



# INDUSTRY REPORT

JANUARY 26, 2024



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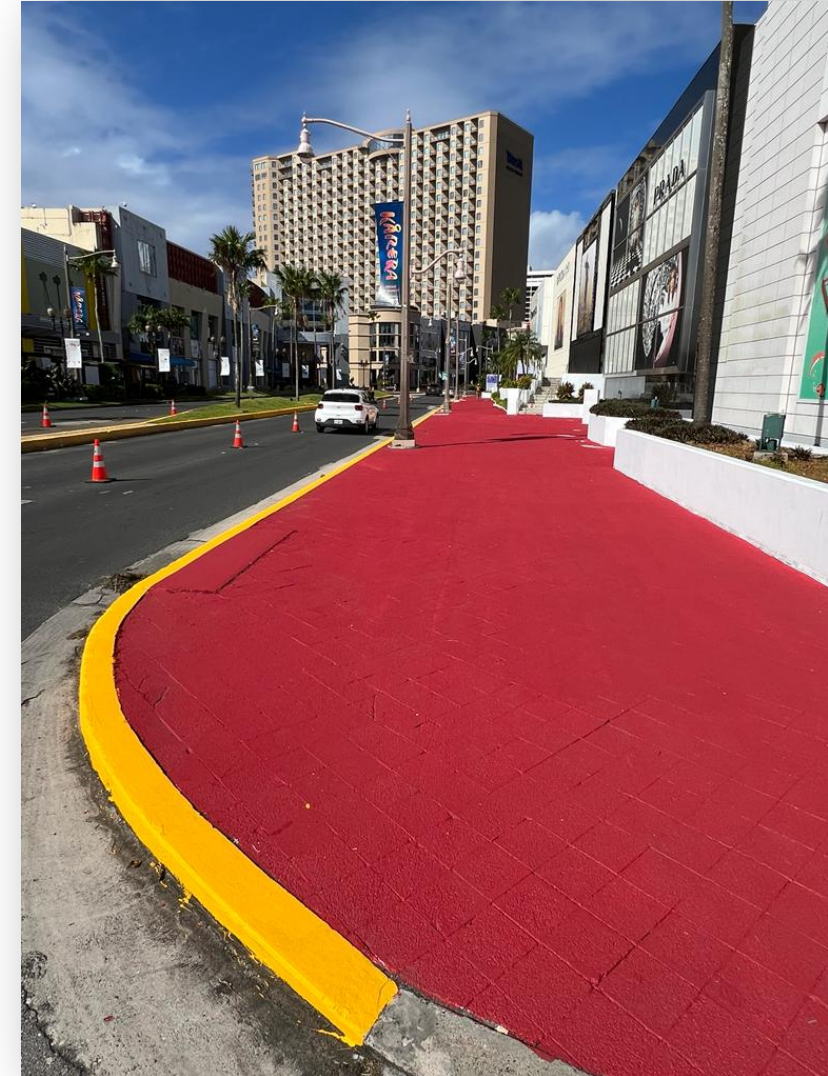
# DESTINATION UPDATES





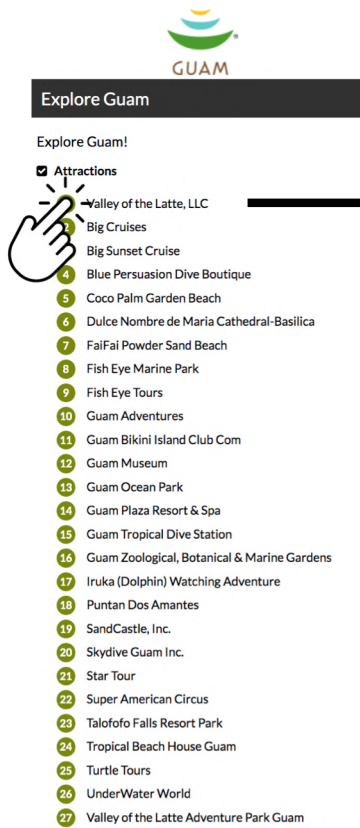
# WATER BLASTING - TRAFFIC ADVISORY

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





# 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**

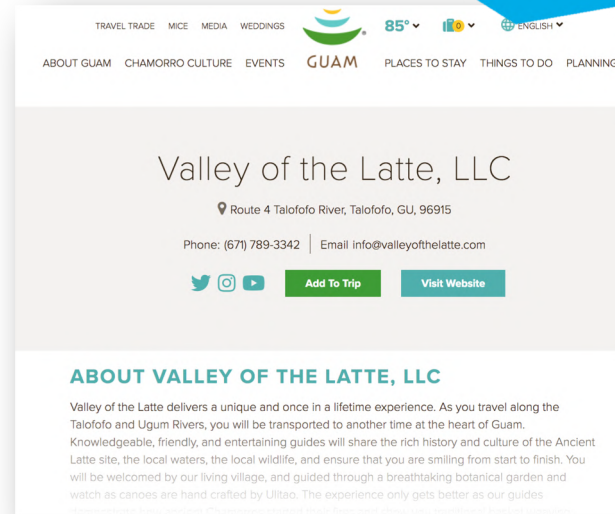
[Get Directions](#)  
(671) 789-3342



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](mailto:info@valleyofthelatte.com) for more information and if you have any questions. Find us: <https://www.valleyofthelatte.com/valley-latte-map-contact/>




[More Info](#)

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


TRAVEL TRADE MICE MEDIA WEDDINGS  85°  ENGLISH

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

## Valley of the Latte, LLC

Route 4 Talofofo River, Talofofo, GU, 96915

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

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

### ABOUT VALLEY OF THE LATTE, LLC

Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, the local waters, the local wildlife, and ensure that you are smiling from start to finish. You will be welcomed by our living village, and guided through a breathtaking botanical garden and watch as canoes are hand crafted by Ulitao. The experience only gets better as our guides

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

# 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>



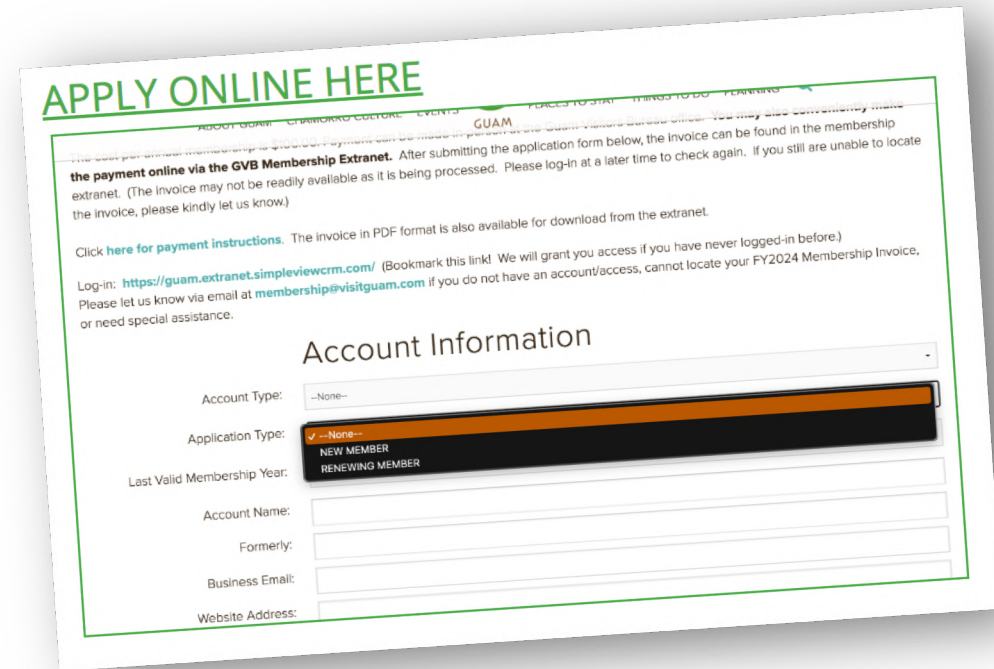
If interested, please  
click link for more info

# 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).



Download our membership application from our GVB website.

