

#InstaGuam
@jjinnious



INDUSTRY REPORT

JANUARY 12, 2024



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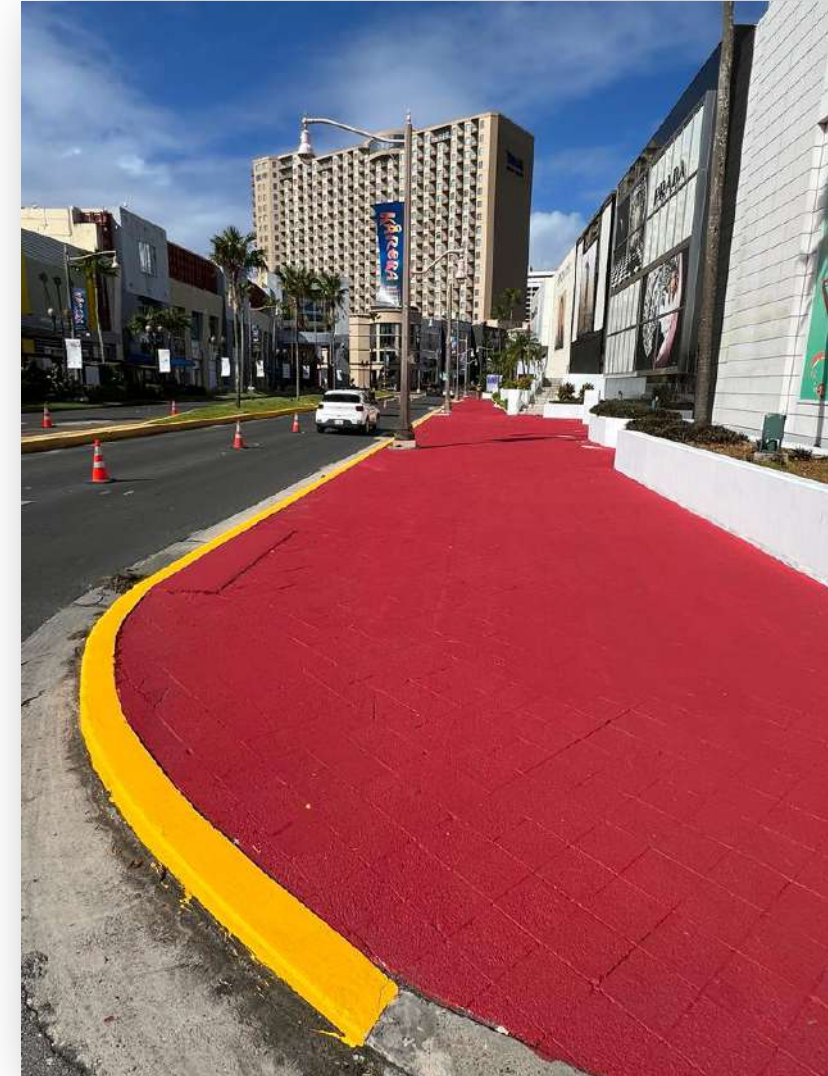
44 PHILIPPINES

DESTINATION UPDATES



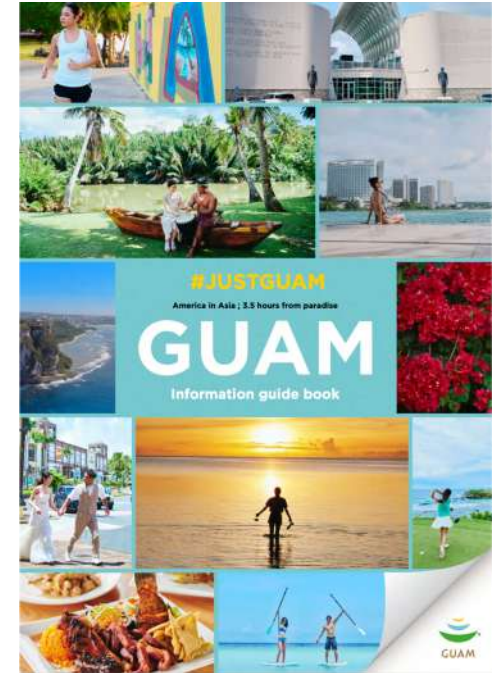
WATER BLASTING - TRAFFIC ADVISORY

GVB's maintenance crew will be in Tumon water blasting and painting northbound starting at the sidewalks in front of Nippon Rent-A-Car



GUAM GUIDEBOOK FOR TAIWAN MARKET

- GVB is pleased to announce its efforts to revamp the Guam Guidebook, which will be tailored specifically for the Taiwan market.
- The goal is to promote destination Guam as an ideal island getaway that is only 3.5 hours away, and provide updated information on local businesses, attractions, and product offerings that elevate Guam as a premier travel destination.



GVB would like to invite members to to be published in the Guam Guidebook, that will be free of cost and provide significant value and promotional exposure to your business.

If you would like to include your business in the updated Guam Guidebook, please review and complete the Google form below:

[Information Update Form](#)

The deadline to submit the form is by Friday, January 17, 2024.



EXPLORE GUAM - MAP



Explore Guam

Explore Guam!

