

INDUSTRY REPORT

DECEMBER 29, 2023



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DESTINATION UPDATES



FIREWORKS AND DRONE SHOW



CELEBRATE THE NEW YEAR WITH GVB

Don't miss the fun this New Years Eve! GVB will be launching a drone show with fireworks to follow.

Drone Show

- Ypao Beach Park
- December 31, 2023
- 11:50 PM

Fireworks

- Hagåtña Bay & Tumon Bay
- December 31, 2023
- 12:00 AM



#InstaGuarii

MSC BELLISIMA



GUAM VISITORS BUREAU PREPARES TO WELCOME MSC BELLISIMA

- Wednesday, January 3, 2024
- Anticipating 3,000 passengers



PLEASURE ISLAND BEAUTIFICATION



GUAM VISITORS BUREAU PAINTS TUMON SIDEWALKS AND TRAFFIC MEDIANS

- Tuesday, December 19, 2023
- GVB staff spruces up pleasure island just in time for the holidays.





as of 29 December 2023

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 1st, 2023.

The display will be available DAILY from 6:00 PM until January 6, 2024 for all to enjoy!





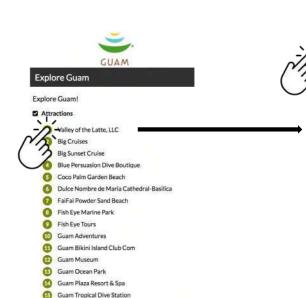
Dec 23, 2024: Performance by The Northern Guam Seventh Day Adventist Choir





EXPLORE GUAM - MAP





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, funfilled 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@vallevofthelatte.com for more information and if you have any questions. Find us: https://www.valleyofthelatte.com/valley-latte-map150 Father Ramon Drive of 150 Father Ramon D

INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

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

TRAVEL TRADE MICE MEDIA WEDDINGS 85° | 180° C KNG,SH*

ABOUT GUAM CHAMORRO CULTURE EVENTS GUAM PLACES TO STAY THINGS TO DO PLANNING

Valley of the Latte, LLC

Route 4 Talofofo River, Talofofo, GU, 96915

Phone: (671) 789-3342 | Email info@valleyofthelatte.com

Add to Trip Visit Website

ABOUT VALLEY OF THE LATTE, LLC

Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides well share the rich history and culture of the Ancient.

Email your updated info to: taylor.pangilinan@visitguam.com

as of 29 December 2023

(6) Guam Zoological, Botanical & Marine Gardens

Iruka (Dolphin) Watching Adventure

10 Puntan Dos Amantes

SandCastle, Inc.

Star Tour

23 Turtle Tours

23 UnderWater World

Skydive Guam Inc.

2 Super American Circus

Talofofo Falls Resort Park

23 Tropical Beach House Guam

Walley of the Latte Adventure Park Guam

8

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). When are OVID resemble about meetings with a control of the contro

Please click to download our membership application https://www.guamvisitorsbureau.com/docs/about/membership/gvb-membership-application-20191111.pdf



MARKET INTELLIGENCE REPORT

As of December 29, 2023 and may be subject to change.



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
- GVB conducts training workshops for GoGo Guam Pay Program
- GVB supports UA x UOG student study curriculum
- Sponichi Golf Tournament
- GVB holds meetings with tourism partners
- Guam tour preliminary inspection
- · Regional city sales campaign
- ONE GUAM Webinar
- Shown in appendix are: SNS performance summary and highlights; Weekly Guam digital PR articles; and media performance

SOUTH KOREA

- K
- Total outbound seat capacity for January remains at 52,651; and February at 49,748; and March at 41,409.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar

TAIWAN

- Keelung, Yokohama to cooperate on customs
- Japan supportive of Taiwan's ascension in CPTPP
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

PHILIPPINES

- Nearly 60,000 daily arrivals in PH as holidays approach
- PH, US discuss 'robust' alliance as tensions rise with China
- Senator Parkinson proposes bill to support Philippines
- Cloudy year ahead for airlines
- United Airlines and Philippine Airlines continue to fly daily in January 2023 and are offering specials



• Shown in appendix: marketing activities and social media calendar

DETAILS ARE FOUND IN THE APPENDIX



APPENDIX

As of December 29, 2023 and may be subject to change.



