



INDUSTRY REPORT

FEBRUARY 14, 2025



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DESTINATION UPDATES

REGISTRATION NOW AVAILABLE

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

Register online at VISITGUAM.COM/KOKO. For more details contact GVB at 646-5278.



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

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

\$10 registration per child



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

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

LESS PAPERWORK REQUIRED FOR TRAVEL TO GUAM OR CNMI UNDER VISA WAIVER PROGRAM

If you're eligible under the **Guam-CNMI Visa Waiver Program**, here's what you need to do:

1. Apply for a **G-CNMI Electronic Travel Authorization (eTA)**, or
2. Complete **Form I-736** before traveling.

Benefits of the eTA:

- **Faster entry:** No paperwork upon entry to Guam-CNMI.
- **Support available:** Email and online help are available from U.S. Customs and Border Protection (CBP).
- **Increased security:** CBP can pre-screen travelers prior to their arrival.

When to Apply:

- Recommended to apply at least 5 days before departure.

eTA Validity:

- Valid for **2 years** or until the **passport expires**.
- A new eTA is needed if you get a new passport or change your name, gender, or nationality.
- **Passports expiring in less than 6 months** are not eligible for an eTA.

<https://g-cnmi-eta.cbp.dhs.gov/>

AS OF NOVEMBER 30, 2024 HARDCOPIES OF THE i-736 FORM ARE NO LONGER AVAILABLE OR ACCEPTED



Guam is just a click away with the new electronic travel authorization.



MANDATORY ELECTRONIC DECLARATION FORM

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



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



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

EXPLORE GUAM - MAP



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

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

Share Info



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

EXAMPLE



TRAVEL TRADE | INFLUENCERS | MEDIA | WEBCASTS |  |  |  |  | 

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

Valley of the Latte, LLC

Route 4 Talofolo River, Talofolo, GU 96905

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

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

CALLOUT FOR TOUR GUIDES

CONNECT WITH OUR VISITORS: BECOME AN ENGLISH OR TAGALOG SPEAKING TOUR GUIDE

- Participate in the Tour Guide Certification Program (TGC)
- GUAM COMMUNITY COLLEGE conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities



If interested, please click link
for more info

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

MEMBERSHIP BENEFIT

CALLOUT FOR BROCHURES

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

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

Download our membership application from our GVB website.



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





MARKET INTELLIGENCE REPORT

As of February 14, 2025 and may be subject to change.



MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for February remains at 34,456; March at 41,693; and April at 35,352.
- Shown in appendix: marketing activities, SNS performance summary and highlights; and Weekly Guam digital PR articles

SOUTH KOREA

- OTA Platform 'Good Choice' completes acquisition of Online Tour
- Muan International Airport closed due to Jeju Air flight accident.
- Total outbound seat capacity for February remains at 36,302; March at 36,806; and April at 28,383.
- Shown in appendix: media monitoring of press releases; and SNS weekly activity

TAIWAN

- Taiwan to host its first World Masters Games
- Eased rules to attract tourists from six nations
- Shown in appendix: airline updates; marketing activities; etc.

PHILIPPINES

- United Airlines and Philippine Airlines continue to fly daily in February 2025 and are offering specials
- Shown in appendix: marketing activities and social media insights

DETAILS ARE FOUND IN THE APPENDIX



APPENDIX

As of February 14, 2025 and may be subject to change.



JAPAN



RUN TRIP TO KO'KO' ROAD RACE 2025

- HIS launched a special tour package for Japanese runners, centered around the upcoming Ko'ko' Road Race on April 13, 2025 in Guam.
- The 3-4 day tour is priced at ¥129,000–¥174,000 (approx. \$870–\$1,170) per person, based on double occupancy.
- Special guests include Myako, an ultra marathon runner, and Haruka Shimoida, a yoga instructor and runner.
- The tour aims to increase Japanese participation in the Ko'ko' Road Race and promote Guam as a destination for sports tourism.