Attractions

- 1 Valley of the Latte, LLC
- 2 Big Cruises
- 3 Big Sunset Cruise
- 4 Blue Persuasion Dive Boutique
- 5 Coco Palm Garden Beach
- 6 Dulce Nombre de Maria Cathedral-Basilica
- 7 FaiFai Powder Sand Beach
- 8 Fish Eye Marine Park
- 9 Fish Eye Tours
- 10 Guam Adventures
- 11 Guam Bikini Island Club Com
- 12 Guam Museum
- 13 Guam Ocean Park
- 14 Guam Plaza Resort & Spa
- 15 Guam Tropical Dive Station
- 16 Guam Zoological, Botanical & Marine Gardens
- 17 Iruka (Dolphin) Watching Adventure
- 18 Puntan Dos Amantes
- 19 SandCastle, Inc.
- 20 Skydive Guam Inc.
- 21 Star Tour
- 22 Super American Circus
- 23 Talofofo Falls Resort Park
- 24 Tropical Beach House Guam
- 25 Turtle Tours
- 26 UnderWater World
- 27 Valley of the Latte Adventure Park Guam

Valley of the Latte, LLC

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

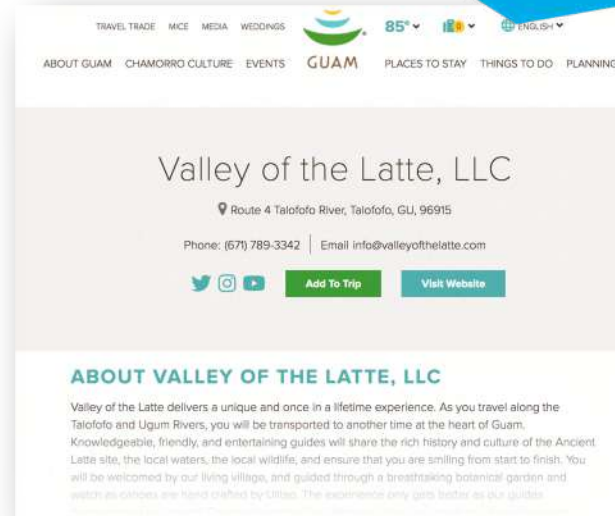
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site,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

[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

BECOME A TOUR GUIDE

CALL-OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

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

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



If interested, please
click link for more info

CALL OUT FOR BROCHURES

MEMBERSHIP BENEFIT

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

- Provide at least 500 brochures (each language).



Please click to download our membership application



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

#InstaGuam
@shrine_one



MARKET INTELLIGENCE REPORT

As of January 12, 2024 and may be subject to change.



MARKETS AT-A-GLANCE

MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for January remains at 43,189; February at 39,372; and March at 43,307.
- Japan Airlines summer 2023 flight schedule shown in appendix
- MSC Bellissima Cruise Ship
- GOGO! Guam Pay Program Launch
- Shown in appendix are: SNS performance summary and highlights; Weekly Guam digital PR articles; and media performance



TAIWAN

- Taiwan plans tourism service centers in India, Indonesia
- Taiwan's Tainan unveils Year of the Dragon lanterns
- 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 January remains at 52,651; and February at 49,748; and March at 41,409.
- Competitive destinations struggling on diverse projects to attract new market segments.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



PHILIPPINES

- 31st travel tour expo from Feb 2-4 at SMX
- International tourist arrivals hit 5.45 million in 2023
- NAIA ends 2023 with record-high number of flights
- NAIA ENDS 2023 WITH RECORD-HIGH NUMBER OF FLIGHTS
- 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

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@bambinoguam



APPENDIX

As of January 12, 2024 and may be subject to change.






JAPAN

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	5,446
	Available	UA197	NRT	17:00 / 21:45	Daily	5,446
	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	5,446
	Available	UA136	NGO	11:20 / 15:55	Daily	5,446
	Available	UA172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,988
	Available	UA150	KIX	11:05 / 15:45	Daily	5,446
	Available	UA178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	2,158
	Available	UA166	FUK	11:05 / 16:15	Daily	5,446
TTL						39,010

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Temporary	4,179
	Suspended	TW311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						4,179




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	UA 827	NRT	11:50 / 16:00	Daily	4,814
	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	11:05 / 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						36,188


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	7C182	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

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - MARCH

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	5,446
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,446
	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	5,446
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,446
	Available	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,822
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,446
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	1,992
	Available	UA 166	FUK	11:05 / 16:15	Daily	5,446
TTL						38,678

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Temporary	3,383
	Available	OZ	KIX	21:00-23:00 / 01:30-03:30	Temporary	1,246
	Suspended	TW311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						4,629

MARCH TOTAL OUTBOUND SEAT CAPACITY : 43,307

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - APPENDIX Japan Airlines 2023 - 2024 Flight Schedule

		OPERATION DATE		SEAT CAPACITY	
FY2023	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	
	FY2024	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 MARKET UPDATES

MSC BELLISIMA CRUISE SHIP

- January 3, 2024
- Guam welcomed 3,000 pax from Japan on the MSC Bellisima Cruise Ship
- Guests were greeted with a cultural performance and shell leis



JAPAN MARKET UPDATES

GOGO! GUAM PAY PROGRAM LAUNCH

- January 8, 2024
- Final operation check at stores implementing the GOGO! GUAM PAY program
- Before the official launch of the GOGO! GUAM PAY program, GVB Japan staff visited the stores of all companies participating in the program to ensure that they were ready for the official launch.



JAPAN MARKET UPDATES

GOGO! GUAM HÅFA ADAI CAMPAIGN WEBPAGE



GOGO! GUAM PAY Håfa Adai Support Campaign Partners



JAPAN MARKET UPDATES

SNS ADS (GOGO GUAM HÅFA ADAI CAMPAIGN)

- Distribution period: January 8 - March 15, 2024
- Target: Travel lovers nationwide
- Promotion is being distributed mainly on YouTube, but will also be displayed on multiple platforms such as Instagram and TikTok.








JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

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

SNS	follower		Week Reach		Week Engagement	
	22 Dec,2023	11 Jan,2023	22 Dec,2023	11 Jan,2023	22 Dec,2023	11 Jan,2023
	29,322	29,473	3,239,568	4,046,982	5,415	25,835
	0.51%		24.92%		377.10%	
	23,559	23,561	3,482	3,801	270	306
	0.01%		9.16%		13.33%	
	18,631	18,716	10,000	11,800	560	427
	0.46%		18.00%		-23.75%	
	61,954	61,954	2,611,654	3,452,165	15,353	7,199
	0.00%		32.18%		-53.11%	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	8,506	13,000	10,000	11,000	0:01:17	0:01:19
	52.83%		10.00%		2.60%	

SNS HIGHLIGHT

お得なキャンペーン実施中!

GOGO! GUAM ハワイ Haha Adai キャンペーン 2024

444 Like

グアム政府観光局 (公式) @visitguam_jp - 1月9日 プロモーションする

「GOGO! GUAM Haha Adai キャンペーン2024」スタート!
おトクな2つのキャンペーンでグアムを楽しもう!

詳細はこちらから gogoguam.jp

#HereWeGuam
#GOGOグアム
#グアム

107 Like

Visit Guam グアム政府観光局 (JP)

Published by Joe Guia · January 9 at 9:02 PM

「GOGO! GUAM Haha Adai キャンペーン2024」スタート!
おトクな2つのキャンペーンでグアムを楽しもう!

詳細はこちらから <https://gogoguam.jp>. See more

62 Like

お得なキャンペーン実施中!

GOGO! GUAM ハワイ Haha Adai キャンペーン 2024

137 Like

グアム政府観光局 (公式) @visitguam_jp

グアムからあけましておめでとうございます
カウントダウンのドローンショー
一部をご紹介👉最後まで見てね

#herewegoam #gogoguam #ykyk #Guam #グアム

午前03:57 · 2024年1月1日 · 5,008 件の表示

232 Like

お楽しみながら
おみやげが手に入る

GUAM 土産店

1319 Like

グアムでベストなフォレストスポット🌳 遠くにあるスペイン広
場では、グアムの歴史にも触れることができます。ちょっと見る
は、お土産も販売中。📍 旧グアム政府観光局

252 Like

12月の定番
東京-グアム

145 Like

ローカルな人々
と交流しよう

267 Like

Long Horn
ステーキハウス

200 Like

グアムでおすすめの
モーニング

190 Like

WEEKLY GUAM

It's Beginning, 2024! Guam in the New Year

In Guam, hotels and restaurants prepared to welcome the New Year with themed menu items and countdown parties. The Guam Visitors Bureau put on a drone show and had a grand fireworks display in Hagåtña and Tumon.

This article highlights the New Year festivities at the Guam Reef Hotel.

Guests at the Guam Reef Hotel were able to witness the annual rice cake pounding event and enjoy freshly cooked glutinous rice.

The children who attended the event were also able to join the pounding of rice cakes. Hotel staff prepared the rice cakes and served it with red bean paste, soybean flour, and grated daikon.

始まりました！2024年！新年のグアムの様子

Tuesday, January 2, 2024 3:00 PM by 野村 幸子



この夜は始まりました！あなただけのグアムを祝う特別な夜を過ごしました。グアム観光局のドローンショーを開催し、新年のグアムを祝いました。



グアム観光局のドローンショーを開催し、新年のグアムを祝いました。ドローンショーは、グアムの美しい風景を空から撮影し、新年のグアムを祝いました。



新年のグアムを祝うイベントを開催しました。グアム観光局のドローンショーを開催し、新年のグアムを祝いました。ドローンショーは、グアムの美しい風景を空から撮影し、新年のグアムを祝いました。



ホテルのbuffetで新鮮なもちもちの餅を堪能しました。お米、大豆、大豆油、大豆油を配合して作りました。



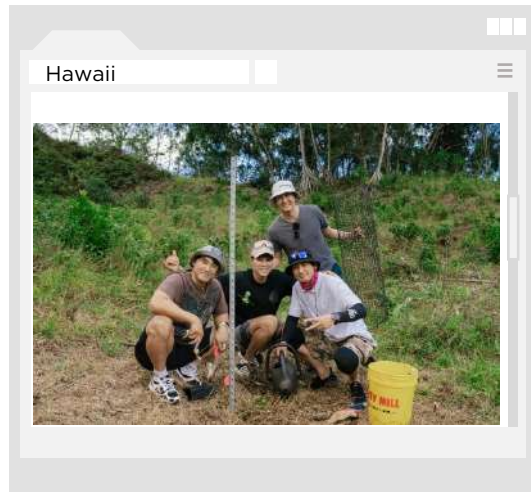
ホテルのbuffetで新鮮なもちもちの餅を堪能しました。お米、大豆、大豆油、大豆油を配合して作りました。

この日はグアム観光局のドローンショーを開催し、新年のグアムを祝いました。ドローンショーは、グアムの美しい風景を空から撮影し、新年のグアムを祝いました。

SOUTH KOREA

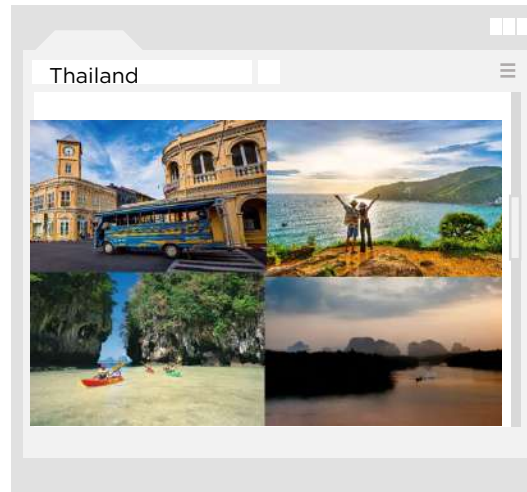
TRAVEL TRADE UPDATE

“Competitive destinations struggling on diverse projects to attract new market segments.”