JAPAN



JAPAN MARKET UPDATES



HIS NOW SELLING ASIANA AIRLINES CHARTER FLIGHT TOURS FROM KANSALINTERNATIONAL AIRPORT

• HIS began selling charter flight tours departing from Kansai International airport using Asiana Airlines. A total of seven flights are scheduled to operate, with departures limited to March 2024.









AIRLINE OPERATION - DECEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA827	NRT	11:50 / 16:00	Daily	5,146
2004	Available	UA 197	NRT	17:00/21:45	Daily	5,146
	Available	UA874	NRT	21:20 / 2:0 5+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	2,822
	Available	UA 150	KIX	11:0 5/ 15:4 5	Daily	5,146
	Available	UA 178	KIX	20:55/ 1:35+1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:0 5/ 16:15	Daily	5,146
	1	l .			TTL	38,844

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
@ JAL	Available	JL941	NRT	9:30 / 14:15	Temporary	3,582
t'way	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
JEJUair	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	3,582

DECEMBER TOTAL OUTBOUND SEAT CAPACITY: 42,426



AIRLINE OPERATION - JANUARY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA827	NRT	11:50 / 16:00	Daily	5,146
175/18	Available	UA 197	NRT	17:00/21:45	Daily	5,146
	Available	UA 874	NRT	21:20 / 2:0 5+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	2,988
	Available	UA 150	KIX	11:0 5/ 15:4 5	Daily	5,146
	Available	UA 178	KIX	20:55/ 1:35+1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:0 5/ 16:15	Daily	5,146
	-	1	ı		TTL	39,010

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
W JAL	Available	JL941	NRT	9:30 / 14:15	Temporary	4,179
t'way	Suspended .	TW 311	KIX	10:45 / 15:10	Daily	-
JEJUair	Suspended	7C1182	NRT	10:05 / 15:00	Daily	-
	Suspended Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
					TTL	4,179



AIRLINE OPERATION - FEBRUARY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:50 / 16:00	Daily	4,814
2002	Available	UA 197	NRT	17:00/21:45	Daily	4,814
	Available	UA 874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,656
	Available from April 9, 2023	UA 865	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	11:0 5/ 15:45	Daily	4,814
	Available	UA 178	KIX	20:55/ 1:35+1	Tue, Thu, Sat	1,826
	Available	UA 166	FUK	11:0 5/ 16:15	Daily	4,814
		1	1		TTL	36,188

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
W JAL	Available	JL941	NRT	9:30 / 14:15	Temporary	3,184
t'way	Suspended	TW 311	KIX	10:45 / 15:10	Daily	-
JEJUair	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	3,184

FEBRUARY TOTAL OUTBOUND SEAT CAPACITY: 39,372



SEAT CAPACITY

AIRLINE OPERATION - APPENDIX Japan Airlines 2023 - 2024 Flight Schedule

OPERATION DATE

FY2023

FY2024

			52/11 6/11 / toll 1
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
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



GVB CONDUCTS TRAINING WORKSHOPS FOR GOGO GUAM PAY PROGRAM

- GVB conducted system operation training sessions for participating companies for the GoGo Guam Pay Program.
- The program is set to start on January 8, 2024.
- A total of five workshops were held from December 12-23, 2023 at the GVB main office's conference room.
- GVB Japan staff conducted the workshops with around 40+ store managers.









GVB SUPPORTS UA x UOG STUDENT STUDY CURRICULUM

- GVB is supporting the UA x UOG curriculum focusing on SDGs.
- The curriculum will also be implementing a pilot program for students.
- UA and UOG invited professors from different universities to solicit their feedback.
- The student program is expected to launch in 2024.





SPONICHI GOLF TOURNAMENT

- December 7 11, 2023
- A golf trip was held in Guam, sponsored by the Japanese sports newspaper - SpoNichi.
- A total of 72 golfers traveled to Guam.
- The tournament took place at Starts Guam Golf Resort and Onward Mangilao Golf Club.
- The golf group held their welcome and farewell receptions at Dusit Beach.





GVB HOLDS MEETINGS WITH TOURISM PARTNERS

- December 8-14, 2023
- GVB Japan team held meetings with tourism partners for the Håfa Adai Campaign.
- Discussions involved participating in the Guam Pay Program.
- GVB Japan team met with Crowne Plaza, Guam Plaza Resort & Spa, Fish Eye Marine Park, California Pizza Kitchen, and Beach 'n Shrimp.