WEDDING PHOTO SNS CAMPAIGN

- GVB Japan launched a campaign that targeted newlyweds, friends and families to share their wedding experiences on Instagram.
- A total of 69 posts and 321 photos were received showcasing stunning locations and special moments.
- A video and SNS ads will be launched to share the wedding scene in Guam to Japanese travelers.



PECO AS AMBASSADOR FOR 'GOGO GUAM HÅFA ADAI CAMPAIGN 2025'

- January 30, 2025
- The GOGO GUAM Håfa Adai Campaign began with celebrity Peco, with over 2.5M followers, as its ambassador.
- Peco praised Guam as Japan's closest U.S. destination, perfect for both travel and learning English.
- Moving forward, she will actively promote the island through social media.

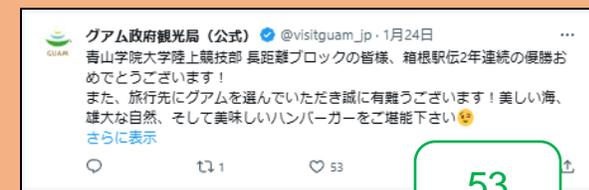
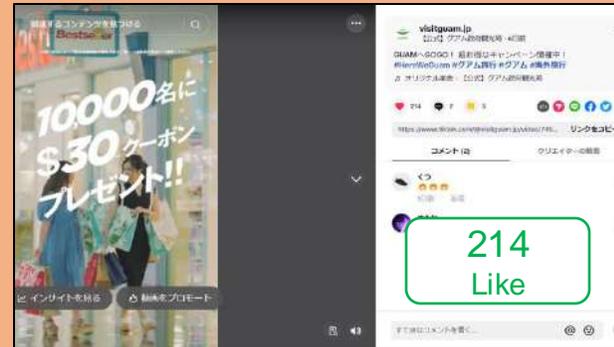


KO'KO' ROAD RACE PROMOTIONS

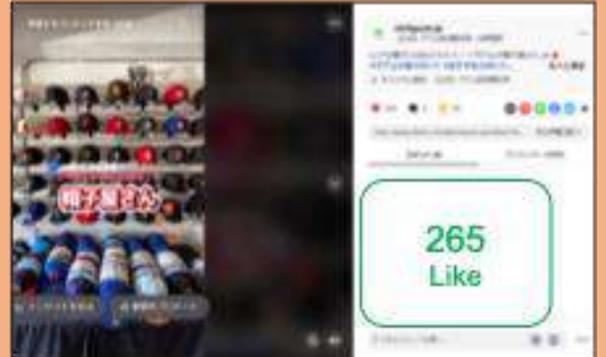
- February 2, 2025
- GVB Japan promoted the Ko'ko' Road Race at an Osaka Full/Half Relay Marathon
- Winners will receive 2 round-trip tickets to Guam + free entry to the Ko'ko' Road Race in April



SNS HIGHLIGHT



SNS HIGHLIGHT



SOUTH KOREA

OTA PLATFORM 'GOOD CHOICE' ACQUIRES ONLINE TOUR

An OTA platform 'Good Choice' announced the completion of its acquisition of Online Tour, a company it had invested in back in 2021, integrating it as a subsidiary to enhance synergies between the two entities.

As leaders in their respective fields—travel platforms and full-service travel agencies—the two companies aim to collaborate seamlessly to elevate the quality of travel services. The operational expertise and extensive network of Online Tour are expected to significantly support the expansion of Good Choice Platform's outbound travel division.



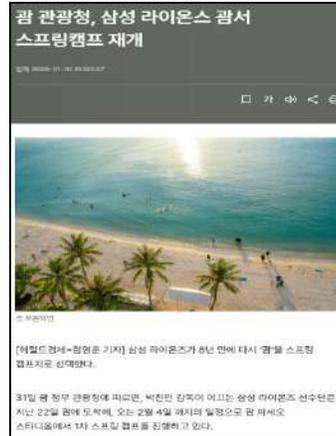
MUAN INTERNATIONAL AIRPORT CLOSED DUE TO JEJU FLIGHT ACCIDENT

Muan International Airport will likely remain closed until October following the disaster involving a Jeju Air passenger plane as it needs to improve the localizer (a directional facility).