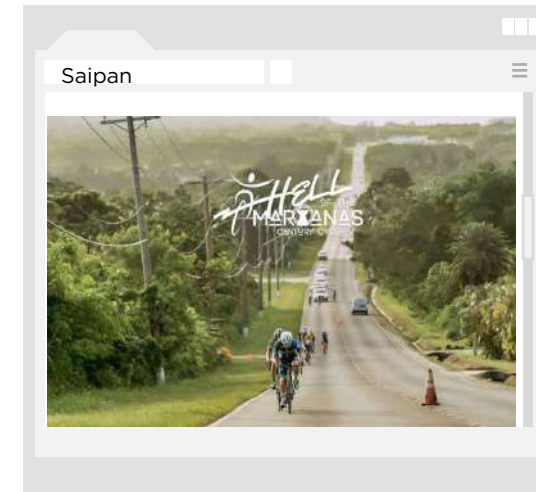
< Hawaii >

- Hosted FAM tour and invited five famous Korean celebrities to promote sustainable travel in Hawaii under ‘Malama Hawaii’ campaign.
- Participants volunteered in planting trees and visited diverse tourist attractions including National Park, museums, etc..



< Thailand >

- Launched MICE Incentive program, effective from March 1 to June 30.
- The number of group must exceed 50pax in minimum.
 - ✓ 50~200pax: \$15 per pax
 - ✓ 201-499pax: \$18 per pax
 - ✓ 500pax+: \$20 per pax



< Saipan >

- Successfully held ‘Hell of the Marianas’ cycle competition.
 - ✓ Total participants: 175pax
 - ✓ Korean participants: 44pax
 - ✓ Korean female participants ranked Top 3 in 100km course.

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	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,432
	KE423	DAILY	19:05	00:20+1	4,340
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ915	DAILY	09:35	14:50	5,859
	LJ919*	DAILY	08:10	13:30	5,859
T'way Air	TW303	DAILY	10:00	15:30	5,859
	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

• B U S A N - G U A M

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

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	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	7,888
	KE423	DAILY	19:05	00:20+1	4,060
Jeju Air	7C3102	DAILY	10:05	15:25	5,481
	7C3106	DAILY	20:10	01:35+1	5,481
Jin Air	LJ915	DAILY	09:35	14:50	5,481
	LJ919*	DAILY	08:10	13:30	4,914
	LJ921**	4/W	08:50	14:10	756
T'way Air	TW303	DAILY	10:00	15:30	5,481
	TW9305***	2/W	21:50	03:20	1,512
TOTAL					41,054

*LJ919: Dec 29th~Feb 26th, Daily

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

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

• B U S A N - G U A M

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

TOTAL OUTBOUND SEAT CAPACITY: 49,748 SEATS

KOREA MARKET INTELLIGENCE

MARCH AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,432
	KE423*	DAILY	19:05	00:20+1	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
TOTAL					32,148

*KE423: will be suspended from March 3rd

• B U S A N - G U A M

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	20:55	01:55+1	5,859
TOTAL					9,261

TOTAL OUTBOUND SEAT CAPACITY: 41,409 SEATS

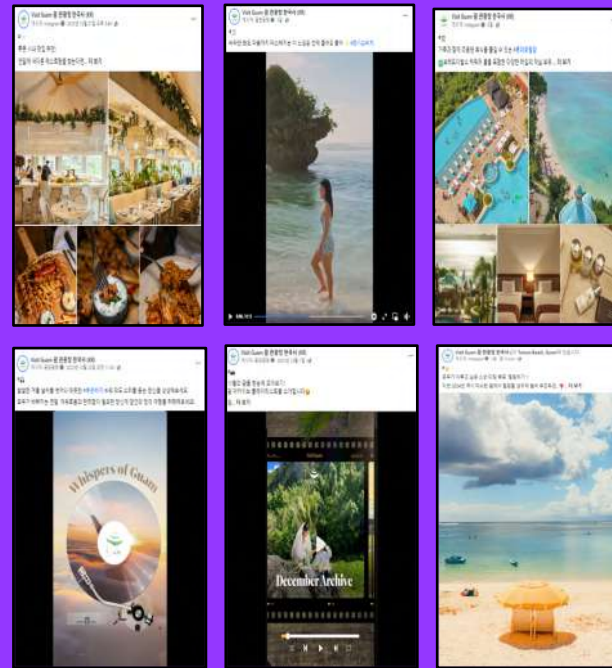
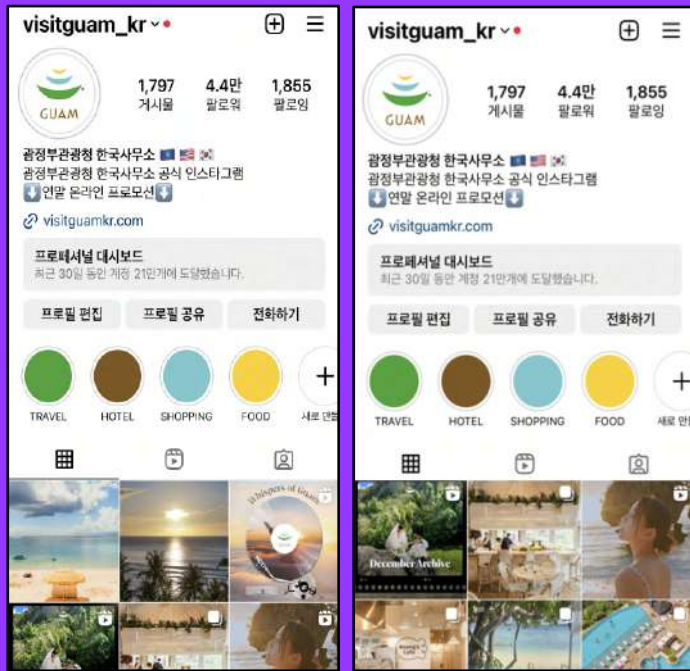
MARKETING ACTIVITIES