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



**#InstaGuam**

@strategic\_views



# MARKET INTELLIGENCE REPORT

As of January 26, 2024 and may be subject to change.



# 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
- 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 54,096; and February at 51,793; and March at 43,196.
- LCCs rushing into expanding long-haul destinations.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



## PHILIPPINES

- 31<sup>st</sup> 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



**#InstaGuam**  
@toshi6648



# APPENDIX

As of January 26, 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   |                              |        |           |                |                    | <b>39,010</b> |

| 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   |                |        |           |               |           | <b>4,179</b>  |


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






# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - FEBRUARY

*Interviews with various companies*

| AIRLINES  | CURRENT STATUS               | FLIGHT | DEPARTURE | TIME           | FREQUENCY          | SEAT CAPACITY |
|---|------------------------------|--------|-----------|----------------|--------------------|---------------|
|  | Available                    | 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   |                              |        |           |                |                    | <b>36,188</b> |


| AIRLINES  | CURRENT STATUS | FLIGHT | DEPARTURE | TIME          | FREQUENCY | SEAT CAPACITY |
|---|----------------|--------|-----------|---------------|-----------|---------------|
|   | Available      | JL941  | NRT       | 9:30 / 14:15  | Temporary | 3,184         |
|  | Suspended      | TW 311 | KIX       | 10:45 / 15:10 | Daily     | -             |
|  | Suspended      | 7C182  | NRT       | 10:05 / 15:00 | Daily     | -             |
|   | Suspended      | 7C3174 | KIX       | 10:10 / 14:50 | Daily     | -             |
|   | Suspended      | 7C3184 | KIX       | 10:10 / 14:50 | Tue       | -             |
| TTL   |                |        |           |               |           | <b>3,184</b>  |





**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              | 5,146         |
|   | Available                    | UA 197 | NRT       | 17:00 / 21:45  | Daily              | 5,146         |
|   | Available                    | UA874  | NRT       | 21:20 / 2:05+1 | Mon, Wed, Fri, Sat | 2,988         |
|   | Available from April 9, 2023 | UA865  | NRT       | 17:50 / 22:35  | Daily              | 5,146         |
|   | Available                    | UA 136 | NGO       | 11:20 / 15:55  | Daily              | 5,146         |
|   | Available                    | UA 172 | NGO       | 20:50 / 1:25+1 | Mon, Wed, Thu, Sun | 2,822         |
|   | Available                    | UA 150 | KIX       | 11:05 / 15:45  | Daily              | 5,146         |
|   | Available                    | UA 178 | KIX       | 20:55 / 1:35+1 | Tue, Thu, Sat      | 1,992         |
|   | Available                    | UA 166 | FUK       | 11:05 / 16:15  | Daily              | 5,146         |
| TTL   |                              |        |           |                |                    | <b>38,678</b> |

| 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<br>/ 01:30-03:30 | Temporary | 1,246         |
|  | Suspended      | TW 311 | KIX       | 10:45 / 15:10                | Daily     | -             |
|  | Suspended      | 7C182  | NRT       | 10:05 / 15:00                | Daily     | -             |
|   | Suspended      | 7C3174 | KIX       | 10:10 / 14:50                | Daily     | -             |
|   | Suspended      | 7C3184 | KIX       | 10:10 / 14:50                | Tue       | -             |
| TTL   |                |        |           |                              |           | <b>4,629</b>  |

**MARCH TOTAL OUTBOUND SEAT CAPACITY : 43,307**

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - APPENDIX

### Japan Airlines 2023 - 2024 Flight Schedule

|               |               | OPERATION DATE  |   | SEAT CAPACITY |       |
|---------------|---------------|---|---|---------------|-------|
| <b>FY2023</b> | March         | 18, 21, 23, 25, 26, 28, 30  | 7   | 1,393         |       |
|               | April         | 1, 2, 4, 27, 29, 30   | 6   | 1,194         |       |
|               | May           | 2, 3, 4, 6, 7   | 5   | 995           |       |
|               | June          | -   | 0   | 0             |       |
|               | July          | 15, 16, 18, 20, 22, 23, 25, 27, 29, 30                                    | 10  | 1,990         |       |
|               | August        | 1, 3, 5, 6, 8, 10, 11, 13, 15, 17, 19, 20, 22, 24, 26, 27, 29, 31         | 18  | 3,582         |       |
|               | September     | 2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 18, 21, 23, 24, 26, 28, 30             | 17  | 3,383         |       |
|               | October       | 1, 3, 5, 7, 8, 9, 12, 14, 15, 17, 18, 21, 22, 24, 26, 28, 29, 31          | 18  | 3,582         |       |
|               | <b>FY2024</b> | November  | 2, 3, 5, 7, 9, 11, 12, 14, 16, 17, 19, 21, 23, 25, 26, 28, 30     | 17            | 3,383 |
|               |               | December  | 2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 21, 23, 24, 26, 28, 30, 31 | 18            | 3,582 |
| January       |               | 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 13, 14, 16, 18, 20, 21, 23, 25, 27, 28, 30 | 21  | 4,179         |       |
| February      |               | 1, 3, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29,               | 16  | 3,184         |       |
| March         |               | 2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 20, 23, 24, 26, 28, 30,            | 17  | 3,383         |       |
| TTL           |               |   |   | 33,830        |       |



# JAPAN TRADE SALES ACTIVITIES

## GROUP SALES SEMINARS FOR JTB

- January 11, 2024
- GVB Japan office participated in a group travel sales seminar hosted by JGHA at three JTB corporate sales branches - Saitama, Kasumigaseki, and Shinjuku
- GVB shared the latest information on group support programs in Guam
- Total number of participants was around 50 people



\*Seminar at Saitama



\*Seminar at Kasumugaseki



\*Seminar at Shinjuku

# JAPAN TRADE SALES ACTIVITIES

## GROUP SALES SEMINAR IN SAPPORO

- January 12, 2024
- GVB Japan office conducted a seminar at Tobu Top Tours Sapporo Branch
- JGHA Guam Seminar for JTB Group Sales operation with United Airlines
- A total of 30 participants, both on/offline, were present
- GVB Japan office also attended the Hokkaido Educational Travel Seminar in Sapporo
- Meetings were held with teachers from three schools who are considering new school travel destinations



\*Seminar at Tobu



\*Hokkaido Educational Travel Seminar in Sapporo



# JAPAN TRADE SALES ACTIVITIES

## REGIONAL CITY SALES CAMPAIGN

- January 17, 2024
- GVB Japan office, in cooperation with United Airlines, conducted a Guam seminar for HIS Chugoku-Shikoku area staff.
- Around 40 participants from HIS attended, including online participants.