GUAM TOUR PRELIMINARY INSPECTION

- December 11-14, 2023
- GVB Japan team assisted with a site visit for the High School Cooking Contest Guam tour taking place in March 2024.
- GVB Japan team accompanied Ms. Watanabe in meetings with GCC and other facilities and hotels.





REGIONAL CITY SALES CAMPAIGN



- December 19, 2023
- GVB Japan's Trade Team, in cooperation with United Airlines, conducted a Guam webinar for staff and managers of 13 branches in the JTB Tohoku area.
- The purpose of the webinar was to increase the number of offline visitors from Tohoku to Narita via Chubu Airport.



ONE GUAM WEBINAR

- December 20, 2023
- A webinar was held for travel agents with the goal of maximizing the effectiveness of the GOGO GUAM Håfa Adai Campaign - set to launch on January 8, 2023.
- A total of 125 participants attended the webinar.
- The webinar featured presentations from nine companies such as: Lotte Hotel Guam; Tomhom Grill & Bar; Dusit Thani/Dusit Beach; LYT Restaurant & Bar; Royal Orchid Guam; The Baldyga Group; Fish Eye Marine Park; Hyatt Regency Guam; and Leo Palace Resort Guam.







SNS PERFORMANCE SUMMARY

• Reach for Instagram and TikTok are steadily increasing, partly due to advertising.

SNS	follo	ower	Week	Reach	Week En	gagement
SNS	15 Dec,2023	22 Dec,2023	15 Dec,2023	22 Dec,2023	15 Dec,2023	22 Dec,2023
	29,285	29,322	3,107,117	3,239,568	2,842	5,415
	0.7	13%	4.2	26%	90.	53%
4	23,559	23,559	4,137	3,482	358	270
f	0.0	00%	-15.83%		-24.58%	
V	18,610	18,631	41,900	10,000	1,347	560
X	0.	11%	-76	.13%	-58.	.43%
4.	61,954	61,954	1,866,139	2,611,654	3,708	15,353
TikTok	0.0	00%	39.	95%	314	.05%
Visitguam.jp	Uniqu	e User	Page	View	Ave Time	e on Page
<u> </u>	9,013	8,506	11,000	10,000	0:01:15	0:01:17
GUAM	-5.0	53%	-9.0	09%	2.6	57%

as of 29 December 2023

SNS HIGHLIGHT









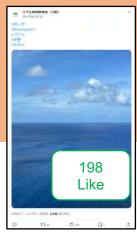






















SNS HIGHLIGHT





















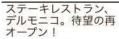














2のナツキャでは北京が成り、並の、もかセントもグラル、神楽していた近年間は4月末し、 えりのガラム所で、ボタアムを記しなりための歌が着きます。 それなり、元日に表の世帯を任て光スケートを取ったしストランがあります。デルモニュを デンカア・1Demyorus たけがくなかです。



タミンの中心部から影響的に対。フェスティンコン・ド・デアル I (to Write Breat Base) の高速をデルようなこともとあるペイピェー・オテル・ポタル I flavore Front Base) 他に おしてトランマを。



対策ながに資金を担いめるカジェアルディリングとして人気があったでもでした。特徴し 間に出から改集すれてメニューも一般。この表現、クリスマス的様なインデリアがとて



POST COMMUNICATION AND PRODUCT COMMUNICATION OF THE PROPERTY O



ステーは回復済みという人はその月のスペラマねタニューを、メニューは目はよって呼むする すが、立のますタタニューのアンタを「リア のたっぱ」。はいっせてレッコ。 日本のキュボーラリアがドンッ)と思考。まざにドン・)という音が楽しますそそうも成れ こうちゃらればログスターをは新りないなどの変更がディ、こうし、向はよっても思うのく。

日本に持ったデルキニコの応えーアン。保険物能が利求ったが、新しくなったスニューシテの故 のいのは中は、彼さんの時代は正えももめ、アルコールもフイン、カリアル、ピーはなどが構造 されています。アセンのもらにおいものので動物のレストラッセので、テラくり無事を厳しんで くがさい。

<インフォメーションク 書名・デルギニコキッチのタイト | Deviana inches & bi はケーション・サビン程度ペイピュー・カテル・グデル機 開催的第三50004-2023ヤ 原作的 & (たり、647449)

WEEKLY GUAM

Steak Restaurant, Delmonico. Long-awaited re-opening!