MEDIA COVERAGE - DECEMBER 27 GVB to ring in the New Year Fireworks and Drone Show

<p>관정부관광청, 신년 맞이 드론쇼 개최</p>	<p>관에서 불꽃놀이 보여 새해 맞이 어때요?</p>	<p>관정부관청, 신년 맞이 드론쇼 및 불꽃놀이와 함께 축하하러 오세요!</p>	<p>[여행소식] 관정부관청, 신년 맞이 드론쇼·불꽃놀이 개최</p>	<p>관정부관청, 새해 맞이 드론쇼·불꽃놀이 개최</p>	<p>관정부관청, 신년 맞이 드론쇼·불꽃놀이 개최</p>
▶ Joang Ilbo	▶ The Korea Travel Times	▶ Digital Chosun	▶ Yonhap News	▶ Gukje News	▶ Biz World
<p>관정부관청, 신년 맞이 드론쇼 및 불꽃놀이 개최</p>	<p>관정부관청, 신년 맞이 하늘을 수놓을 드론쇼 & 불꽃놀이 개최</p>	<p>한 켠의 시착을 관에서, 관정부관청, 신년 맞이 드론쇼 및 불꽃놀이 펼쳐</p>	<p>관정부관청, 신년 맞이 드론쇼 및 불꽃놀이 개최</p>	<p>관정부관청, 특권과 하하~인 앞에서 신년 맞이 드론쇼 및 불꽃놀이 개최</p>	<p>관 새해 전야 드론쇼 및 불꽃놀이 예고</p>
▶ Open News Agency	▶ Korea Duty Free News	▶ Tour Korea News	▶ News Road	▶ Discovery News	▶ TTL News

KOREA MARKETING ACTIVITIES

- * No updates during the New Year holiday
- * Updates postponed due to tourist shooting incident



SNS WEEKLY ACTIVITY: DECEMBER 25, 2023 – JANUARY 5, 2024
THEME: GUAM SCENERY

TAIWAN

TAIWAN PLANS TOURISM SERVICE CENTERS IN INDIA, INDONESIA

The Tourism Administration plans to set up tourism service centers in India and Indonesia this year to help achieve the country's goal of attracting 12 million visitors in 2024 reports said Wednesday (Jan. 3). Over the past year, Taiwan welcomed an estimated 6.4 million visitors, compared to 11 million per year before the COVID-19 pandemic. Its target for 2024 is 12 million.

The Tourism Administration revealed its plans for the coming year in a response to a promise by opposition Kuomintang (KMT) presidential candidate Hou Yu-ih that 18 million travelers would visit Taiwan if he won the Jan. 13 election. The number of visitors from Southeast Asia had already reached 90% of pre-COVID levels, the Tourism Administration said. Promotional campaigns were also designed to double the number of Californian and Muslim visitors, per CNA.

Events during the year, ranging from the Lantern Festival to cycling, hot springs, and summer holidays, are also designed to attract travelers from overseas. Tour operators from Japan, South Korea, and Vietnam, had been invited to take part in forum discussions that would lead to more visitors from those countries, officials said.



TAIWAN'S TAINAN UNVEILS YEAR OF THE DRAGON LANTERNS

Tainan City on Wednesday (Dec. 3) unveiled the centerpiece of its Lantern Festival as well as the small hand-held lanterns carried around by children. The Feb. 24 festival marks the end of the Lunar New Year period and the 15th day of the new year. Tainan won the right to host the event because the city also celebrates its 400th anniversary in 2024.

The Anpig Lantern Area will open on Feb. 3 and welcome visitors until March 10, with one exception, a one-day closure on Feb. 9, Lunar New Year's Eve. At the heart of the area will be the effigy of a dragon, which was presented to the media at Taipei City's Grand Hotel Wednesday, Radio Taiwan International (RTI) reported.

The names of the dragon also bear special significance. If the name of the main lantern, "The Dragon Comes to Taiwan" is read in Taiwanese, it can be understood as "Everybody, Come to Taiwan" encouraging visitors to travel to the country. The small lanterns distributed to the public and popular with children will be known as "xiao longbao," which sounds the same as the name for Taiwan's famous soup dumplings.

Officials encouraged travelers to plan a visit to the annual international orchid show that Tainan will host in February and March. Tourists can admire orchids during the day and look at the lanterns in the evening, officials said.



