



# INDUSTRY REPORT

JULY 11, 2025



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# MARKET INTELLIGENCE REPORT

As of July 11, 2025 and may be subject to change.



# MARKETS AT-A-GLANCE

# MARKETS AT-A-GLANCE

## JAPAN

- Total outbound seat capacity July at 36,039; August at 41,078; and September at 36,706.
- Marketing intelligence, marketing activities, and Weekly Guam digital PR articles

## SOUTH KOREA

- Over 10M people travel between South Korea and Japan
- Air Premia becomes member of IATA
- Total outbound seat capacity for July remains at 50,629; August at 60,240; and September at 58,059.
- Media monitoring of press releases; and SNS weekly activity

## TAIWAN

- Taoyuan airport to see surge in summer travel
- Tourism Administration promotes tourism in Japan
- Marketing activities; media monitoring; etc.

## PHILIPPINES

- PAL to add more Manila-Seattle flights by November 2025
- PH Embassy debunks new U.S. travel ban for Filipinos
- United Airlines and Philippine Airlines continue to fly daily in July 2025 and are offering specials
- Marketing activities; etc.

DETAILS ARE FOUND IN THE APPENDIX


# JAPAN



# JAPAN AIRLINE INTELLIGENCE

## AIRLINE OPERATION - JULY

**\*As of July 7, 2025**

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,328
	Available from March 1 to July 10, 2025	UA841	NRT	17:55 / 22:40	Daily	1,660
	Available	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KIX	11:00 / 15:45	Daily	5,146
TTL						<b>27,224</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	Available from July 18, 2025	TW509	KIX	10:40 / 15:30	Daily	2,646
TTL						<b>8,815</b>


**JULY TOTAL OUTBOUND SEAT CAPACITY : 36,039**



# JAPAN AIRLINE INTELLIGENCE

## AIRLINE OPERATION - AUGUST

**\*As of July 7, 2025**

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA197	NRT	17:00 / 21:45	Daily	5,146
	Available from August 1 to 30, 2025	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	3,320
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,660
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,486
	Available	UA150	KIX	11:00 / 15:45	Daily	5,146
TTL						<b>29,050</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	Available from July 18, 2025	TW509	KIX	10:40 / 15:30	Daily	5,859
TTL						<b>12,028</b>

**AUGUST TOTAL OUTBOUND SEAT CAPACITY : 41,078**






# JAPAN AIRLINE INTELLIGENCE

## AIRLINE OPERATION - SEPTEMBER

**\*As of July 7, 2025**

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:00 / 15:45	Daily	4,980
	Available	UA197	NRT	17:00 / 21:45	Daily	4,980
	Available from August 1 to 30, 2025	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	0
	Available	UA865	NRT	17:25 / 22:10	Mon, Fri,	1,494
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA136	NGO	11:40 / 16:15	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA150	KIX	11:00 / 15:45	Daily	4,980
TTL						<b>25,066</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	5,970
	Available from July 18, 2025	TW509	KIX	10:40 / 15:30	Daily	5,670
TTL						<b>11,640</b>

**SEPTEMBER TOTAL OUTBOUND SEAT CAPACITY : 36,706**

## TOKYO PRESS CONFERENCE HELD FOR GUAM-FILMED JAPANESE DOCU-DRAMA SERIES

- June 29, 2025
- A press conference was held at TV Tokyo's Kamiya-cho Studio to announce the upcoming broadcast of “The Reason I’m with You – A Week for Three Couples in Guam”
- The event featured appearances by the main cast, the series producer, and Guam Visitors Bureau President & CEO Régine Biscoe Lee
- During her remarks, President Lee expressed hopes that the series would deepen interest in Guam among Japanese viewers and lead to increased travel to the island



## GUAM-BASED DOCUMENTARY-STYLE DRAMA LAUNCHES WITH STRONG ENGAGEMENT

- TV Tokyo's new docu-drama series premiered on July 1, 2025
- The program already garnered strong attention, with over 160,000 users adding it to their favorites on TVer – Japan's largest free TV streaming platform
- To coincide with the broadcast, a promotional campaign offering a trip to Guam is currently underway receiving more than 600 entries
- This strong early response highlights the growing momentum for Guam as a travel destination





## WEEKLY GUAM

*Weekly Guam* is one of GVB's ongoing efforts to promote visitor-friendly sites, businesses, and/or attractions in Guam.