Guam is bustling with activity as tourists have returned after the pandemic. Stores and facilities that were closed have reopened. Among them, is Delmonico Kitchen & Bar, which reopened in November 2023.

Delmonico is about a 10 minute walk from the center of Tumon and is located on the first floor of Bayview Hotel Guam. Delmonico is known to be a popular casual dining place where you can enjoy your meal.

The name *Delmonico* refers to the type of steak (generally a thick-cut rib-eye steak). The Delmonico is also a signature menu item, and does not disappoint. Diners can select two sauces among: 1. Creaming Horse Radish; 2. Dinanche'; 3. Peppercorn Sauce; 4. Fina' denne'; 5. Smokey Barbecue; and others.

After a long closure, the newly renovated restaurant and its new menu are sure to meet everyone's expectations.





GLAM DIGITAL PR

9 countries with inexpensive international travel! Introducing the most cost-effective and recommended travel destinations.

Many people may think that international travel is expensive, but there are some low-cost international destinations that can be traveled to.

This article introduces nine inexpensive international travel destinations. In selecting the overseas travel destinations for this article, the following criteria was used:

- Tours under 100,000 yen at HIS (as of November 25, 2023)
- Short flight time
- Direct flights from Narita Airport

Guam is an American resort that is very popular among Japanese travelers. It is only about 3.5 hours from japan, and the time difference is only one hour, which makes it an extremely popular destination for families with small children.

Guam tours are available from 79,800 yen. Compared to Hawaii, the cost of living in Guam is about half. Furthermore, because Guam is a free trade port, there is no local consumption tax. Therefore, the cost of staying in Guam can be reduced.

Since there is no sales tax this tropical resort is also a great place for shopping.

SOUTH KOREA



KOREA MARKET INTELLIGENCE



JANUARY AIRLINE SCHEDULE

•INCHEON - GUAM

*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
Korean Air	KE423	DAILY	19:05	00:20+1	4,340
lain Ain	7C3102	DAILY	10:05	15:25	5,859
Jeju Air	7C3106	DAILY	20:10	01:35+1	5,859
lin Air	LJ915	DAILY	09:35	14:50	5,859
Jin Air	LJ919*	DAILY	08:10	13:30	5,859
Thurs, Air	TW303	DAILY	10:00	15:30	5,859
T'way Air	TW9305**	2/W	21:50	03:20	1,512
		TOTAL			43,579

^{*}LJ919: Dec 29th~Feb 26th, Daily **TW9305: Jan 4th~Feb 25th, 2/W

[·]BUSAN - GUAM

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

KOREA MARKET INTELLIGENCE



FEBRUARY AIRLINE SCHEDULE

•INCHEON - GUAM

*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	7,888		
Korean Air	KE423	DAILY	19:05	00:20+1	4,060		
loiu Air	7C3102	DAILY	10:05	15:25	5,481		
Jeju Air	7C3106	DAILY	20:10	01:35+1	5,481		
	LJ915	DAILY	09:35	14:50	5,481		
Jin Air	LJ919*	DAILY	08:10	13:30	4,914		
	LJ921**	4/W	08:50	14:10	756		
Thurst Air	TW303	DAILY	10:00	15:30	5,481		
T'way Air	TW9305***	2/W	21:50	03:20	1,512		
	TOTAL						

^{*}LJ919: Dec 29th~Feb 26th, Daily

[·] BUSAN - GUAM

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

^{**}LJ921: Feb 8th~9th,11th~12th, charger flight

^{***}TW9305: Jan 4th~Feb 25th, 2/W

KOREA MARKET INTELLIGENCE



MARCH AIRLINE SCHEDULE

•INCHEON - GUAM

*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	280
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ915	DAILY	09:35	14:50	5,859
T'way Air	TW303	DAILY	10:00	15:30	5,859
	32,148				

^{*}KE423: will be suspended from March 3rd

• BUSAN - GUAM

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

MARKETING ACTIVITIES



MEDIA COVERAGE - DECEMBER 20

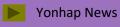
Tour of Guam successfully accomplished























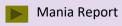




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MARKETING ACTIVITIES



GUAM ONLINE PROMOTION - NOVEMBER 23 - DECEMBER 14

No. of Total Participants: 23,250











Promotion Microsite

Instagram

Kakao

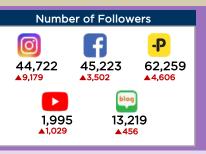
Naver Blog

Facebook

Year-end Online Promotion Site:



GVB Korea Owned Channel KPI & Achievement





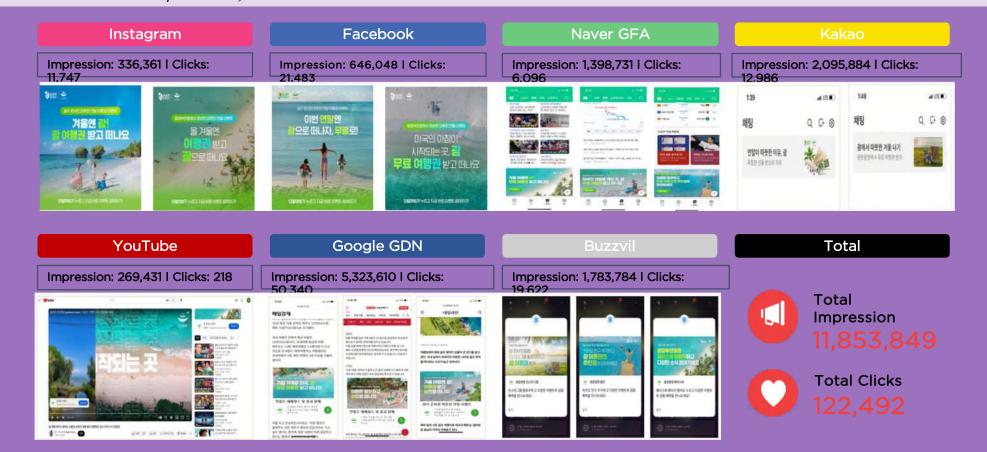
GVB Korea E-Guidebook Downloads 5,016

MARKETING ACTIVITIES



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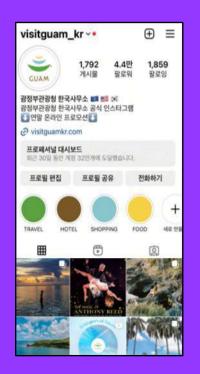
KOREA MARKETING ACTIVITIES























SNS WEEKLY ACTIVITY: DECEMBER 4-8, 2023

THEME: DECEMBER EVENT

KOREA MARKETING ACTIVITIES























SNS WEEKLY ACTIVITY: DECEMBER 11-15, 2023

THEME: GUAM SNORKELING POINT

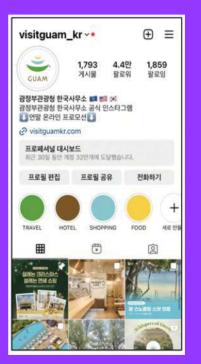
KOREA MARKETING ACTIVITIES



























SNS WEEKLY ACTIVITY: DECEMBER 18-22, 2023

THEME: DECEMBER GUAM UPDATES

TAIWAN



TAIWAN NEWS



KEELUNG, YOKOHAMA TO COOPERATE ON CUSTOMS



Taiwan and Japan signed a memorandum of understanding to promote cooperation on issues between the customs offices of the Port of Keelung and Yokohama. Taiwan-Japan Relations Association Chairman Su Jia-chyuan and Japan-Taiwan Exchange Association Chairman Mitsuo Ohashi signed the nonbinding agreement on behalf of their governments at the 47th annual Taiwan-Japan Economic and Trade Conference in Taipei. The government-funded associations are charged with handling Taiwanese affairs in Japan and Japanese affairs in Taiwan respectively in the absence of official diplomatic relations.

Keelung Customs Office head Chen Shi-feng said that the memorandum would facilitate cooperation between the two sides and streamline customs clearance processes. The countries also agreed to cooperate on combating trafficking and smuggling, sharing intelligence and addressing tariff issues, Chen said.

Speaking at the opening of the conference, Su said that Taiwan and Japan have made great strides on bilateral economic and trade cooperation in the past few years. He reiterated the government's call in asking Japan to support Taiwan's bid to gain accession to the Tokyoled Comprehensive and Progressive Agreement for Trans-Pacific Partnership.

Meanwhile, Ohashi said he was happy to see the annual conference return to Taipei for the first time in five years. The last time the meeting was held in Taipei was in 2018. It was held in Tokyo last year after not being organized from 2020 to 2021 due to the COVID-19 pandemic.