The prolonged closure of Muan Airport has cast a shadow over its growth, wiping out significant travel demand during the peak winter holiday season and Lunar New Year period. In response, Jeollanam-do is assessing the impact on local travel agencies and has decided to provide emergency support for their marketing expenses.

MEDIA COVERAGE

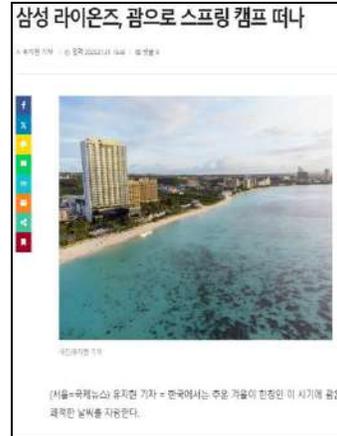
Guam still a favorite destination for Pro Athlete Winter Training



Herald Economy



Herald Economy



Gukje News



Digital Chosun



Tour Korea



News Road

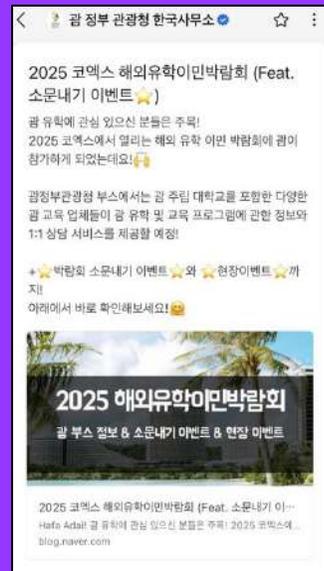
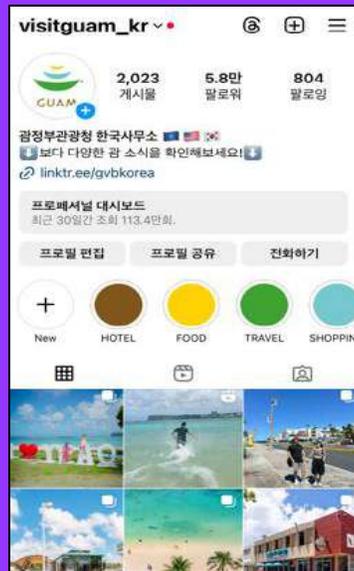