This week's topics include:

- Let's play at a retro mini amusement park in Guam!
- JP is the place to redecorate for summer interiors
- New restaurant specializing in healthy poke bowls and salads opens

Go to the [visitguam.jp](http://visitguam.jp) website or click [here](#) to access more Guam articles.

If you would like your business to be featured on *Weekly Guam*, please contact Yusuke Imazu at [imazu@leapguam.com](mailto:imazu@leapguam.com).

### グアムの夜はレトロなミニ遊園地で遊ぼう!



### 夏のインテリアへの模様替えはJPで!



### ヘルシーなボキ丼&サラダ専門店オープン!





# SOUTH KOREA

## OVER 10 MILLION PEOPLE TRAVEL BETWEEN SOUTH KOREA AND JAPAN IN FIRST 5 MONTHS OF 2025

A record 11.25 million passengers flew between South Korea and Japan during the first five months of the year, despite the strengthening yen. Years of a weak yen and the expansion of budget carrier flights to Japan seem to have helped stimulate pent-up travel demand in recent years and the demand is expected to rise in the second half of the year as well.



## AIR PREMIA BECOMES MEMBER OF IATA, MARKING MAJOR MILESTONE TOWARD GLOBAL EXPANSION

Air Premia has officially joined the International Air Transport Association (IATA) as a member – positioning Air Premia as a rising global player in the international aviation industry. The airline is actively considering participating in a major international airline alliances and other global aviation platforms – expected to accelerate the enhancement of global competitiveness.

## JULY AIRLINE SCHEDULE

**\*As of July 7, 2025**

### • 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	09:45	15:15	10,478
	KE423	DAILY	18:40	00:00+1	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
	7C3107*	DAILY	20:20	02:00+1	3,780
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ917**	DAILY	19:30	01:00+1	5,859
T'way Air	TW505***	DAILY	09:00	14:30	2,457
TOTAL					44,770

\*7C3107: Jul 12<sup>th</sup> – Sep 30<sup>th</sup> Daily  
\*\*LJ917: Jul 1<sup>st</sup> – Sep 30<sup>th</sup>: Daily  
\*\*\*TW505: Jun 21<sup>st</sup> – Jul 18<sup>th</sup>: Temporary suspension

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	4/W & Daily	21:00	02:00+1	5,859
TOTAL					5,859

**TOTAL OUTBOUND SEAT CAPACITY: 50,629 SEATS**

# KOREA AIRLINE INTELLIGENCE

## AUGUST AIRLINE SCHEDULE

**\*As of July 7, 2025**

### • 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	09:45	15:15	10,478
	KE423	DAILY	18:40	00:10+1	10,478
Jeju Air	7C3101*	DAILY	10:40	16:05	4,347
	7C3107	DAILY	20:20	02:00+1	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ917	DAILY	20:50	02:30+1	5,859
T'way Air	TW505	DAILY	09:00	14:30	5,859
TOTAL					48,739

\*7C3101: Aug 24<sup>th</sup> – Oct 25<sup>th</sup>: Temporary suspension

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	21:00	02:00+1	5,859
Korean Air	KE2259*	Daily	20:55/21:05/21:10	02:10+1/02:20+1/ 02:25+1	5,642
TOTAL					11,501

\*KE2259: Aug 1<sup>st</sup> – Oct 25<sup>th</sup>: Daily

**TOTAL OUTBOUND SEAT CAPACITY: 60,240 SEATS**



# KOREA AIRLINE INTELLIGENCE

## SEPTEMBER AIRLINE SCHEDULE

**\*As of July 7, 2025**

### • 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	09:45	15:15	10,140
	KE423	DAILY	18:40	00:10+1	10,140
Jeju Air	7C3107	DAILY	20:20	02:00+1	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
	LJ917	DAILY	20:50/19:35	02:30+1/01:15+1	5,670
	LJ919*	DAILY	17:35	23:10	5,292
T'way Air	TW505**	DAILY	09:00	14:30	4,347
TOTAL					46,929

\*LJ919: Sep 2<sup>nd</sup> – Sep 29<sup>th</sup>: Daily Operation

\*\*TW505: Sep 2<sup>nd</sup> – Sep 8<sup>th</sup>: Temporary suspension

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	21:00	02:00+1	5,670
Korean Air	KE2259*	Daily	20:55/21:05/21:10	02:10+1/02:20+1/ 02:25+1	5,460
TOTAL					11,130