ミクロネシア線 運航スケジュール (10月29日～)

| 路線      | 機名    | 出発    | 到着     | 運航日     | 路線      | 機名    | 出発    | 到着    | 運航日     |
|---------|-------|-------|--------|---------|---------|-------|-------|-------|---------|
| 成田→グアム  | UA827 | 11:50 | 16:00  | 毎日      | グアム→成田  | UA828 | 7:00  | 9:50  | 火・木・土・日 |
| 成田→グアム  | UA857 | 17:00 | 21:45  | 毎日      | グアム→成田  | UA856 | 12:40 | 15:30 | 毎日      |
| 成田→グアム  | UA865 | 17:50 | 22:35  | 毎日      | グアム→成田  | UA864 | 13:35 | 16:25 | 毎日      |
| 成田→グアム  | UA874 | 21:20 | 2:05+1 | 月・水・金・土 | グアム→成田  | UA873 | 17:05 | 19:55 | 毎日      |
| 中部→グアム  | UA136 | 11:20 | 15:55  | 毎日      | グアム→中部  | UA137 | 7:25  | 10:20 | 毎日      |
| 中部→グアム  | UA172 | 20:50 | 1:25+1 | 月・水・木・日 | グアム→中部  | UA171 | 17:00 | 19:55 | 月・水・木・日 |
| 関西→グアム  | UA150 | 11:05 | 15:45  | 毎日      | グアム→関西  | UA151 | 7:00  | 10:05 | 毎日      |
| 関西→グアム  | UA178 | 20:55 | 1:35+1 | 火・木・土   | グアム→関西  | UA177 | 16:50 | 19:55 | 火・木・土   |
| 福岡→グアム  | UA166 | 11:05 | 16:15  | 毎日      | グアム→福岡  | UA165 | 7:30  | 10:50 | 毎日      |
| 成田→サイパン | UA825 | 21:25 | 2:00+1 | 火・木・日   | サイパン→成田 | UA824 | 7:05  | 9:45  | 火・木・日   |

※運航機名 (以下の日程は運航予定)  
中部→グアム UA172/171 11/21 (Tue), 11/24(Fri), 11/25(Sat), 12/29(Fri), 12/30(Sat), 1/2(Tue), 1/6(Sat)

※スケジュールは予告なく変更される場合があります

## SEMINAR IN SENDAI

- GVB Japan Trade Team, in collaboration with JATA Tohoku Branch, United Airlines, and JGHA, will hold a Real Guam seminar in Sendai on February 9 for travel agents in Tohoku area.
- More than 30 participants are invited.



# JAPAN MARKETING ACTIVITIES

## 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.

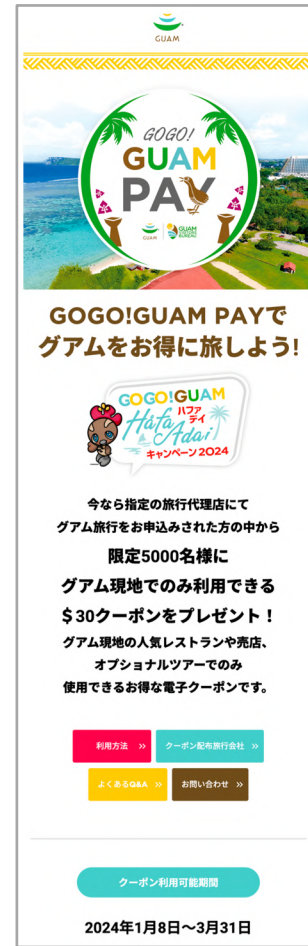


# JAPAN MARKETING ACTIVITIES

## GOGO! GUAM HÅFA ADAI CAMPAIGN WEBPAGE



## GOGO! GUAM PAY HÅFA ADAI Support Campaign Partners





# JAPAN MARKETING ACTIVITIES



## OTA TRAVELKO CAMPAIGN PAGE LAUNCH

- January 9, 2024
- A campaign page was launched on Travelko to promote the GOGO GUAM Håfa Adai Campaign 2024
- On the page, viewers can watch the brand video and learn more about the campaign
- Visitors can also search for tours and airline tickets
- Banner ads are posted throughout the Travelko website to direct visitors to the campaign page





# JAPAN MARKETING ACTIVITIES

## MÅNNGE FOOD TRUCK JOURNEY IN TOKYO, JAPAN

- A new journey of the Månngge Food Truck has begun
- The first leg is in Tokyo Dome city starting January 13, 2024



# JAPAN MARKETING ACTIVITIES

## GVB INDUSTRY MIXER

- Objectives
  - To strengthen relationships with industry partner.
  - Encourage them to increase sales of Guam trips to reach goal pax for FY2024.
- Contents: New Year’s live performance by Japanese traditional instruments “Koto” and “Shamisen.”



## ONE GUAM ROADSHOW

- The purpose of this roadshow is to build awareness of GVB’s year-long GoGo Guam Håfa Adai Campaign.






| DATE             | LOCATION | CONTENT                        |
|------------------|----------|--------------------------------|
| January 23 (Tue) | TOKYO    | Seminar day 1:Tokyo            |
|                  |          | New Year Industry Mixer: Tokyo |
| January 24 (Wed) | NAGOYA   | Seminar day 2: Nagoya          |
| January 25 (Thu) | OSAKA    | Seminar day 3: Osaka           |
| January 26 (Fri) | FUKUOKA  | Seminar day 4: Fukuoka         |

# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- Campaign ads have been launched and are increasing in reach.

| SNS   | follower    |             | Week Reach  |             | Week Engagement  |             |
|---|-------------|-------------|-------------|-------------|------------------|-------------|
|   | 12 Jan,2023 | 19 Jan,2023 | 12 Jan,2023 | 19 Jan,2023 | 12 Jan,2023      | 19 Jan,2023 |
|    | 29,473      | 29,473      | 3,239,568   | 8,200,864   | 5,415            | 10,388      |
|   | 0.00%       |             | 153.15%     |             | 91.84%           |             |
|    | 23,561      | 23,565      | 3,482       | 5,341       | 270              | 1,172       |
|   | 0.02%       |             | 53.39%      |             | 334.07%          |             |
|    | 18,716      | 18,720      | 10,000      | -           | 560              | -           |
|   | 0.02%       |             | #VALUE!     |             | #VALUE!          |             |
|    | 61,954      | 63,111      | 2,611,654   | 2,848,426   | 7,199            | 7,164       |
|   | 1.87%       |             | 9.07%       |             | -0.49%           |             |
| Visitguam.jp  | Unique User |             | Page View   |             | Ave Time on Page |             |
|  | 13,000      | 12,000      | 10,000      | 17,090      | 0:01:17          | 0:00:55     |
|   | -7.69%      |             | 70.90%      |             | -28.57%          |             |