He praised bilateral trade relations as "thriving" over the past few years, with two-way trade volume reaching a historical high of US\$88.2 billion last year. Ohashi said he hopes that the annual meeting, which has been held since 1976 and serves as an important communications platform, would continue to make contributions to the economic and trade ties between Tokyo and Taipei.

TAIWAN NEWS



JAPAN SUPPORTIVE OF TAIWAN'S ASCENSION IN CPTPP

Japan is eager to welcome Taiwan into the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), newly appointed Japanese representative to Taiwan, Katayama Kazuyuki said on Thursday (Dec. 14). Speaking at a reception, Katayama said Taiwan is an important economic partner for Japan, especially given its semiconductor industry's critical role in the global supply chain, per CNA. He emphasized that Taiwan's significance has prompted Japan to be supportive of Taiwan's ascension in the CPTPP, affirming the commitment to continuous collaborative efforts.

Concerning his mission in Taiwan, Katayama said it was important to encourage young Japanese to learn more about Taiwan, enhance bilateral exchanges, ensure the safety of Japanese tourists and businesses in Taiwan, as well as deepen Japan's understanding of Taiwanese society and culture. The representative praised Taiwan's progress in democracy and stressed that peace and stability in the Taiwan Strait are indispensable for the international community.

In a meeting with President Tsai Ing-wen on Wednesday (Dec. 13), Katayama said Taiwan and Japan are important partners who share the common values of freedom, democracy, and the rule of law. He added that the two countries have developed very friendly relations in the process of addressing natural disasters and the COVID-19 pandemic, creating a "virtuous cycle."



TAIWAN MARKET INTELLIGENCE



COMPETITORS

KOREA: South Korea targets to shape its tourism industry. Prime Minister HAN Duck Soo presided over the 8th National Tourism Strategy Meeting. He was focusing on regional tourism, tourist convenience and industry innovation to shape "South Korea's Tourism Export Innovation Strategy", below are the 3 strategies, Strategy 1: K-Culture Linked Tourism Export Enhancement, Strategy 2: Boosting Regional Tourism with Local Content, Strategy 3: Industry Innovation through Convergence and Value Addition. (December 13)

THAILANC: The Ministry of Tourism and Sports announced that the number of foreign tourists arriving in Thailand has reached 25.7 million since January 1, 2023, generating revenue of 1,098,082 million baht, or 31.320 billion U.S. dollars. The Jay Chou concert in December also pushes Chinese tourists to the top spot. Chinese tourists surged to the top spot, with 100,704 people arriving, an increase of 23,861 people from the previous week. This was due to the Jay Chou concert, which attracted many fans from China. The concert also coincided with a public holiday in the Malaysian state of Selangor. (December 14)

MALAYSIA: Malaysia among Asia's top 10 New Year destinations, says travel platform 12Go.A travel platform that offers transportation booking services, 12Go, has prepared a list of the best travel destinations for the winter season in Asia, based on its internal ticket data. According to 12Go in a statement, the top 10 countries that stand out are Thailand, Vietnam, the Philippines, India, Cambodia, Indonesia, Sri Lanka, Laos, Malaysia, and Japan. (December 12)

SINGAPORE: Singapore Tourism Board announces the appointment of Markus Tan. He will join as the Regional Director for India, Middle East, South Asia, and Africa (IMESA), effective January 1, 2024. In his new role, based in Mumbai, Mr. Tan will spearhead STB's initiatives in promoting Leisure and Business Travel & Meetings, Incentives, Conventions, and Exhibitions (BTMICE) in the IMESA region. His responsibilities will include overseeing travel promotions, public relations, and marketing, and driving developmental efforts to enhance Singapore's position as a premier travel and business destination. Mr. Tan is a veteran of STB, having dedicated 18 years to the organization in various pivotal roles. (December 13)



CURRENT ROUTE IN OPERATION:



CI December Operation Schedule: Schina Airlines



• December - January operations schedule available

EVA AIR EVA AII



- 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

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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 December Operation Schedule: china Airlines

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



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



CI January Operation Schedule Rechina Airlines

Location Operation Operation Northeast Operation Northeast Operation Europe Oceania Schedule Schedule Schedule Schedule Asia Asia Amsterdam 4 flights/week 5 flights/week Daily Daily Sydney Nagoya Busan Frankfurt Daily Melbourne 5 flights/week Daily Okinawa Daily Fukuoka London 4 flights/week Brisbane 6 flights/week Osaka Daily Hokkaido Daily (Heathrow) Roma 3 flights/week Tokyo(HND) Daily Takamatsu 5 flights/week Tokyo(NRT) Vienna 4 flights/week 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