\*KE2259: Aug 1<sup>st</sup> – Oct 25<sup>th</sup>: Daily

**TOTAL OUTBOUND SEAT CAPACITY: 58,059 SEATS**

# TAIWAN

## Operation Schedule: June

*\*As of July 4, 2025*



Flight	Departure (local time)	Arrival (local time)	Frequency
TPE-GUM UA 0166	10:30 a.m	4:20 p.m	Every Wednesday
	11:00 a.m	4:50 p.m	Every Saturday
GUM-TPE UA 0165	7:00 a.m	9:25 a.m	Every Wednesday, Saturday

- United Airlines started the direct flight TPE-GUM service starting April 2nd.
- The limited-time promotion for TPE-GUM route has been extended from March 4 to September 26. The promotional fares are US\$304 (TWD 10,000, tax excluded). UA launched a new discounted economy K-class fare of US\$380. (TWD 12,500, tax excluded) for both B2B and B2C channels.



## TAOYUAN AIRPORT TO SEE SURGE IN SUMMER TRAVEL

Taoyuan International Airport expects over 8.53 million passengers from early July to August 31, possibly exceeding pre-pandemic levels, with 13 peak days projected to surpass 140,000 travelers, especially on August 24. To manage high traffic, travelers are urged to arrive three hours early and use self-service options. Duty-free shops are increasing stock to meet surging outbound travel demand amid growing summer travel.

## TOURISM ADMINISTRATION PROMOTES TOURISM IN JAPAN

Taiwan's Tourism Administration led a June 27-30 delegation to Fukuoka, Kobe, and Osaka, promoting Taiwan travel through cultural events, performances, and interactive activities to attract more Japanese tourists. A roadshow in Kobe featured Taiwanese food, crafts, and a Taiwan drink map by artist Lee Wen-cheng, with Japanese celebrities like Yukino Saito and Hitomi Miyauchi sharing Taiwan travel experiences. Business matchmaking events in Fukuoka and Osaka facilitated over 300 connections with Japanese travel agencies, as Taiwan continues to promote diverse tourism offerings like cruises, school trips, and MICE travel.





# TAIWAN MARKETING ACTIVITIES

## UPCOMING EVENT: 2025 TAIPEI SUMMER TRAVEL EXPO

- July 18-21, 2025
- GVB will be participating in the 2025 Taipei Summer Travel Expo for the very first time
- The bureau has been invited to attend the opening ceremony, which demonstrates the organizers' recognition of Guam's importance and their commitment to future collaboration
- The expo will feature international tourism bureaus, including those from the Marshall Islands, the Philippines, Japan, and Palau
- GVB will promote United Airlines' Taipei-Guam flight and Guam tourism for Mid-Autumn, National Day, and other upcoming holidays
- GTO will conduct a survey to gain deeper insights into Taiwanese travelers and organize on-site events to draw more visitors to the Guam booth



# PHILIPPINES

# PHILIPPINES AIRLINE INTELLIGENCE



### Popular PAL Flights Deals to Guam!

MNL to GUM Jul 14–23, 2025	MNL to GUM Jul 15–22, 2025	MNL to GUM July 14 – Aug 08, 2025
From US \$363* Round-trip   Economy	From US \$362* Round-trip   Economy	From US \$432* 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.



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

Jul 2025	Aug 2025	Sept 2025
From US \$409* Round Trip   Economy	From US \$350* Round Trip   Economy	From US \$320* 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.

Airline	Flight	Frequency	Departure	Arrival
Philippine Airlines <i>Terminal 1</i>	PR110	Daily	MNL 22:30	GUM 04:30 <sup>+1</sup>
	PR111		GUM 06:00	MNL 07:55
United Airlines <i>Terminal 3</i>	UA184	Daily	MNL 22:25	GUM 04:20 <sup>+1</sup>
	UA183		GUM 19:55	MNL 21:50
	UA192 via Koror	Tues/Fri	MNL 22:40	GUM 06:30
	UA193 via Koror		GUM 19:55	MNL 23:50

## **PAL TO ADD MORE MANILA-SEATTLE FLIGHTS BY NOV 2025**

Flag carrier Philippine Airlines (PAL) announced that it will boost the frequency of flights between Manila and Seattle to five times weekly starting in November, citing the growing demand to and from the US West Coast and beyond. PAL serves eight destinations in the US and Canada, including nonstop flights to New York, Los Angeles, San Francisco, Vancouver, Toronto, Honolulu, and Guam. This strategic move by PAL underscores the enduring desire of Filipinos to travel to the US, even amid shifting tourism dynamics, proving that demand remains strong and resilient.