# SNS HIGHLIGHT

visitguam\_jp  
オリジナル画像

visitguam\_jp 「GOGO! GUAM Hafa 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

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 Hafa 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

visitguam\_jp  
【公式】グアム政府観光局 · 3日前

お得なグアム旅をトラベルコで 📍 #hereweguam #guam #海外旅行

オリジナル楽曲 - 【公式】グアム政府観光局

1009 Like

visitguam\_jp  
【公式】グアム政府観光局 · 3日前

お得なグアム旅をトラベルコで 📍 #hereweguam #guam #海外旅行

オリジナル楽曲 - 【公式】グアム政府観光局

291 Like

グアム政府観光局 (公式) @visitguam\_jp

「GOGO! GUAM Hafa 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

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GOGO Guam Hafa Adai campaign スタート  
早速グアムペイ使ってアイスアメリカン買いました  
チャリって音がいいですね

#hereweguam  
#lottehotelguam  
#グアム  
#卒業旅行

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お得なグアム旅をトラベルコで 📍 #hereweguam #guam #海外旅行

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中で使えるお得な特典が盛りだくさん 📍 9/30までの... もっと見る

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Published by Joe Cruz · 7m ·

Hafa Adai!  
みなさん、海外旅行はグアムで決まり！  
現地のお店で簡単にお得なサービスが受けられる「Hafa Adai Support」と、  
旅行予約で\$30分の電子クーポンがもらえる旅行支援「GOGO! GUAM PAY」が同時にスタート  
しています！... See more

グアムの旅  
まるっと  
おトクに!

GOGO! GUAM  
ハファ  
アダイ  
キャンペーン2024

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185 Like



## 人気フードトラックが GPOに出店！ディキキドーナツ

Saturday, January 20, 2024 5:00 PM by チョコレータ



グアムプレミアアウトレット (Guam Premier Outlet, GPO) にて、ディキキドーナツ (Dikiki Donuts) がオープンしました！

グアムのヒーローやグアム人の人々なら、もしかするとこのドーナツショップをご存知かもしれません。さまざまなイベントに無料のフードトラックで登場していたドーナツショップが、今度はこちらのグアムプレミアアウトレットにオープンしました！



場所はグアムプレミアアウトレットのロス・ドレス・フォー・レス (Ross Dress For Less) 近くの入り口付近、お土産ショップから徒歩で約5分、駐車場の一角にオープンしました。フードトラックと併設しての賑やかな景色が望めます。

さて、人気のディキキ (Dikiki) ですが、これはタガリ口で「小さい、スモール (Small)」を意味する言葉、由来は英語の「small donut」です。その由来は、ディキキドーナツのドーナツはおいしいサイズ、小さな子供にもおすすのサイズで、ローカルの人も大好みなドーナツです。



注文すると機械からドーナツが落ちて落ちてきて、流し作業のよりに揚げずつ流しを盛り揚げられています。ドーナツが小さくてお土産に持って、その様子を見るのもなかなか楽しいですよ。

備えてお土産にチョコレート、ココナッツ、グレイズ、パウダーシュガーなどをまわして出来上がり、どれも価格が\$5.00です。



# WEEKLY GUAM

## Popular food truck opens a new location at GPO! Dikiki Donuts

Dikiki Donuts opens in December 2023 at the Guam Premier Outlet and is located near Ross Dress For Less entrance. Not only can you find this delicious treat at food truck events, but also while you shop at GPO. Now you can enjoy its deliciousness without having to wait for the next event.

In Chamorro, the word *Dikiki* means small, translating the name to “small donut.” Donuts are freshly fried upon ordering and comes in several flavors - cinnamon, coconut, vanilla glaze, powdered sugar, etc and for 8 pieces it costs \$5.00.

The dough is fluffy making it very tasty. Customers can also order deep fried Oreos - 3 pcs for \$10.00.

At GPO, tourists can enjoy shopping and eating delicious foods and snacks. Dikiki Donuts is highly recommended for a snack.

こちらはグアムプレミアアウトレットの入り口付近にオープンしました。お土産ショップから徒歩で約5分、駐車場の一角にオープンしました。フードトラックと併設しての賑やかな景色が望めます。

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持ち帰り用にはこんなかわいいボックスに入れてくれますよ。



ドーナツ以外にもこんなメニューが、こちらはオーブで揚げたオーブドーナツ (Oven fried Donut) 価格 \$5.00。日本人にもおなじみのクッキー、オレオに衣を付けて揚げたもので、グアムでは珍重で食べられることもあるベトナム産のオレオや、まだフランドルオレオ味の人には、ぜひこちらも食べてください！

グアムプレミアアウトレットのショップビルが、グアムプレミアアウトレット、フードコート以外にもおいしい店がたくさん入っています。ぜひぜひディキキドーナツ、おすすですよ！

インフォメーション  
 店名: ディキキドーナツ (Dikiki Donuts)  
 ロケーション: タムニンパルクグアムプレミアアウトレット  
 営業時間: 10:00AM-10:00PM  
 営業日: 毎日  
 電話番号: (671) 935-6244  
 URL: <https://www.instagram.com/dikikidonuts/>

## チャモロ料理、グアムの家庭料理を楽しめるスリースクエア

Tuesday, January 16, 2024 10:00 PM by チャモロー



クリスマス、ニューイヤーの盛り上がりを見守る。日暮に開いたグアム。しかし、チャモロ料理はまだ家族の味を楽しめるスリースクエアで味わえます。

旬の新鮮なチキンケラグエン (Chicken Kelaguen) というレストラン、オープンしたのは2016年。ローカルの人々にとっても、観光客の両方から支持されているレストランです。



手書きで書かれたメニューやイラスト、書き出しの文字から見るきれいなペンダントライトなど、店内はクラフトで、初めて訪れる人も驚かすほどかかっているアートホームな雰囲気。



料理ですが、こちらはデザートにおすすみのフィエスタプレート (Fiesta Plate, \$25.95)。チャモロ料理を代表するレドライス、バーベキュー、フィアダがセットになったもので、グアムの心まで感じる味わいのあるもの。ぜひお試しください。

その他、チャモロ料理はチナタカ (Tinaktak)、チナラカネ (Tinala' Katne)、チキンケラグエン (Chicken Kelaguen) が人気。チキンケラグエンは、島産のチキン、島産の野菜、島産の調味料で調理されたチキンケラグエン。島産のチキン、島産の野菜、島産の調味料で調理されたチキンケラグエン。島産のチキン、島産の野菜、島産の調味料で調理されたチキンケラグエン。

チナラカネとチキンケラグエンが入った、ローカルサンプラー (The Local Sampler, \$19.95) はおすすめです。



こちらはチャモロレストラン (CHAMORRO RESTAURANT)。建築、敷、アチャーチを渡った牛肉料理で、味がしっかり噛み込んで旨いとの絶賛評判！ 必食ですが、これも筆者の大好物！  
 ビスチキ (BISTEK) で食べるとフィリピン料理と出てきますが、フィリピンもグアムと同様、スペイン統治の影響があります。また、スペイン語を聞いて世界の高級ホテルのような気配があるようです。絶賛によって評判が少しづつ変わるようです。ぜひ旅行にアチャーチを使ったのがチャモロスタイル。  
 チュモロ料理の、メニューによく載っているのが「LOCAL STYLE (ローカルスタイル)」。「CHICKEN」(チキンケラグエン) という言葉、グアムに由来するグアム産のチキンを使った、人気のあるスリースクエア。