COMPETITORS

JAPAN: What to Know If You Have an Upcoming Trip to Japan? Japan has been hit with two national tragedies in the first week of 2024, leaving the country mourning and travelers wondering what to do about upcoming plans. On Monday, January 1, a 7.5 magnitude earthquake hit Japan's Noto Peninsula, leaving dozens dead and hundreds injured. Then, in a runway accident on Tuesday, a Japan Airlines plane and Japanese coast guard aircraft collided at Tokyo's Haneda Airport, killing five coast guard crew members who were on their way to deliver aid to victims of the earthquake. All 379 people on the Japan Airlines plane were safely evacuated before the passenger aircraft caught fire, the AP reports. The cause of the incident remains under investigation. (January 4)

KOREA: South Korea introduces 'digital nomad' visa that will permit foreigners to stay there for 2 years. As per the latest reports, South Korea has launched a new visa for foreign nationals visiting the country on a working holiday. This new initiative comes in the wake of accommodating the rising popularity of remote work and extended vacations. This visa will allow foreign residents to stay in the country for up to two years while retaining employment in their home country, as reported by various media outlets citing officials. (January 4)

MALAYSIA: China-Malaysia Tourism: Visa-free travel to boost travel in both directions. Tourist arrivals to Southeast Asia rebounded slower than hoped for in 2023, and big reason is that visitors from China haven't return in the expected numbers. But two countries that rely heavily on tourism - Malaysia and Thailand - are now allowing tourists from China to enter without visas. It's helped fuel a rise in arrivals from China as the year draws to a close. Rian Maelzer reports. (January 2)

THAILAND: Thailand to Grant Permanent Visa-Free Travel to Chinese Visitors . Prime Minister Srettha Thavisin of Thailand said Tuesday that his country will permanently grant visa-free entry to Chinese nationals effective March 1. Thailand has allowed Chinese visitors visa-free entry since last September, but the policy was due to expire on Feb. 29. Prime Minister Srettha said the decision to make the policy permanent came after negotiations with Beijing to grant the same privilege to Thai nationals visiting China. (January 3)

SINGAPORE: Singapore's Star Travelers grounded. Singapore-based Star Travelers SG Pte Ltd (agency license O3297) has been suspended from conducting travel agency activities effective 27 December 2023, according to the latest update from the Singapore Tourism Board (STB). The company was incorporated on 26 November 2018 with a paid-up capital of SGD100,000 and engaged in the business of a travel agency offering mainly outbound travel and an online marketplace for travel services. (January 5)

TAIWAN AIRLINE UPDATES



CI January

Operation Schedule : CHINA AIRLINES

CURRENT ROUTE IN OPERATION:

CHINA AIRLINES CHINA AIRLINES

- January - March 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 12 January 2024

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	Bali	Daily
New York	4 flights/week	Penang	Daily	Da Nang	4 flights/week
		Cebu	5 flights/week	Phnom Penh	3 flights/week
		Chiang Mai	4 flights/week	Yangon	3 flights/week
		Palau	2 flight/week	Kota Kinabalu	2 flights/week
				Brunei	1 flight/weel

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

TAIWAN AIRLINE UPDATES

CI February 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	Bali	Daily
New York	4 flights/week	Penang	Daily	Da Nang	4 flights/week
		Cebu	5 flights/week	Phnom Penh	3 flights/week
		Chiang Mai	4 flights/week	Yangon	3 flights/week
		Palau	2 flight/week	Kota Kinabalu	2 flights/week
				Brunei	1 flight/week

TAIWAN AIRLINE UPDATES

CI February Operation Schedule : CHINA AIRLINES

<i>Location</i>							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	3 flights/week	Sydney	6 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	5 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	2 flights/week	Brisbane	6 flights/week	Osaka	Daily	Hokkaido	Daily
Roma	4 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 March 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	Bali	Daily
New York	4 flights/week	Penang	Daily	Da Nang	4 flights/week
		Cebu	5 flights/week	Phnom Penh	3 flights/week
		Chiang Mai	4 flights/week	Yangon	3 flights/week
		Palau	2 flight/week	Kota Kinabalu	2 flights/week
				Brunei	1 flight/week


TAIWAN AIRLINE UPDATES

CI March Operation Schedule :



<i>Location</i>							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	3 flights/week	Sydney	6 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	5 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	2 flights/week	Brisbane	6 flights/week	Osaka	Daily	Hokkaido	Daily
Roma	4 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

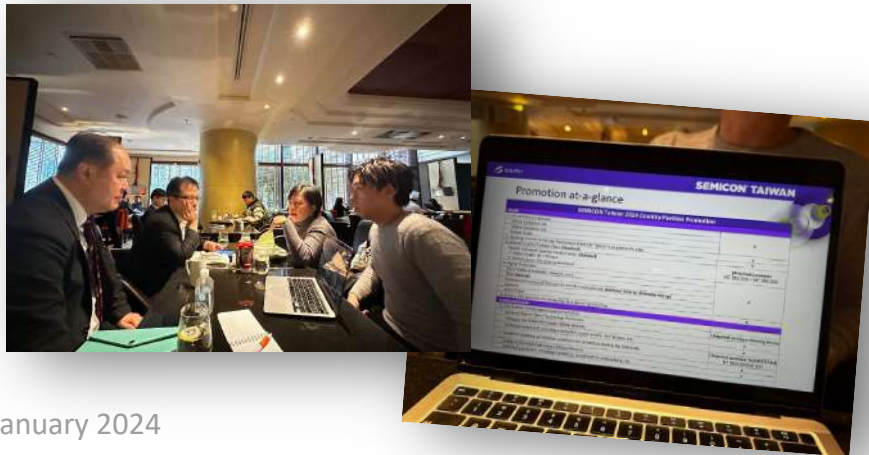
AIRLINE UPDATES FOR REGULAR FLIGHTS

<i>Airlines</i>	<i>GTO Contact</i>	<i>Updates</i>
 CHINA AIRLINES	1/5 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> No updates for this week. China Airlines intends to initiate the direct flights in summer schedule from April to May.
	1/5 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> No updates for this week.
	1/5 Patience Hsu, Manager	<ul style="list-style-type: none"> No updates for this week. CNY charter flight on 2/6 and 2/10
 Philippine Airlines	1/5 John Chen, VP of Dragon Tours	<ul style="list-style-type: none"> No updates for this week. GVB HQ has approved for Philippine Airlines CNY flights with 1.5 hr layover on 2/8.