Biz World



TTL News

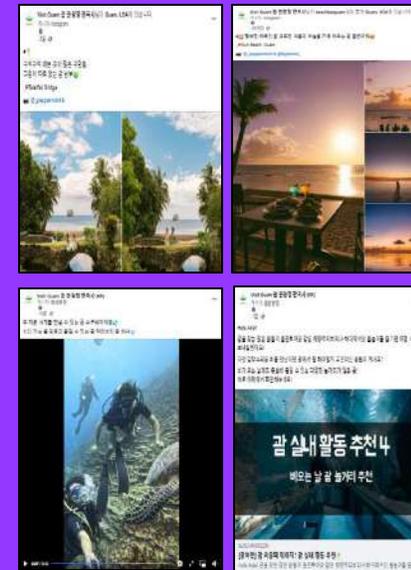
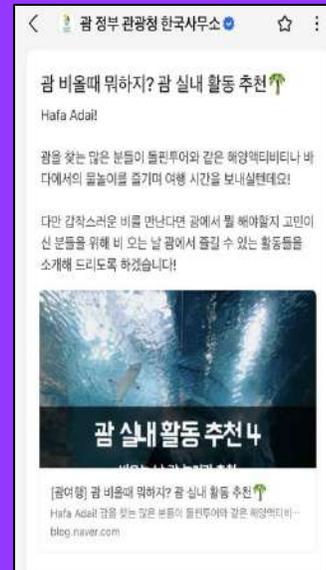
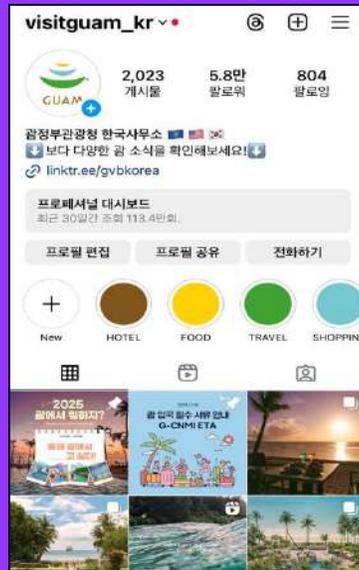
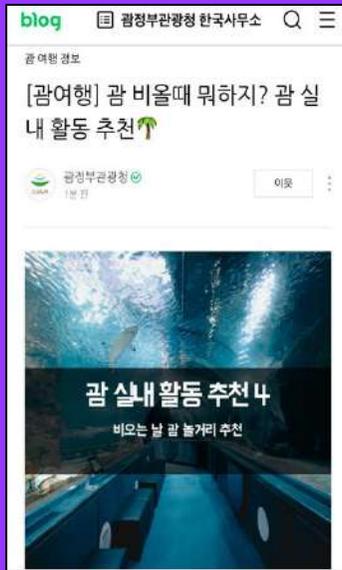
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JANUARY 13-17, 2025

THEME: 2025 International Education Fair

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JANUARY 20-24, 2025

THEME: Guam Indoor Activities & Experience

TAIWAN

TAIWAN TO HOST ITS FIRST WORLD MASTERS GAMES

The 2025 World Masters Games, hosted in Taipei and New Taipei from May 17-30, welcomes athletes aged 30 and above, featuring 35 sports, including para-athlete events. Participants can compete individually or in teams without prior tryouts, enjoying perks such as discounted accommodations, transportation, and cultural activities.

Organizers will provide free shuttle bus routes, Uber and flight ticket discounts, and a special event fare card. Registered athletes receive a welcome package, access to ceremonies, and discounts on high-speed rail and hotel bookings.

With over 30,000 athletes from 137 countries already signed up, the event offers a unique opportunity for international competition and cultural experiences. Registration remains open until February 17.



EASED RULES TO ATTRACT TOURISTS FROM SIX NATIONS

The Tourism Administration is adjusting entry procedures and easing penalties for travel agencies to attract more tourists from India and Southeast Asia. The Kuan Hung Pilot Project, which began in 2015, allows group tourists from six countries to apply for electronic visas, but will expire in December. The new guidelines aim to simplify paperwork and reduce penalties for agencies that lose tourists. Travel agencies will have their records reset if no tourists are lost in a year, and the reporting time for lost tourists has been extended from two hours to 24 hours. Since the program started, 74,000 tourists have arrived, and the disappearance rate significantly dropped from 3/1,000 to 9/10,000 by April 2023.

TAIWAN MARKETING ACTIVITIES

2025 TAIPEI LANTERN FESTIVAL

- February 2-3, 2025
- GTO participated in the 2025 Taipei Lantern Festival as part of the friendly display zone and was invited to attend the opening ceremony and visit the Taipei City Government.
- During the ceremony, Taipei City Mayor Wan-An Chiang visited the Guam booth, Felix as the director of GTO shared the news of the direct TPE-GUM flight launched April 2nd, aiming to foster greater interaction between Taipei and Guam.
- At the meeting with the Taipei City Government, Deputy Mayor Yi-Hua Lin warmly invited Guam to attend the 2025 World Masters Games.



