Airlines to Manila and Cebu via Tokyo. Additionally, customers will be able to fly to Manila from Honolulu and Guam.

"We are excited to partner with Philippine Airlines, which will provide our customers seamless connections to Manila, the capital and economic hub of the region, and Cebu, the gateway to countless tropical islands with pristine beaches," said American Airlines' Vice President of Global Alliances and Partnerships - Anmol Bhargava. "The Philippines is one of the fastest growing economies in Asia, and we look forward to continuing to enhance our partnership with Philippine Airlines."

Philippine Airlines has placed its "PR" code on American Airlines' flights between Los Angeles and seven U.S. cities: Atlanta, Denver, Houston, Las Vegas, Miami, Orlando and Washington, D.C., enabling excellent connectivity with PAL's trans-Pacific service.

"This partnership with American Airlines unlocks more options for customers traveling between Asia and the United States," said PAL's Chief Commercial Officer - Eric David Anderson. "We are delighted to deliver on our long-term strategy of continuing to build our global reach. We look forward to creating more opportunities for travelers to discover the wonders of the Philippines."

Philippine Airlines operates twice-daily nonstop flights to Los Angeles, daily flights to San Francisco and multiple weekly flights to New York, Honolulu and Guam.





## PHILIPPINE DOT URGES UNITED AIRLINES TO ADD FLIGHTS TO MORE POINTS THAN JUST MANILA

United launched the first US carrier nonstop service to Manila recently, but the Philippine government says more is needed. With a 26+ million metro population in the 2020 census, it would be easy to assume that airlines from the US would have several nonstop flight options to Manila in the Philippines. However, this is not the case. At present there is only one daily direct flight from the US mainland to Manila by a US-based airline, which is the new United Airlines roughly 16-hour nonstop service from SFO to MNL.

In a report on PhilStar Global, the Secretary of the Philippines Department of Transportation, Christina Garcia-Frasco, applauded United Airlines for being the first to inaugurate nonstop flights from the US mainland to Manila. She added that the airline should consider more routes to the Southeast Asian Island Chain. Garcia-Frasco recommended Clark International Airport, the former United States airbase converted to a commercial airport serving metro Manila. She also suggested that UA seriously consider adding Mactan Cebu International Airport and Davao International Airport to their Philippines service.

One justification for additional service could be the Open Skies Agreement and the Fly America Act. US government employees and contractors are not allowed to fly on international carriers unless they have a codeshare agreement with a US airline or are one of the countries with Open Skies Agreement with the US. The Philippines does not.

While the Philippines' national carrier, PAL, has convenient nonstop flights from LAX and SFO to MNL, they do not have a codeshare agreement with a US airline. That makes the airline unable to carry US government employees and contractors.



## 2029 H-2B EXTENSION FOR GUAM PASSES COMMITTEE

Guam is closer to seeing an extension to its H2-B exemption after the Conference Committee's passage of H.R. 2670, otherwise known as the National Defense Authorization Act for fiscal year 2024.

Guam Delegate James Moylan's office stated in a release that the NDAA includes an extension of the Guam CNMI H-2B visa program by an additional five years. Under the current law, the program is set to expire on Dec. 31, 2024, but the extension authored by Moylan would extend the date to Dec. 31, 2029.

"The NDAA authorizes over a billion dollars in new construction projects for Guam, but without the availability of skilled labor, the objectives would not have been met," Moylan said.

Governor Lou Leon Guerrero has advocated for the extension for the Guam NDAA H-2B exemption. However, estimates for ongoing military construction extend to 2029, and failure to pass an extension would harm the current military buildup program and Guam's economy, the release states.

Acting Gov. Joshua Tenorio said the administration will continue to seek relief to the restrictions on the importation of skilled labor, which is equally important to both Guam's economic recovery and the planned military construction.



# PHILIPPINES MARKET INTELLIGENCE



- PAL continues to operate at Terminal 1 at NAIA.

## Manila-Guam-Manila

- **Daily**

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

### Popular PAL Flights Deals to Guam!

MNL to GUM Jan 21-26, 2024	MNL to GUM Mar 08-15, 2024	MNL – GUM Apr 26-May 05, 2024
From US \$494* Round Trip   Economy	From US \$353* Round Trip   Economy	From US \$354* 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 15 December 2023



- UA operates at Terminal 3 at NAIA.