絶品のデザート。こちらはフィアダバナナ、チーナケーキ (FRESH BANANA CHEESECAKE, \$19.95)。香ばさのあるバナナとクリームが絶品です。そして中のバナナが新鮮でとてもかかっています。これにバナナアイスで、最高の組み合わせ！



店の入り口には島産人気のあるメイドイングアムのクッキー、そしてデンancheも、グアム産ならではのスイーツ、おすすめです！

<インフォメーション>  
 店名: スリースクエア (Three Squares)  
 ロケーション: チムニンゴ地区チャランサンフロントア通り  
 営業時間: 10:00am-10:00pm  
 定休日: 月曜日  
 電話番号: (670) 646-2652  
 URL: <https://www.instagram.com/threesquareguam>

## WEEKLY GUAM

### Chamorro Cuisine, Guam's Home Cuisine at Three Squares

Even after the holiday season, the Tumon area in Guam is still bustling with tourists who are enjoying their late winter vacation. This article introduces a local restaurant called Three Squares, which opened in 2016.

The restaurant is adorned with hand-painted menus and illustrations, as well as, pendant lights hanging from the bare ceiling. The Fiesta Plate (\$25.95) is highly recommended for tourists to try Guam's unique cuisine. The plate comes with a set of red rice, barbecue meats, and fina' denne'.

Customers can also enjoy other Chamorro dishes such as Tinaktak, Tinala' Katne, and Chicken Kelaguen. The local sampler (\$19.95) is a great option for those who want to try a variety of items. The sample comes with tinala' katne and chicken kelaguen.

At the restaurant's entrance, there are popular items for sale that can be used as souvenirs such as Made-in-Guam cookies and denanche.



## GLAM GUAM

### SpoNichi Golf Article

Guam is a tropical resort island only 3.5 hours away from Japan, with a time difference of 1 hour. Golf is very popular in Guam, and in fact, there are a total of seven golf courses on the island.

The SpoNichi 54-hole golf tournament was held for five days and four nights from December 7-11, 2023. In this article, readers can find more information on the SpoNichi golf tournament as well as the appeal of playing golf in Guam.

#### Table of Contents

- The Sponichi 54 Hole Challenge Golf in Guam was held for the first time in four years!
- Day 1] Arrival in Guam and welcome party
- Day 2] Starts Guam Golf Resort
- Day 3] Onward Mangilao Golf Club
- Day 4] Onward Mangilao Golf Club, Awards Ceremony & Dinner
- Summary: Guam is a perfect tropical resort for golf!

# SOUTH KOREA





## TRAVEL TRADE UPDATE

*“LCCs rushing into expanding long-haul destinations.”*

LCCs are plunging into expanding flight routes to long-haul destinations such as Europe and United States, through which consumers will have a wider spectrum of options for overseas travel. Although the overall services of LCCs are debased compared to major FSCs, preference of consumers is highly increasing due to low air ticket price.

| Airlines   | Notes   |
|------------|---|
| Air Premia | <ul style="list-style-type: none"> <li>- <b>Currently operating flights to long-haul destination</b> including LA, New York, Frankfurt, Barcelona, Oslo, Ankara and looks forward to expanding new routes</li> <li>- Will operate regular flight from Incheon to San Francisco (4/w)</li> </ul>   |
| T'way      | <ul style="list-style-type: none"> <li>- <b>Started to operate Incheon - Sydney route for the first time as LCC</b>, currently being stably operated</li> <li>- <b>Focused on expanding routes to mid/long-haul destinations in 2023</b> including Singapore, Sydney, several European destinations</li> <li>- Will operate regular flight to Croatia in 2024 in earnest</li> </ul> |

# 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    | 9,939         |
|              | KE423      | DAILY         | 19:05    | 00:20+1  | 4,278         |
| 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 (THU/SUN) | 21:50    | 03:20    | 1,512         |
| <b>TOTAL</b> |            |               |          |          | <b>45,024</b> |

\*KE421: Jan 8 ~ Mar 30 (seat capacity change to 338 seats) / Mar 31~ (seat capacity change to 272 seats)

\*\*LJ919: Dec 29 ~ Feb 26 (Daily)

\*\*\*TW9305: Jan 4 ~ Feb 25 (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/<br>SAT/SUN) | 21:35    | 02:30+1  | 3,213         |
| Jin Air      | LJ929      | DAILY                     | 20:30    | 01:30+1  | 5,859         |
| <b>TOTAL</b> |            |                           |          |          | <b>9,072</b>  |

TOTAL OUTBOUND SEAT CAPACITY: 54,096 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    | 9,802         |
|              | KE423      | DAILY         | 19:05    | 00:20+1  | 4,002         |
| 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 (THU/SUN) | 21:50    | 03:20    | 1,701         |
| <b>TOTAL</b> |            |               |          |          | <b>43,099</b> |

\*LJ919: Dec 29 ~ Feb 26 (Daily)

\*\*LJ921: Feb 8, 9, 11, 12 (Charger Flight for Lunar New Year)

\*\*\*TW9305: Jan 4 ~ Feb 25 (2/W) & Feb 29 (charter flight)

### • B U S A N - G U A M

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

TOTAL OUTBOUND SEAT CAPACITY: 51,793 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    | 10,412        |
|              | KE423*     | DAILY | 19:05    | 00:20+1  | 276           |
| 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         |
| <b>TOTAL</b> |            |       |          |          | <b>34,124</b> |

