



INDUSTRY REPORT

MARCH 22, 2024



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DESTINATION UPDATES



ANNOUNCEMENT

HÅFA ADAI SUPPORT PROGRAM

- The Guam Visitors Bureau (GVB) is pleased to continue its Håfa Adai Support Program in an effort to stimulate our economy and welcome visitors from our major source markets and beyond.
- This collaborative program, that was curated by the GVB Japan team, aims to promote Guam as a premier travel destination by providing added value and savings to the visitor travel experience.
- As our tourism industry prepares to welcome Taiwanese visitors in anticipation of the resumption of direct flights between Taiwan and Guam, the program would provide great opportunity to introduce unique offerings to the Taiwan market and increase potential foot traffic to your business.

If you would like to extend your offer to the Taiwan Market,
please review and complete the Google form below:

[Håfa Adai Support Program Participation Form](#)

The deadline to submit the form is by Friday, March 29, 2024.



MS ARTANIA & MS ASUKA II

GUAM'S 3RD AND 4TH CRUISE SHIP FOR 2024

- Guam welcomed the MS Artania (February 25, 2024) and the MS Asuka II (March 3, 2024)
- The Guam Visitors Bureau and Port Authority of Guam greeted 1,542 and 1,201 passengers/crew members respectively.
- The cruise passengers were met with cultural dancers and given shell leis upon their arrival.



MS Artania - February 25, 2024



MS Asuka II - March 3, 2024

UPCOMING EVENTS



GUAM VISITORS BUREAU

GET READY FOR
KO'KO' WEEKEND!

📍 Governor Joseph Flores Memorial Park (Ypao Beach) Tumon

GUAM KO'KO' KIDS FUN RUN

SATURDAY, APRIL 13, 2024

\$10 TO REGISTER!

AGES 4 TO 6	.6K
AGES 7 TO 9	1.6K
AGES 10 TO 12	3.3K

GUAM KO'KO' ROAD RACE

SUNDAY, APRIL 14, 2024

UNTIL 2/29/24	
HALF MARATHON	\$35
10K WALK/RUN	\$25
UNTIL 4/6/24	
HALF MARATHON	\$40
10K WALK/RUN	\$30
UNTIL 4/14/24	
HALF MARATHON	\$45
10K WALK/RUN	\$35

Register online at visitguam.com/koko

FREE T-SHIRT, FINISHER'S MEDAL, POST-RACE BREAKFAST, GIVEAWAYS AND MORE!

For more details find us on FB, visit visitguam.com/koko or contact GVB at 646-5278.

KO'KO' KIDS FUN RUN & GUAM KO'KO' ROAD RACE

- April 13 & 14, 2024
- The [Guam Ko'ko' Kids Fun Run](#) is a fun filled family event featuring a 0.6K, 1.6K and 3.3K Fun-Run for children ages 4-12 years old.
 - All runners receive a finisher's t-shirt and a chance to win awesome prizes for the top three boys and girls in each division.
 - [REGISTER HERE FOR THE KO'KO KIDS FUN RUN](#)
- The [Guam Ko'ko' Road Race](#) features a 10K and a half marathon course.
 - All participants will receive a finisher's tee and medal.
 - [REGISTER HERE FOR THE KO'KO ROAD RACE](#)

UPCOMING EVENTS



AGANA HEIGHTS COCONUT FESTIVAL

- April 19-21, 2024
- Join us in celebrating the **16th Annual Coconut Festival** at Fort Apugan.
- Guests can enjoy delicious food, live entertainment, and fun for all ages.
- There will also be exciting contests and activities for all to participate in and enjoy.

For more information, contact: Agana Heights Mayors Office at (671) 482-8285



AGANA HEIGHTS
16th Annual Coconut Festival

FRI, 19th APRIL 2024 4PM-10PM	SAT, 20th APRIL 2024 4PM-10PM	SUN, 21st APRIL 2024 12PM-6PM
--	--	--

Fort Aguada (Fort Apugan)
LOTS OF FUN, FOOD, ENTERTAINMENT, & KIDDIE RIDES FOR THE WHOLE FAMILY!

For more information, contact the Agana Heights Mayor's Office at (671) 472-8285/6.