CIP'S OCEANIC MEMORIES EXHIBITION

- February 4, 2025
- GTO attended the opening of the “Oceanic Memories” exhibition at the WTC, highlighting the shared cultural ties of the Austronesian group, to which Guam belongs.
- Key figures, including CIP’s Deputy Minister, Taiwan’s Ministry of Culture representative, and the Ambassador of the Marshall Islands delivered remarks.
- GTO approached the Deputy Minister to discuss the upcoming Guam delegation in April, requesting CIP’s support in arranging cultural activities and courtesy meetings.



Calivat Gadu, Deputy Minister of Council of Indigenous Peoples; Felix, Director of GTO



Yapasuyong, Poicon, General Planning Dept Director of Council of Indigenous Peoples; Felix, Director of GTO

TAIWAN MARKETING ACTIVITIES

NR Monitor

For the past week (January 25-February 7), a total of 4 exposures were monitored.

1 of the news reported that United Airlines (UA) will launch year-round direct flights on April 2, with two weekly flights. New Guam visa exemptions and incentives for exhibitions and sports will further boost travel opportunities.



PHILIPPINES



Manila-Guam-Manila: Terminal 1

- **Daily**

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

Popular PAL Flights Deals to Guam!

MNL to GUM Mar 10-17, 2025	MNL – GUM Mar 14-19, 2025
From US \$323 Round-trip Economy	From US \$323 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.



Manila-Guam-Manila: Terminal 3

- **Daily**

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

- **Tues/Fri**

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

Featured Daily Fairs for Flights from MNL to GUM

Feb 2025	Mar 2025	Apr 2025
From US \$522* Round Trip Economy	From US \$355* Round Trip Economy	From US \$353* Round Trip Economy

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

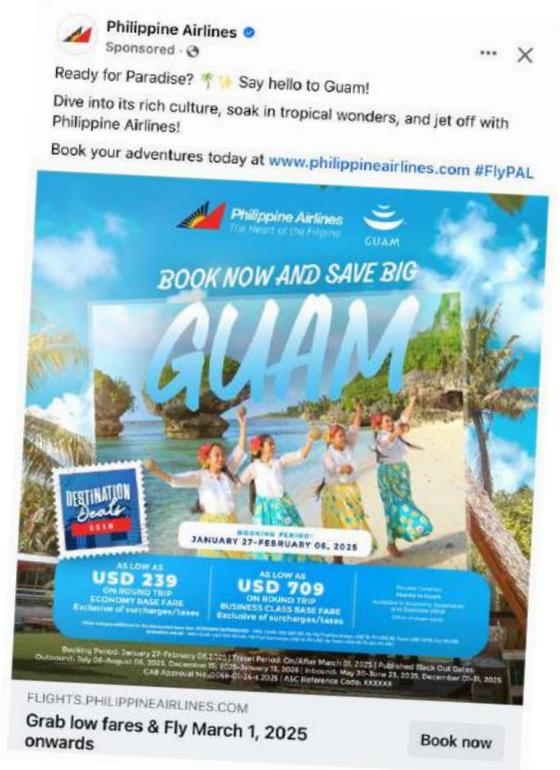
*Prices have been available for round trips within the last 48 hours and may not be currently available. For Economy class, fares listed may be Basic Economy, which is our most restrictive fare option and subject to additional restrictions.

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

PHILIPPINES MARKETING ACTIVITIES

PAL MANILA-GUAM SEAT SALE

- As part of GVB's co-op with Philippine Airlines for FY2025, PAL launched a seat sale campaign for the Manila-Guam route.
- Booking period was from January 27-February 6, 2025 with a travel period on/after March 1, 2025.