\*KE423: will be suspended from March 3<sup>rd</sup>

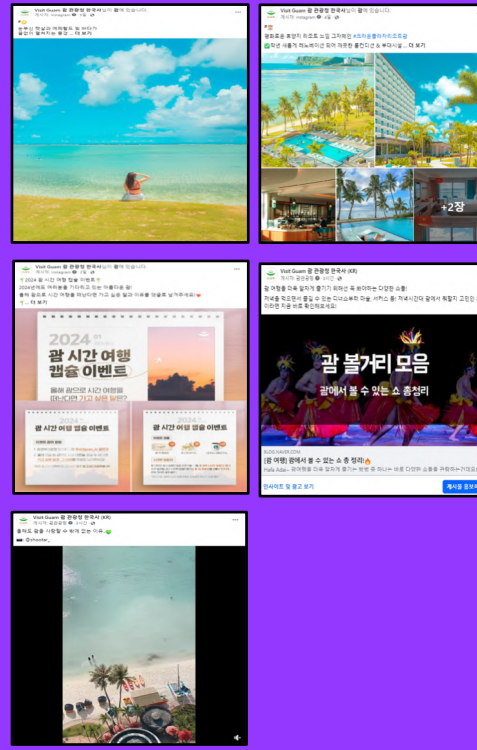
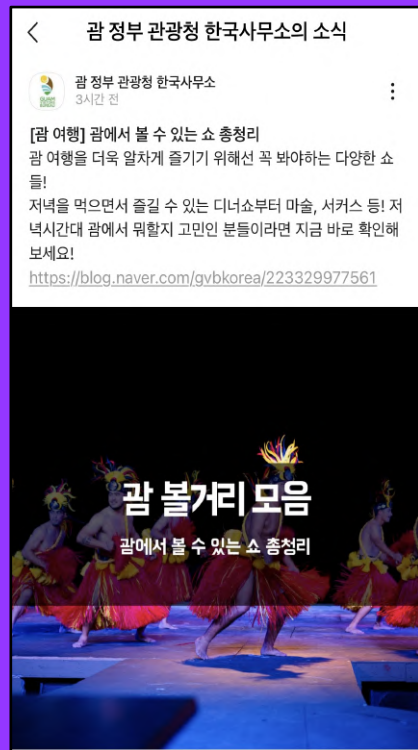
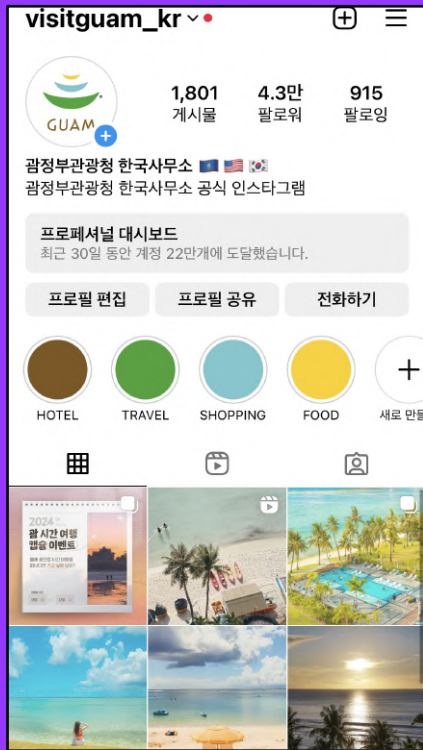
### • B U S A N - G U A M

| Airlines     | Flight No. | Days                     | DEP Time | ARR Time | Seat Capacity |
|--------------|------------|--------------------------|----------|----------|---------------|
| Jeju Air     | 7C3154     | 4/W<br>(WED/THU/SAT/SUN) | 21:35    | 02:30+1  | 3,213         |
| Jin Air      | LJ929      | DAILY                    | 20:55    | 01:55+1  | 5,859         |
| <b>TOTAL</b> |            |                          |          |          | <b>9,072</b>  |

TOTAL OUTBOUND SEAT CAPACITY: 43,196 SEATS



# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JANUARY 15 - 19, 2024  
THEME: SHOWS IN GUAM

# TAIWAN



## STARLUX LAUNCHES MAIDEN FLIGHT TO CHIANG MAI, THAILAND

Taiwan-based startup carrier Starlux Airlines on Thursday launched its first commercial flight between Taoyuan and Chiang Mai, the airline's second destination in Thailand, departing from Taoyuan International Airport at 12:48 p.m. and arriving in Chiang Mai at 3:58 p.m. (local time).

Flights between Taiwan and Thailand have returned to normal following their suspension during the COVID-19 pandemic, Sarima Chindamat, director of the Taipei Tourism Authority of Thailand, told local media, adding that she is happy to see more air routes being launched between the two countries.

Chindamat noted that the Thai government has approved a temporary visa-free entry scheme for tourists from Taiwan where Taiwanese travelers can enter Thailand without a visa for a period of up to 30 days, until May 10, 2024. She encouraged Taiwanese tourists to take advantage of the scheme to visit areas close to Bangkok, Thailand's capital, and the most visited city in the world in 2023, as well as other popular destinations in the country such as Chiang Mai.

To mark the opening of the new route, passengers traveling on the inaugural flight to Chiang Mai were treated with milky Thai tea in the airport lounge and gifted a rattan coaster. The airline said that it currently operates flights to 22 cities, including Los Angeles, San Francisco, Hanoi, Penang, Manila, and several Japanese cities.





## TOURISM AGENCY SETS 12M TOURISTS GOAL FOR THIS YEAR

The Tourism Administration yesterday said it is establishing tourism offices in Jakarta, Mumbai and Paris to attract more travelers from Southeast Asia, South Asia and Europe. About 6.4 million international travelers visited Taiwan last year, the agency said, adding that it aims to draw 12 million international tourists this year, which is slightly above the pre-COVID-19 pandemic level.

The office in Mumbai is scheduled to open within the first week of next month, while the Jakarta office is to commence operations at the end of next month, Tourism Administration Director-General Chou Yung-hui (周永暉) told a news conference in Taipei. The office in Paris is to be established around the middle of this year, he said. Last year, the agency opened its 16th overseas office in Busan, South Korea, Chou said.

It is also considering opening a new office in Vancouver, Canada, by the end of this year and evaluating the possibility of opening a new office in Stockholm, Sweden, he said. “We are aiming to have 2 million Japanese visitors this year. Before the pandemic, about 2.1 million Japanese tourists came to Taiwan. Of the 6.4 million international tourists who came to Taiwan last year, about 940,000 were from Japan,” he said.

Before the pandemic, only 23 percent of Japanese had passports, with the percentage dropping to 18 percent after the pandemic as many passports have expired, he said. “Japanese tourists who apply for a passport for the first time or have them renewed would receive discounts when they purchase tickets to Taiwan from Taiwanese airlines,” he said, adding these special offers could be available in the second quarter.



## COMPETITORS

**JAPAN:** Japan's top tourism official says the massive New Year's Day earthquake in Ishikawa Prefecture has severely damaged the local travel industry. Many hotels and visitor attractions have been unable to operate since the disaster, Tourism Agency Commissioner Takahashi Ichiro told reporters on Wednesday. He added that even those that have reopened are seeing reservations cancelled. (January 18)

**KOREA:** South Korea announces new visa requirements for certain tourists. From this month, the new Workcation or Digital Nomad Visa, means remote workers of overseas companies who wish to stay in Korea can do so for up to one year, with the possibility to extend for an additional year. Previously, remote workers travelling in Korea were limited to stays of up to 90 days. The requirements to be successful with the visa are quite finicky, with applicants aged 18 or older needing to have worked for an overseas company for at least one year and have earned a salary equivalent to at least 85,000,000 KRW (around AU\$97,000) in the previous year. According to Visit Korea, applicants should also have medical insurance that covers over 100,000,000 KRW (around AU\$114,000) in medical treatment and repatriation fees. (January 18)

**MALAYSIA:** Malaysia launches MY Ramadan Experience for cultural tourism boost. The Ministry of Tourism, Arts, and Culture through its agency Tourism Malaysia in collaboration with Islamic Tourism Centre (ITC), Malaysian Association of Hotels (MAH), and Malaysian Association of Hotel Owners (MAHO), announced the launch of the highly anticipated MY Ramadan Experience packages. This immersive 4D3N or 3D2N programme offers an unparalleled opportunity to immerse oneself in the vibrant festivities of Ramadan in Malaysia. (January 17)