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

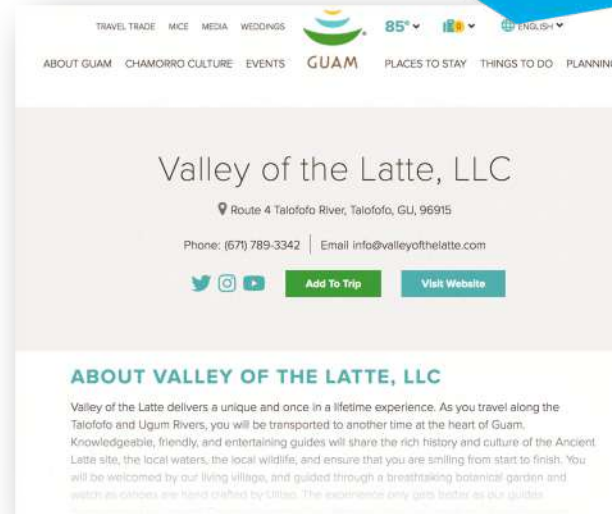
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site, 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 | GUAM | PLACES TO STAY | THINGS TO DO | PLANNING

Valley of the Latte, LLC

Route 4 Talofofo River, Talofofo, GU, 96915

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

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

ABOUT VALLEY OF THE LATTE, LLC

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



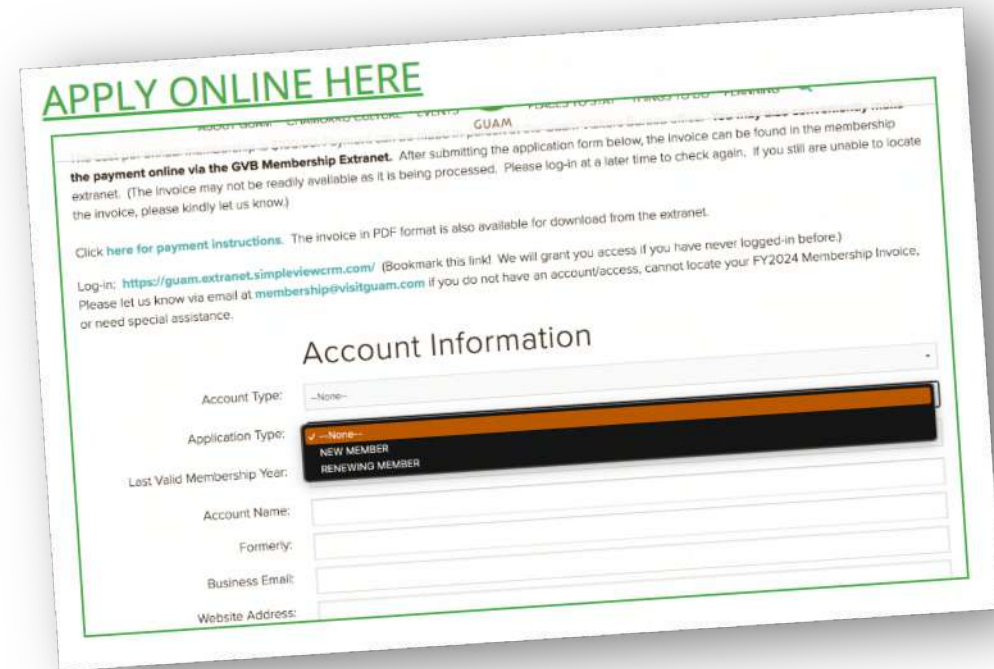
If interested, please
click link for more info

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).



The screenshot shows a web form titled "APPLY ONLINE HERE" for the GVB Membership Extranet. The form includes instructions on how to use the extranet, a login link, and a contact email. Below the instructions is a section titled "Account Information" with several dropdown menus and text input fields. The "Application Type" dropdown is currently set to "None" and has options for "NEW MEMBER" and "RENEWING MEMBER".

Download our membership application from our GVB website.

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



MARKET INTELLIGENCE REPORT

As of March 22, 2024 and may be subject to change.