TAIWAN MARKETING ACTIVITIES

MEETING WITH AIT FOR 2024 SEMICON DISCUSSION

- January 3, 2024
- The meeting follows up on the discussion from 9/26 and 11/15.
- AIT invited the ASOA President to join the meeting to discuss plans for 2024. AIT plans to support the Rep offices in Taiwan.
- Business between the U.S. and Taiwan are expected to grow in 2024. AIT will inform ASOA of any potential opportunities.



as of 12 January 2024

MEETING WITH TUSA FOR 2024 TRADE EVENTS IN TAICHUNG

- January 4, 2024
- TUSA invited ASOA President to meet with David Chen, Chairman of the Taichung Computer Association (TCA). With 800 members, TCA is interested in exploring collaboration opportunities with ASOA.
- During the meeting, GTO discussed potential sales mission events temporarily scheduled for March in Taipei, Taichung, and Kaohsiung.



PHILIPPINES

PHILIPPINES MARKET INTELLIGENCE

31st TRAVEL TOUR EXPO FROM FEB 2-4 AT SMX

Organized by the Philippine Travel Agencies Association (PTAA), Travel Tour Expo (TTE) 2024 highlights how the Philippine tourism and hospitality industries have leveled up to make domestic and international trips for Filipinos more worthwhile through exclusive deals and packages on air fares, tours, and accommodations.

“Post-pandemic, many travelers are eager to make up for lost time. Revenge travel has undeniably played a role in the resurgence of tourism. But more importantly, people have realized that life is short. This renewed eagerness to travel, to live life and experience other places and cultures is definitely long-term,” says Evangeline Tankiang-Manotok, CPA, MPA – PTAA President.

TTE 2024 will host more than 200 participating exhibitors with 702 booths, with an anticipated turnout of 100,000 travel enthusiasts. Booths will include airlines, domestic and international travel agencies and tour operators, hotels and resorts, cruise liners and shipping, merchandisers and more. It will also serve as the launchpad for new destinations, affordable tours, transportation choices, tailor-fit accommodations, and various payment options to cater to every voyager.

In 2023, GVB participated in the International Travel Tour Expo (iTTE) and met with various travel agents from the Philippines. This year, the Guam Visitors Bureau will be participating in the 31st Travel Tour Expo to directly communicate with Filipino consumers and to promote Guam as their ideal destination for 2024. The goal is to increase awareness about Guam and entice Philippine travelers to select Guam when traveling internationally.

GVB Booth at iTTE (B2B) 2023



INTERNATIONAL TOURIST ARRIVALS HIT 5.45 MILLION IN 2023

MANILA, Philippines - The country exceeded its targeted number of visitor arrivals last year, with more than five million tourists and over P480 billion in tourism receipts in 2023, according to the Department of Tourism.

DOT's monitoring data showed that there were 5.45 million foreign tourists from Jan. 1 to Dec. 31, surpassing the targeted 4.8 million visitors for the year.

Of the figure, 91.80 percent or at least five million were foreigners, while 8.20 percent or 447,082 were overseas Filipinos. South Korea maintained its position as a top source of international visitors, contributing 26.41 percent or 1.42 million. It is followed by the US with 903,299 tourists or 16.57 percent; Japan, 5.61 percent; Australia, 4.89 percent, and China, 4.84 percent.

In a significant recovery, the Philippines' international tourism receipts reached an estimated P482.

NAIA ENDS 2023 WITH RECORD-HIGH NUMBER OF FLIGHTS



MANILA, Philippines - The Ninoy Aquino International Airport (NAIA) set an all-time record in 2023 as it facilitated close to 300,000 flights, the highest in history, benefiting from the resurgence of air travel in the Philippines and abroad.

The Manila International Airport Authority (MIAA) recorded a total of 279,953 flights in 2023, including 171,605 domestic and 108,348 international flights. This represents a 26 percent increase compared to the 215,595 flights in 2022 and a three percent increase from the 271,535 registered in 2019. MIAA general manager Eric Jose Ines said the number of local flights in 2023 surpassed by 12 percent the pre-pandemic record, to the benefit of the aviation and tourism sectors.

Ines added that the international flight operations have also returned to 91 percent of pre-pandemic levels. As a result, NAIA improved its passenger footprint by 47 percent to 45.39 million in 2023, from 30.94 millions the prior year.

PHILIPPINES MARKET INTELLIGENCE

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 Feb 12-18, 2024	MNL – GUM Mar 02-25, 2024	MNL – GUM May 01-10, 2024
From US \$523* Round Trip Economy	From US \$528* Round Trip Economy	From US \$418* 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.