**THAILAND:** The Tourism Authority of Thailand (TAT) and Thai Digital Platform Social Enterprise Co., Ltd. signed a Memorandum of Understanding (MOU) to further raise awareness of TAGTHAi, the all-in-one Thailand application, as the must-have 'Super Aggregator Platform' for local and foreign tourists exploring Thailand. The MOU places emphasis on Thailand's national development plan, "Thailand 4.0", which seeks to enhance the access of technology and the public-private data to drive the country's competitiveness and tourism industry. The TAGTHAi travel app is set as a platform for local businesses, especially small and medium-sized enterprises, to promote their products and services. (January 18)

# TAIWAN AIRLINE UPDATES

## CURRENT ROUTE IN OPERATION:



### CI January

### Operation Schedule : CHINA AIRLINES

#### 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 26 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              | 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 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              | 3 flights/week     |           |                    | Tokyo(HND)     | Daily              | Takamatsu      | 5 flights/week     |
| Vienna            | 4 flights/week     |           |                    | Tokyo(NRT)     | Daily              | Hiroshima      | 4 flights/week     |
| Prague            | 2 flights/week     |           |                    | Seoul(ICN)     | Daily              | Hong Kong      | Daily              |
|                   |                    |           |                    | Seoul(GMP)     | 3 flights/week     | Shanghai       | Daily              |

# AIRLINE UPDATES FOR REGULAR FLIGHTS

| <i>Airlines</i>   | <i>GTO Contact</i>                                | <i>Updates</i>  |
|---|---|---|
|  <b>CHINA AIRLINES</b>       | 1/19<br>Tao Ming Sung,<br>Sales Manager           | <ul style="list-style-type: none"> <li>After internal evaluation, China Airlines has decided to postpone the TPE-GUM charter flight plans for April and May.</li> <li>GVB will continue to communicate with China Airlines and explore support options for both charter and scheduled flights.</li> </ul> |
|                              | 1/19<br>Gary Wang,<br>Executive Vice<br>President | <ul style="list-style-type: none"> <li>No updates for this week.</li> </ul>   |
|                              | 1/19<br>Patience Hsu,<br>Manager                  | <ul style="list-style-type: none"> <li>No updates for this week.</li> <li>CNY charter flights are on schedule for 2/6 and 2/10.</li> </ul>  |
|  <b>Philippine Airlines</b> | 1/19<br>John Chen, VP<br>of Dragon Tours          | <ul style="list-style-type: none"> <li>No updates for this week.</li> <li>GVB HQ has approved for Philippine Airlines CNY flights with 1.5 hr layover on 2/8.</li> </ul>  |

# PHILIPPINES



## PHILIPPINES ANTICIPATE TOURISM SURGE WITH MORE LONG WEEKENDS IN 2024

MANILA, PHILIPPINES - The tourism landscape in the Philippines is poised for a prospective uptick in the year ahead with the anticipated series of extended weekends throughout 2024.

Secretary Christina Garcia Frasco of the Department of Tourism (DOT) has expressed her optimism, citing these elongated breaks as a potential catalyst for a substantial boost to the country's domestic tourism sector. The positive outlook follows President Ferdinand R. Marcos, Jr.'s recent announcement of the schedule for these extended holiday breaks, a move lauded by the tourism chief for its significant impact on the nation's economic growth trajectory.

The Philippine Statistics Authority (PSA) noted a staggering 102 million domestic trips, contributing an impressive PHP1.5 trillion to domestic tourism expenditure. Among the overall PHP1.87 trillion in internal tourism expenditure, inclusive of spending by foreign visitors and Filipinos residing abroad, a substantial PHP1.5 trillion was directly attributed to domestic tourism spending. This economic contribution stemmed from the expenses by local visitors, encompassing both domestic trips and components of international travel occurring within the country's borders.





## MORE 3-GATES, SERVICES EXPANSION TOP BI'S MODERNIZATION PLANS IN 2024



MANILA, Philippines - The Bureau of Immigration (BI) is set to implement more projects to make international travel smooth and seamless. In a statement Monday, Commissioner Norman Tansingco said they are readying more modernization projects for 2024, as campaigns of the Department of Tourism are expected to draw more tourists into the country.

Tansingco also stated that they are to replace 25 percent of their manual operations to electronic gates in 2024, which is a medium-term plan, and they expect that half of their operations will be electronic by 2026.

The Bureau of Immigration is set to expand its e-services to include other immigration services, where tourists can now extend their visas online, to attract more travelers to enjoy the different tourist destinations in the country. They are finalizing the requirements for a more seamless immigration process for cruise tourists, which will attract more cruise ships to choose the Philippines as their destination.

The proposed modernization measures will authorize the BI to use its income to acquire advanced tools and technologies that will enable the BI to operate more efficiently and effectively in fulfilling its vital role in national security.

# 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/>



**Flight Advisory**

Philippine Airlines  
The Heart of the Filipino

- 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<br>Mar 25–Apr 02, 2024      | MNL – GUM<br>Apr 01-10, 2024           | MNL – GUM<br>May 01-06, 2024           |
|--|--|--|
| From US \$453*<br>Round Trip   Economy | From US \$453*<br>Round Trip   Economy | From US \$418*<br>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.



**UNITED**  
A STAR ALLIANCE MEMBER

**ADVISORY**

- 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 \$681*<br>Round Trip   Economy | From US \$336*<br>Round Trip   Economy | From US \$336*<br>Round Trip   Economy |

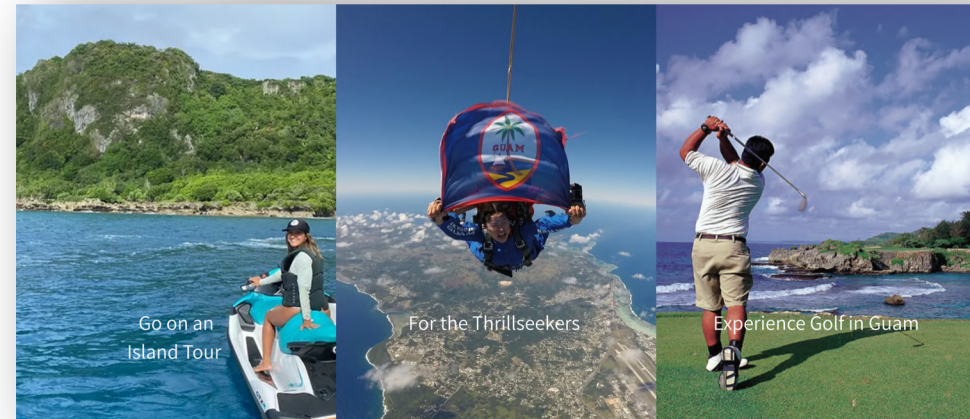
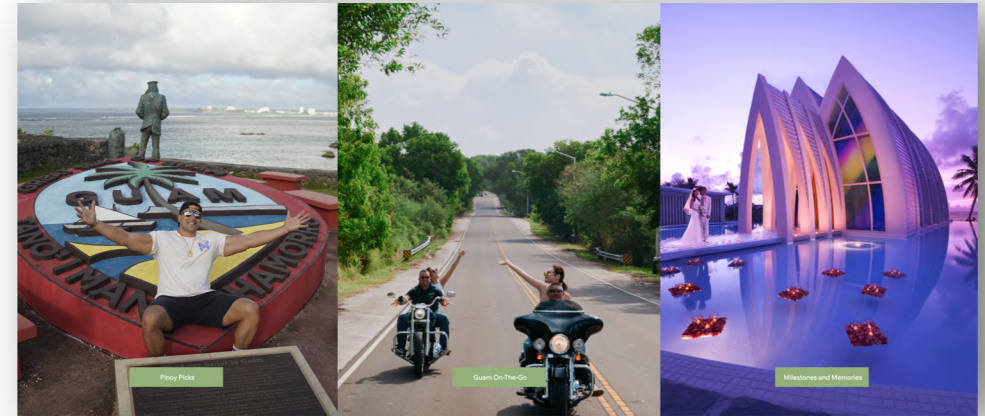
<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>  
<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