Airlines	GTO Contact	Updates
CHINA AIRLINES	12/8 Tao Ming Sung, Sales Manager	 No updates for this week. China Airlines intends to initiate the direct flights in summer schedule from April to May.
EVAAIR 長榮航空	12/8 Gary Wang, Executive Vice President	No updates for this week.
 STARLUX 星宇航空	12/8 Patience Hsu, Manager	 No updates for this week. Remain CNY charter flight on 2/6 and 2/10
Philippine Airlines	12/8 John Chen, VP of Dragon Tours	 No updates for this week. GVB HQ has approved for Philippine Airlines CNY flights with 1.5 hr layover on 2/8.

as of 29 December 2023



27th ANNIVERSARY COUNCIL OF INDIGENOUS PEOPLES (CIP) MUSIC CONCERT

- December 10, 2023
- GVB was invited by CIP to attend the 27th Anniversary Music Concert in New Taipei City.
- CIP is supported by many indigenous people and various domains.
- CIP aims to explore human and indigenous rights.
- GVB actively engaged in networking at the music concert and aimed at building and maintaining positive relationships within the CIP.





DAC 2023 YEAR END PARTY

- December 12, 2023
- GVB sponsored three gifts for a lucky draw to show support for DAC at their year end party.
- DAC Chairwoman shared that from January-October of 2023, total outbound travelers to the U.S. are 80% of the total travel amounts in 2019, which is great news and a good sign for Taiwan-US tourism.
- Way Travel's COO, Nonie Chung, shared that they focus on heavy motor travel. As they operate routes in Japan and have groups that consist of 10 or 20 riders, Guam is an appealing destination for this activity. If vendors in Guam can offer support to these groups, Way Travel would be interested in creating packages to Guam.











NATIONAL CONFERENCE OF STATE LEGISLATURES MEETING WITH ASOA

- December 13, 2023
- MoFA arranged a meeting for the delegation to meet with ASOA. President Felix introduced ASOA's missions and services.
- ASOA members participating in the meeting presented their goals and shared successful investment stories with the group. GVB provided information about the significance of the Taiwanese market to Guam and discussed the events they were involved with in 2023.



TAIWAN VISITORS ASSOCIATION (TVA) 67TH ANNIVERSARY RECEPTION

- December 13, 2023
- Taiwan Visitors Association celebrated its 67th anniversary and invited travel agents, airlines, and foreign visitor bureaus to attend this event.
- As one of the members of ANTOR, GVB was invited to attend. Many officials also participated in this event, indicating that the government places a high value on the organization.
- During the reception, GVB networked with travel agents and airline representatives.



Felix, Commercial Officer of AIT, Clint Brewer, and Lynn Kao



Felix, VP of EVA Air, Garry Wang, and Chairman of Phoenix Travel, Wei- Yao Chang

PHILIPPINES





NEAR 60,000 DAILY ARRIVALS IN PH AS HOLIDAYS APPROACH

MANILA, Philippines - Daily nationwide arrivals nearly reached 60,000 in the days leading up to Christmas, the Bureau of Immigration reported on Sunday. This figure marks an increase from the 51,000 arrivals at the country's international airports recorded at the beginning of December.

"On December 1, the Bureau of Immigration recorded 51,390 arrivals at all international airports in the country. The figure rose to 59,541 on December 22 and 58,993 on December 23," the bureau said in a press release.

More than 85 percent of these passengers arrived through the Ninoy Aquino International Airport. The Bureau of Immigration also noted the 31,408 departures from the country on December 23, compared to 25,759 on December 1.

Immigration Chief Norman Tansingco advised arriving Filipinos to use egates for faster immigration processing and reminded passengers to register at etravel.gov.ph at least 72 hours before entering or leaving the country.





PH, US DISCUSS 'ROBUST' ALLIANCE AS TENSIONS RISE WITH CHINA

MANILA, Philippines - The Philippines and the United States (US) reaffirmed both countries' "robust... alliance and bilateral relations" amid ongoing tensions with China.

On Thursday, Foreign Affairs Secretary Enrique Manalo told US Secretary of State Antony Blinken the Philippines' "abiding interest to protect its sovereignty, sovereign rights and jurisdiction, while maintaining peace and security and upholding the rules-based international order."