Philippine Airlines
Sponsored · 🌐

Ready for Paradise? 🌴 Say hello to Guam!
Dive into its rich culture, soak in tropical wonders, and jet off with Philippine Airlines!
Book your adventures today at www.philippineairlines.com #FlyPAL

BOOK NOW AND SAVE BIG
GUAM

DESTINATION Deal
BOOKING PERIOD: JANUARY 27-FEBRUARY 06, 2025

AS LOW AS **USD 239**
ON ROUND TRIP
ECONOMY CLASS FARE
Exclusive of surcharges/taxes

AS LOW AS **USD 709**
ON ROUND TRIP
BUSINESS CLASS BASE FARE
Exclusive of surcharges/taxes

FLIGHTS.PHILIPPINEAIRLINES.COM
Grab low fares & Fly March 1, 2025 onwards

Book now

GVB ATTENDS PTAA B2B IN MANILA

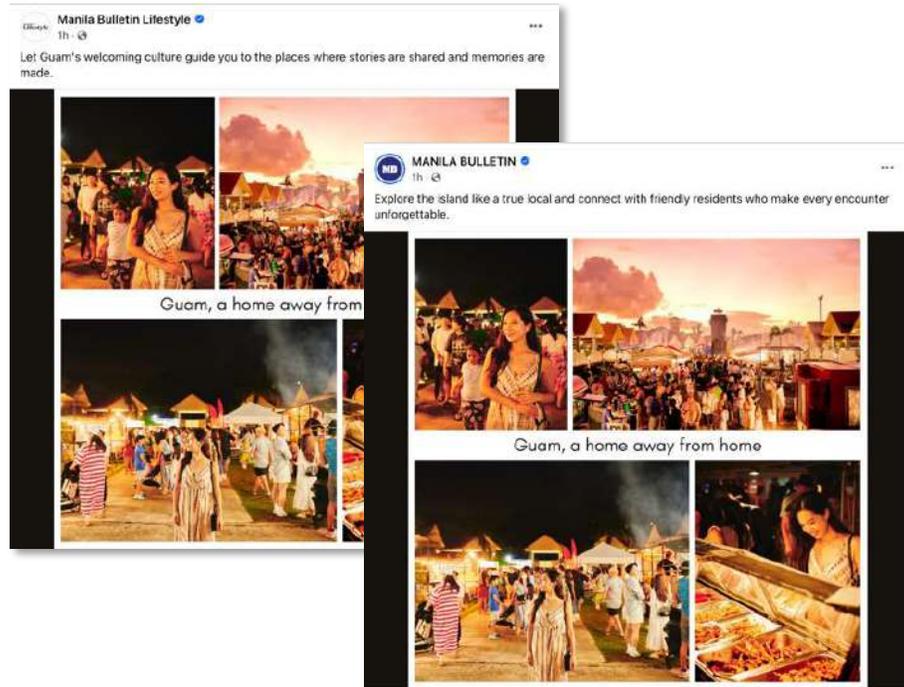
- GVB delegation participated in PTAA's 10th International Travel Trade Expo from February 7-8, 2025 at the SMX Convention Center in Manila.
- GVB met with 156 agents and shared infosheets and small local delicacies.
- Guam Plaza accompanied GVB at the Guam booth.