\*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

## PHILIPPINE TRAVELERS MICROSITE LAUNCH

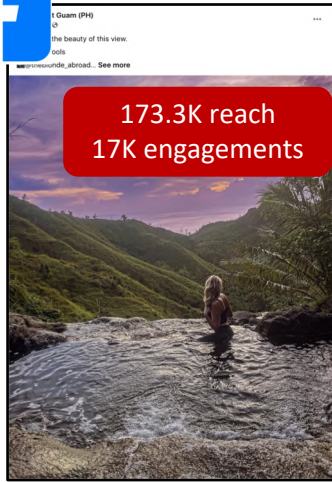
- January 22, 2024
- GVB launched a microsite catered to travelers from the Philippines
- Users have access to travel information, airline specials from our travel partners (PAL & UA), and features from popular Filipino influencers
- Visit our website at [www.visitguam.com.ph](http://www.visitguam.com.ph)



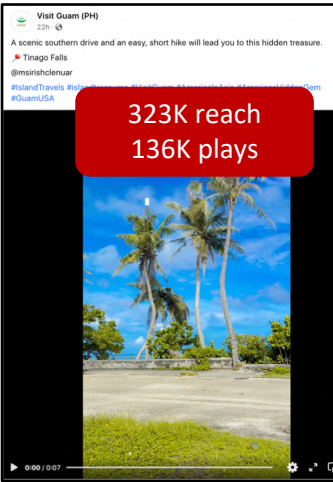


# PHILIPPINES MARKETING ACTIVITIES

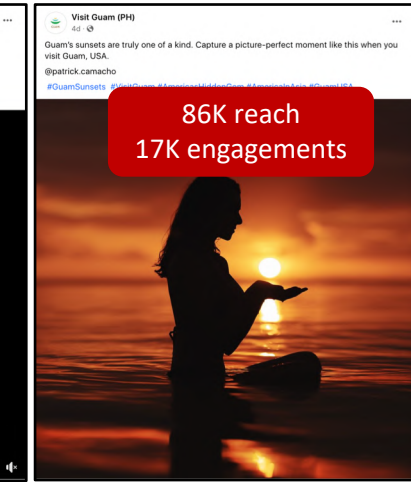




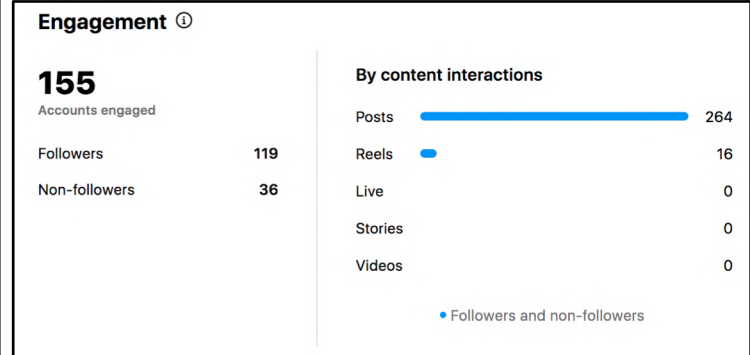
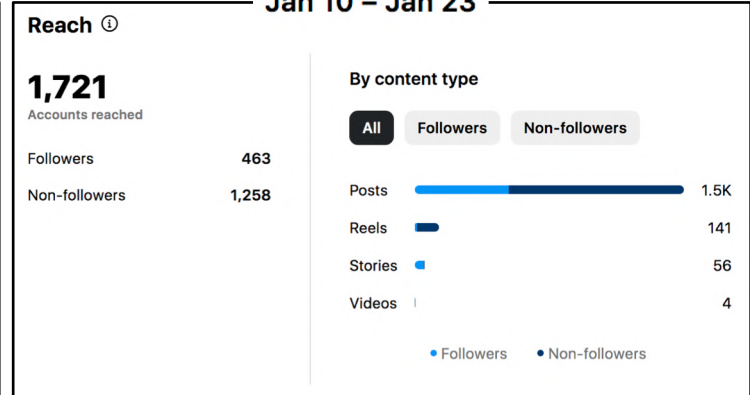
**173.3K reach**  
**17K engagements**



**323K reach**  
**136K plays**



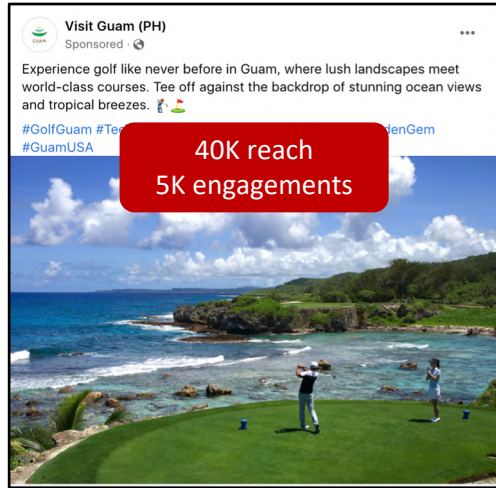
**86K reach**  
**17K engagements**



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Experience golf like never before in Guam, where lush landscapes meet world-class courses. Tee off against the backdrop of stunning ocean views and tropical breezes.

#GolfGuam #TennisGuam #GuamUSA



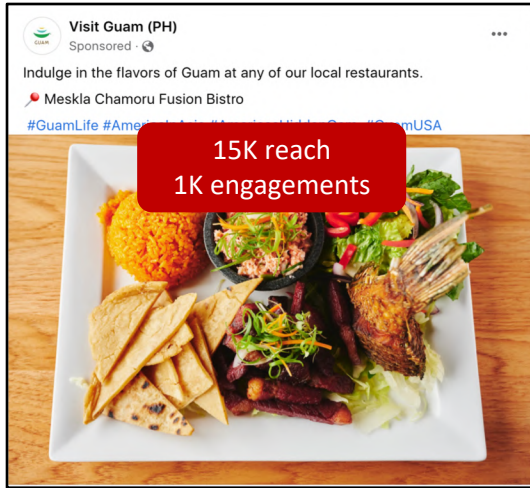
**40K reach**  
**5K engagements**

**Visit Guam (PH)**  
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Meskla Chamoru Fusion Bistro

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**15K reach**  
**1K engagements**

### Top content based on reach