## Manila-Guam-Manila

- **Daily**

UA184 Depart MNL 22:55 or 23:50 / Arrive GUM 04:45 or 5:50

UA183 Depart GUM 19:20 / Arrive MNL 21:10

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10

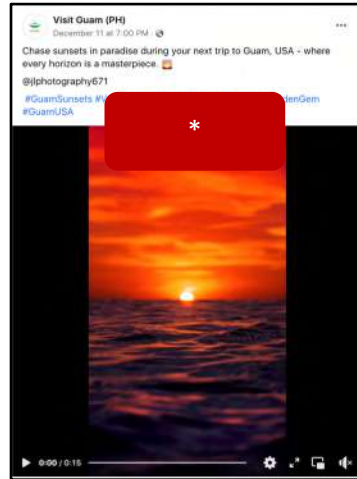
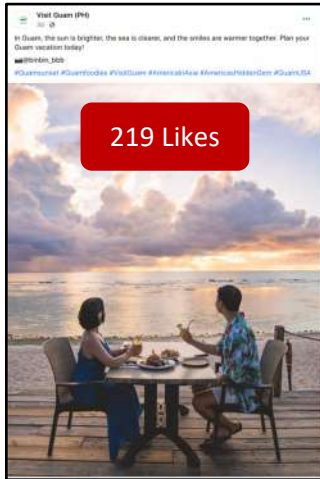
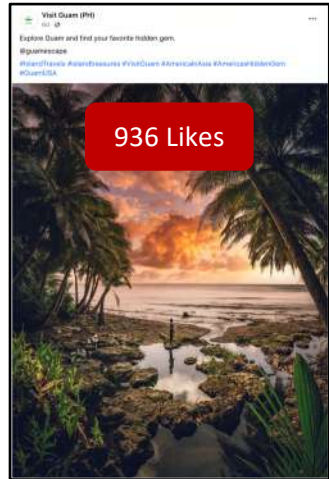
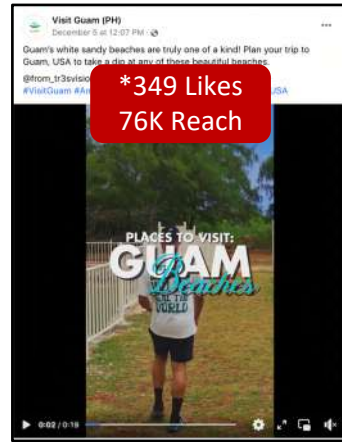
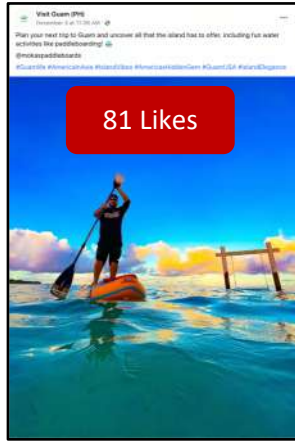
### Featured Daily Fairs for Flights from MNL to GUM

December 2023	January 2024	February 2024
From US \$478* Round Trip   Economy	From US \$390* Round Trip   Economy	From US \$342* Round Trip   Economy

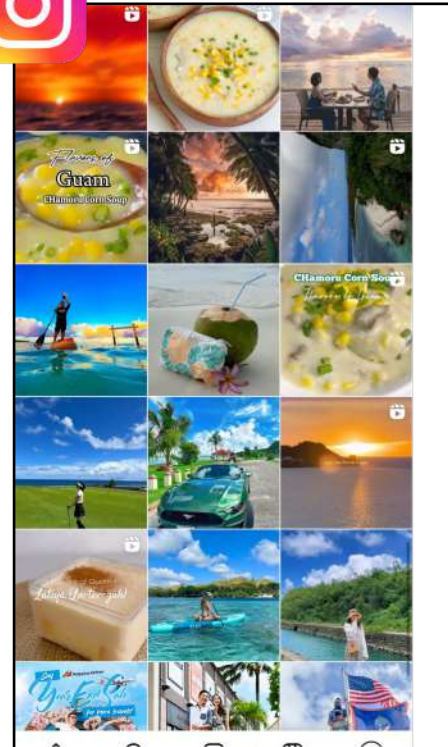
<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>  
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

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

# PHILIPPINES MARKETING ACTIVITIES



\*MONTH TO DATE FACEBOOK BOOSTED ADS



Top content based on reach



Dec 6



Dec 2



Dec 1



Dec 9



Nov 29