## **PH EMBASSY DEBUNKS NEW U.S. TRAVEL BAN FOR FILIPINOS**

On July 2, 2025, the Philippine Embassy in Washington clarified that the June 9 travel ban targeting 19 countries does not include the Philippines. Filipino dual citizens, green card holders, and visa holders are unaffected – but green card holders should still be mindful of stricter re-entry rules and detention provisions under laws like the Laken Riley Act.



# PHILIPPINES MARKETING ACTIVITIES

## QCTAA GENERAL MEMBERSHIP MEETING

- June 30, 2025
- GVB attended the Quezon City Travel Agents Association's general membership meeting at Ardenhills Suites
- GVB networked with 60+ agents within Manila's largest city, a prime target for reaching Filipino travelers with US visas
- Promoted the Guam Specialist Course and Incentive Program



## ITATOA GENERAL MEMBERSHIP MEETING

- July 5, 2025
- GVB attended the Independent Travel Agencies and Tour Operators Association's B2B and general membership meeting at the Heritage Hotel
- Participation allowed GVB to maintain presence among Philippine travel agents and associations
- GVB met with 90+ travel agents which included agents that are already selling Guam packages



# APPENDIX

As of July 11, 2025 and may be subject to change.



GUAM  
VISITORS  
BUREAU



GUAM

# DESTINATION UPDATES





# GUAM EVENTS - JULY



**81<sup>ST</sup> LIBERATION DAY FIREWORKS**

**JULY 21**

**MONDAY, JULY 21, 2025**  
**TIME OF FIREWORKS: 7:21 PM**  
**LOCATION & DURATIONS:**  
 HAGATÑA TREATMENT PLANT | 15 MIN  
 FORT APUGAN | 5 MIN  
 PASEO POINT STATUE OF LIBERTY LOCALE | 5 MIN

\*All (3) fireworks will go off simultaneously at 7:21PM



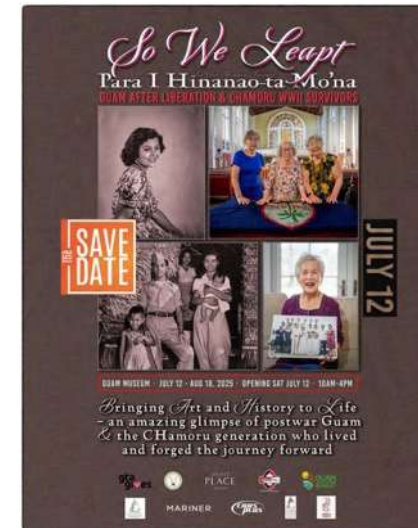
**TUMON NIGHT MARKET**

EVERY SUNDAY 5:00 - 9:00 PM | STARTING JULY 27, 2025

**PLEASURE ISLAND**

FREE ADMISSION  
 LIVE MUSIC · DANCE PERFORMANCES  
 FOOD VENDORS · POP-UP SHOPS  
 CULTURAL & INTERACTIVE ACTIVITIES · KIDS ZONE

For more information, please contact us at info@visitguam.com or (671) 648-5278. Follow us on Facebook and Instagram for the latest updates. @visitguam



*So We Leapt*  
 Para I Hinanao-ta-Mo'na  
 GUAM AFTER LIBERATION & CHAMORRO WWII SURVIVORS

**SAVE DATE**

**JULY 12**

GUAM MUSEUM | JULY 12 - AUG 18, 2025 | OPENING SAT JULY 12 | 10AM-4PM

Bringing Art and History to Life  
 - an amazing glimpse of postwar Guam  
 & the Chamorro generation who lived  
 and forged the journey forward

PEACE  
 MARINER



**THE WAILERS**  
**Live On Guam**

July 19th, 2025 | Ypao Beach Park  
 NATURAL MYSTIC  
 30TH ANNIVERSARY  
 selection of songs from the new album  
**EVOLUTION**

TheWailersGuam.com



**CHRISTMAS IN JULY**

**SWAP MEET AND MARKETPLACE**

**FREEDOM PARK**  
**JULY 19, 2025**  
**7:00 AM - 1:00 PM**

Food trucks and 150 tables of vendors!