PHILIPPINES MARKETING ACTIVITIES

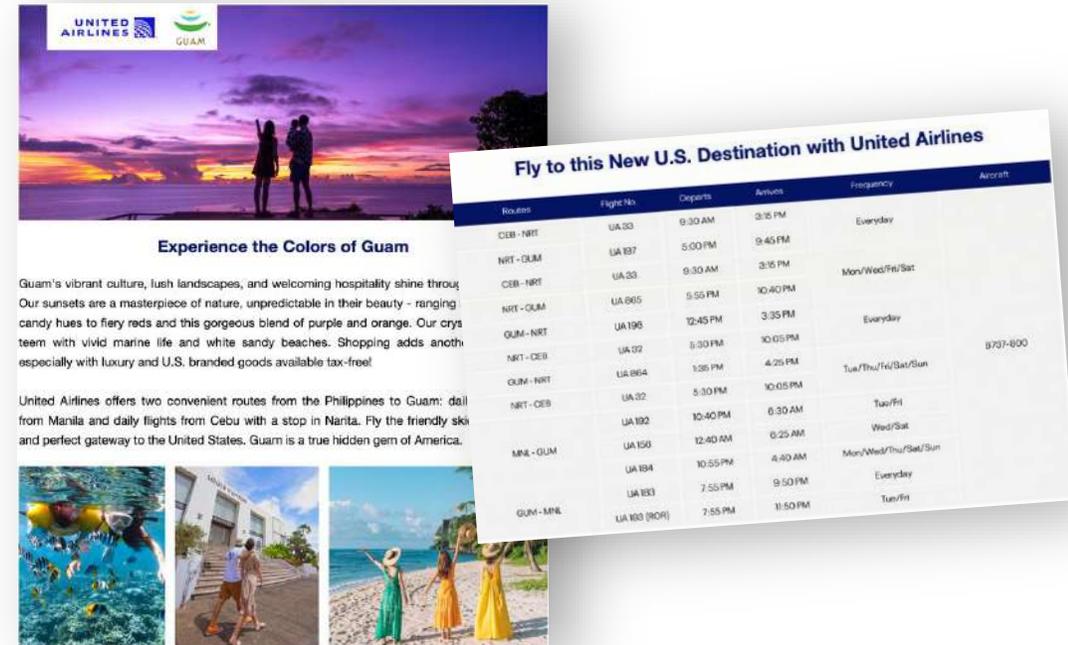
MANILA BULLETIN COLLABORATION

January's second artcard invited Filipinos to immerse themselves in Guam's culture by connecting with friendly locals at the Chamorro Village Night Market.



UNITED AIRLINES NEWSLETTER

GVB maintains its partnership with United Airlines' GSA HT&T to distribute monthly newsletters to its consumer and travel trade networks. The January edition included ways Filipino travelers can experience the Colors of Guam, while promoting United Airlines' Cebu-Narita route as an alternative option for flights from the Philippines to Guam.



UNITED AIRLINES 

Experience the Colors of Guam

Guam's vibrant culture, lush landscapes, and welcoming hospitality shine through. Our sunsets are a masterpiece of nature, unpredictable in their beauty - ranging from fiery reds to this gorgeous blend of purple and orange. Our crystal-clear waters are home to vibrant marine life and white sandy beaches. Shopping adds another layer of excitement, especially with luxury and U.S. branded goods available tax-free!

United Airlines offers two convenient routes from the Philippines to Guam: daily from Manila and daily flights from Cebu with a stop in Narita. Fly the friendly skies and perfect gateway to the United States. Guam is a true hidden gem of America.

Fly to this New U.S. Destination with United Airlines

Route	Flight No.	Departs	Arrives	Frequency	Aircraft
CEB - NRT	UA 33	9:30 AM	3:35 PM	Everyday	
NRT - GUM	UA 137	5:00 PM	9:45 PM		
CEB - NRT	UA 33	9:30 AM	3:35 PM	Mon/Wed/Fri/Sat	
NRT - GUM	UA 865	5:55 PM	10:40 PM		
GUM - NRT	UA 195	12:45 PM	3:35 PM	Everyday	
NRT - CEB	UA 02	9:30 PM	10:05 PM		8707-800
GUM - NRT	UA 864	1:25 PM	4:25 PM	Tue/Thu/Fri/Sat/Sun	
NRT - CEB	UA 02	5:30 PM	10:05 PM		
NRT - CEB	UA 02	10:40 PM	6:30 AM	Tue/Fri	
MNL - GUM	UA 150	12:40 AM	6:25 AM	Wed/Sat	
	UA 184	10:55 PM	4:40 AM	Mon/Wed/Thu/Sat/Sun	
	UA 133	7:55 PM	9:50 PM	Everyday	
GUM - MNL	UA 133 (ROR)	7:55 PM	11:50 PM	Tue/Fri	