- 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

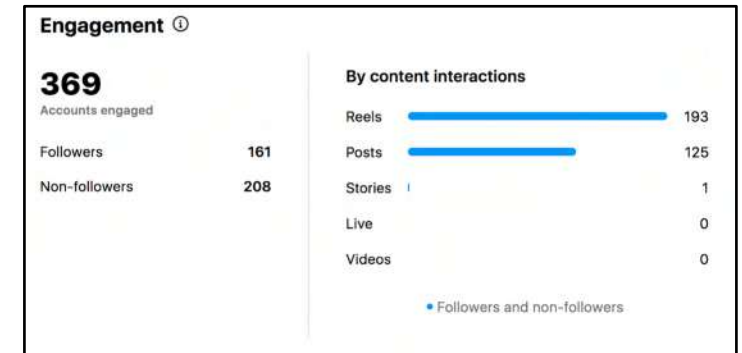
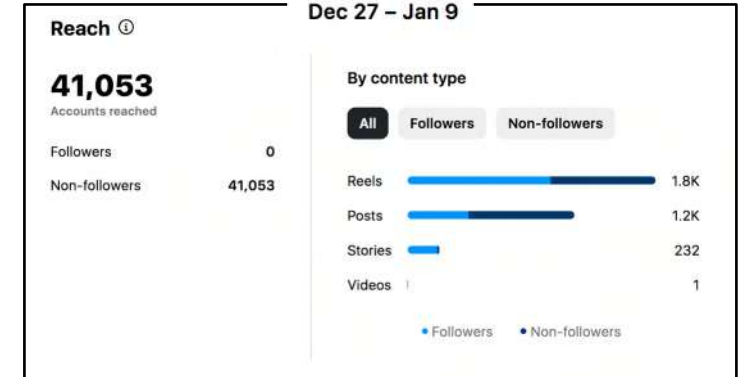
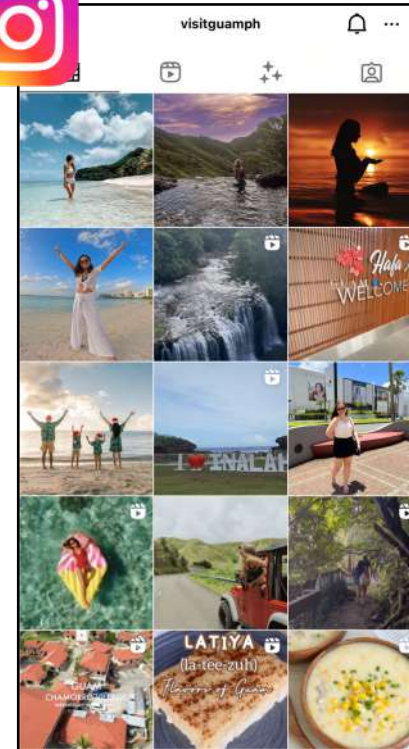
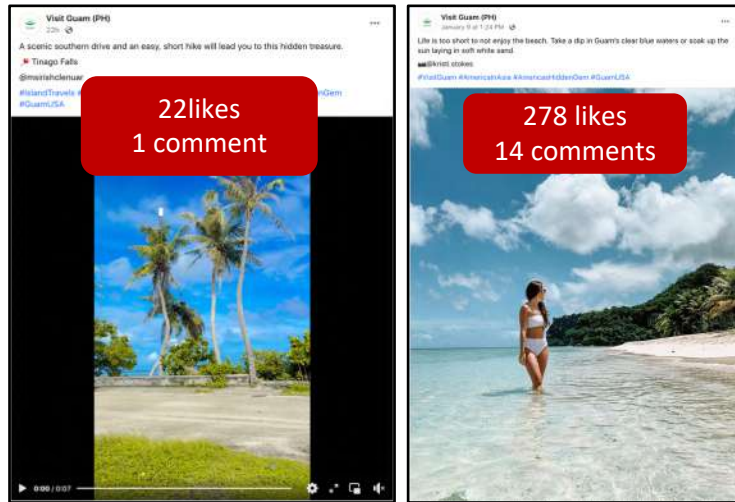
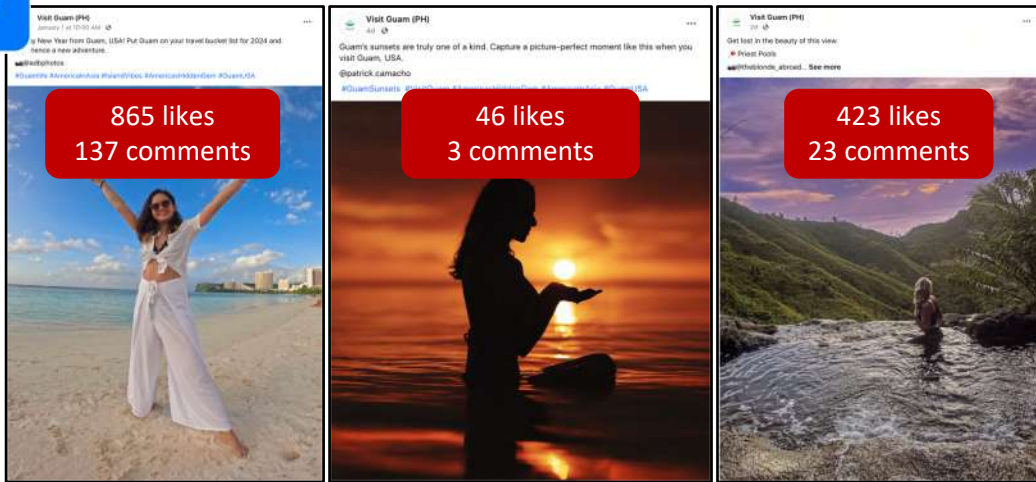
Featured Daily Fairs for Flights from MNL to GUM

January 2024	February 2024	March 2024
From US \$366* Round Trip Economy	From US \$336* Round Trip Economy	From US \$336* 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



Top content based on reach