Largest indoor Swap Meet on Guam,  
 In loving memory of the founder of the Swap Meet  
 and Marketplace, John Paul Calvo



**GUAM FIT Expo**

**2 DAY EVENT!**  
**SATURDAY & SUNDAY**  
**JULY 26-27**

MUSIC & MOVEMENT BY SEMINALION

WARRIOR COMPETITION  
 CHAMORRO SHOWDOWN  
 FIRST EVER GUAM COMPETITION  
 VENDOR BOOTH & ACTIVATIONS

**ELEVATE**  
 Mind, Body, Recovery.  
 LEOPALACE RESORT GUAM

Purchase Tickets At:  
 GuamTime  
 • One Day Pass - \$45  
 • Two Day Pass - \$85  
 • VIP Two Day Pass - \$125  
 • Student and Seniors Pass - \$35  
 • Kids 12yrs below - FREE

SILVER SPONSOR: **Good**  
 BRONZE SPONSORS: **TakeCare**, **TRU**, **Paycom**

GOLD SPONSORS: **HEALTH CITY**, **ASHLEY**, **docuapacific**



**COMPOSTING PROGRAM**

Open to individuals of all experience levels, this session will teach you the fundamentals of composting and how you can start diverting food waste from the landfill.

Join the program to receive free systems!

A Kitchen Pail  
 A Stationary or Tumbler Compost Bin  
 A Monthly Produce Bag

\*Free systems are available for individuals who agree to share weekly food waste data

THURSDAY JULY 31  
 DEDEDO, BROWNWOOD COMMUNITY CENTER  
 9:00 AM - 11:00 AM

OR

SATURDAY JULY 26  
 GSC FOOD RESILIENCY HIGH (JOSHUA REAGAN/NOVEMBER GARDENS)  
 9:00 AM - 11:00 AM

REGISTRATION HERE

Learn more about Composting in Every Village by visiting [gusustainable.org/villagecompost](https://gusustainable.org/villagecompost)

FOR MORE INFORMATION CONTACT  
 671-484-4721 | [villagecompost@gusustainable.org](mailto:villagecompost@gusustainable.org)

[GUSUSTAINABLE.ORG/VILLAGECOMPOST](https://gusustainable.org/villagecompost)

For more info, visit our website or click [here](https://gusustainable.org/villagecompost).



# GUAM EVENTS CONTINUED



For more info, visit our website or click [here](#).





**STOP! SCAN FOR MANDATORY ENTRY FORM**

**cqa.guam.gov**

The Guam Electronic Declaration Form (Guam EDF) is a mandatory digital form, available 72 hours before arrival. Each arriving passenger or a responsible family member must fill out the form in English, with one form per family.

GUAM VISITORS BUREAU  
U.S. CUSTOMS AND BORDER PROTECTION  
AIRPORT GUAM

## MANDATORY ELECTRONIC DECLARATION FORM

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

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

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

# EXPLORE GUAM - MAP



**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 Fai Fai 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 Inuka (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, fulfilled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the 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/>

[Share Info](#)



**INDUSTRY PARTNERS: PLEASE  
UPDATE  
YOUR INFORMATION**

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

EXAMPLE



TRAVEL, TRADE, WED, MEDIA, WEDDINGS

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

## Valley of the Latte, LLC

Route 4 Talofofo River, Talofofo, GIL 96915

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

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### 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 demonstrate how ancient Chamorros started their fires and show you traditional basket weaving techniques. The longer you are here, the more you realize, that this is the best way to experience Guam. Valley of the Latte is Guam's most popular eco-friendly destination, providing excellent service and quality, fulfilled activities for travelers of all ages. Valley of the Latte was awarded the Golden Latte Award for the Most Outstanding Optional Tourism Tour on Guam 2016 and the Certificate of Excellence 2017, 2018, and 2019 from TripAdvisor. The Valley is the place chosen by the people of Guam to celebrate the rich cultural heritage of the island and share it's beauty with visitors of all ages. Over the years, thousands of guests and visitors to Guam have loved exploring the heart of the island and the 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/>

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

# MEMBERSHIP BENEFIT

## CALLOUT FOR BROCHURES

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

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

Download our membership application from our GVB website.



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



The screenshot shows a web form titled "APPLY ONLINE HERE" for the Guam Visitors Bureau. It includes instructions on how to apply, a login link, and a section for account information. The "Account Information" section has fields for Account Type, Application Type, Last Valid Membership Year, Account Name, Formerly, Business Email, and Website Address. The "Application Type" dropdown menu is open, showing options for "NEW MEMBER" and "RENEWING MEMBER".