"Secretary Manalo emphasized the importance of dialogue and maintaining open lines of communication with other parties in pursuit of these objectives," the Department of Foreign Affairs said in a statement.

US State Department Spokesperson Matthew Miller said that the discussion covered issues of mutual concern, including the tensions at the South China Sea.

SENATOR PARKINSON PROPOSES BILL TO SUPPORT PHILIPPINES

HAGÅTÑA, Guam - As tensions continue to rise between the Philippines and China over control of highly strategic disputed islands in the West Philippine sea, Senator Will Parkinson introduced a resolution offering Guam's support to the Manila government's claims of sovereignty. In support of the measure was Philippine Consul General for Guam Rosario Lemque.

According to Lemque, China shot water cannons at Philippine vessels in the latest round of provocative intimidation. But the Philippines will continue to assert its long-held claim over the territory.

The long disputed islands are in a highly strategic location, as historically China has sought to push its border further into the western Pacific, bringing it even closer to our region.

Resolution sponsor Senator Will Parkinson says there's a need to support longtime U.S. ally, the Philippines. He stated, "I hope we never see armed conflict in the Pacific, and that's why I think it's important to stand up for our friends and allies and to do the right thing in the time that it needs to be done. And that time is now."

In 2016, an international arbitrator ruled in favor of the Philippines sovereignty, and invalidated Beijing's claim of the "nine-dash line" border which covers nearly the entire South China Sea.







CLOUDY YEAR AHEAD FOR AIRLINES

MANILA, Philippines – As the global demand for air travel surges, airline carriers in the Philippines are more cautious than ever. Philippine Airlines (PAL) president and chief operating officer Stanley Ng believes that there are as many risks as there are opportunities for 2024. He discussed that the brewing tensions in Gaza and Ukraine may possibly become the biggest threat towards regaining pre-pandemic stability due to the prices of jet fuel's constant fluctuation. As of December 8, the International Air Transport Association showed that jet fuel in Asia and Oceania averaged \$102.87 per barrel.

Cebu Pacific chief finance officer Mark Julius Cezar expects prices of jet fuel to stay above \$100 per barrel in 2024. Cezar also worries that the peso might depreciate to 56 PHP to 1 USD. The Gokongweiowned airline pays at least 60 percent of expenses in dollars, making it vulnerable to movements in foreign exchange.

The worst of all issues remains to be the recall of jet engines manufactured by Pratt & Whitney for Airbus A320neos, an aircraft that both PAL and Cebu Pacific own a number of. PAL expects to ground two aircrafts next year as a result of the recall. In response, Ng said that PAL will expand its fleet of jets powered by other engines to fill in the gap. For Cebu Pacific, it anticipates one in five aircrafts to be grounded to make way for the repair of their engines.

In spite of this, both PAL and Cebu Pacific are keen on expanding their fleet and routes in 2024. Whereas PAL is finalizing its spending guidance for next year, Cebu Pacific is increasing capital expenditures by nearly a fifth to P50 billion.



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



 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	MNL – GUM	
Feb 15-22, 2024	Feb 15 - Mar 15, 2024	
From US \$439* Round Trip Economy	From US \$534* 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 fairs includes taxes, fees, and surcharges except PH Travel Tax paid at the airport.



• 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

January 2024	February 2024	March 2024
From US \$372* Round Trip Economy	From US \$342* 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

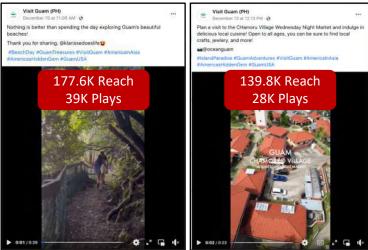


MONTH TO DATE FACEBOOK BOOSTED ADS sit Guam (PH) Visit Guam (PH)

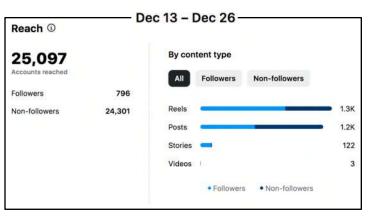


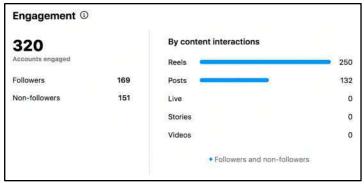












Top content based on reach





Dec 13







Dec 21

Dec 23