MARKETS AT-A-GLANCE

MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for March remains at 43,506; April at 46,841; and May at 53,987.
- 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



SOUTH KOREA

- Total outbound seat capacity for March remains at 43,007; April at 34,053; and May at 37,727.
- Competitive destinations introducing new policies and initiatives for tourism development.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



DETAILS ARE FOUND IN THE APPENDIX

TAIWAN

- Taiwan's EVA Air restarts direct flight to Matsuyama
- Tsai welcomes Michigan office in Whitmer meeting
- President Tsai received Center for American Progress delegation
- CAL to launch direct flights to Seattle on July 14
- MoFA thanks Tuvalu for firm support of bilateral relations
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

PHILIPPINES

- HR No 332 passes Foreign Affairs Committee
- Long weekends, experiences top Filipino travel considerations
- Travel reminders for Holy Week 2024
- Enhancements on the Philippine Travel Information System (eTravel)
- New NAIA terminal eyed at Nayon Site
- PH vows to sustain route development efforts as Clark wins routes Asia
- Philippines air passenger volume balloons to 50 million
- Now is best time for PAL to sell
- United Airlines and Philippine Airlines continue to fly daily in March 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar





APPENDIX

As of March 22, 2024 and may be subject to change.








JAPAN

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						38,678


AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Temporary	3,582
	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						4,828




MARCH TOTAL OUTBOUND SEAT CAPACITY : 43,506

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - APRIL

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Available	UA874	NRT	21:20 / 2:05+1	Mon, Wed, Fri, Sat	2,822
	Available from April 9, 2023	UA865	NRT	17:50 / 22:35	Daily	4,980
	Available from March 31, 2024	UA840	NRT	17:55 / 22:40	Daily	4,980
	Available	UA 136	NGO	11:20 / 15:55	Daily	4,980
	Available	UA 172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,822
	Available	UA 150	KIX	11:05 / 15:45	Daily	4,980
	Available	UA 178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:05 / 16:15	Daily	4,980
TTL						42,662






AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	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

APRIL TOTAL OUTBOUND SEAT CAPACITY : 46,841

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - MAY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:50 / 16:00	Daily	5,146
	Available	UA197	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 from March 31, 2024	UA840	NRT	17:55 / 22:40	Daily	5,146
	Available from May 1, 2024	UA848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA136	NGO	11:20 / 15:55	Daily	5,146
	Available	UA172	NGO	20:50 / 1:25+1	Mon, Wed, Thu, Sun	2,988
	Available	UA150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA178	KIX	20:55 / 1:35+1	Tue, Thu, Sat	2,158
Available	UA166	FUK	11:05 / 16:15	Daily	5,146	
TTL						49,302
AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Mon, Wed, Thu, Sat, Sun	4,378
	Available	CI	NRT	21:00 / 2:00+1	3-May	307
	Suspended	TW311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C1182	NRT	10:05 / 15:00	Daily	-
	Suspended	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						4,685

MAY TOTAL OUTBOUND SEAT CAPACITY : 53,987

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION - APPENDIX Japan Airlines 2023 - 2024 Flight Schedule

		OPERATION DATE	SEAT CAPACITY	
FY2023	October	1, 3, 5, 7, 8, 9, 12, 14, 15, 17, 18, 21, 22, 24, 26, 28, 29, 31	18	3,582
	November	2, 3, 5, 7, 9, 11, 12, 14, 16, 17, 19, 21, 23, 25, 26, 28, 30	17	3,383
	December	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 21, 23, 24, 26, 28, 30, 31	18	3,582
	January	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 13, 14, 16, 18, 20, 21, 23, 25, 27, 28, 30	21	4,179
	February	1, 3, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29,	16	3,184
	March	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 20, 23, 24, 26, 28, 30, 31	18	3,582
FY2024	April	1, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29	21	4,179
	May	1, 2, 4, 5, 6, 8, 9, 11, 12, 13, 15, 16, 18, 19, 20, 22, 23, 25, 26, 27, 29, 30	22	4,378
	June	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 15, 16, 17, 19, 20, 21, 22, 23, 24, 26, 27, 29, 30	23	4,577
	July	1, 2, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 31	23	4,577
	August	3, 4, 7, 8, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 31	22	4,378
	September	1, 2, 4, 5, 7, 8, 9, 11, 12, 14, 15, 16, 18, 19, 21, 22, 23, 25, 26, 28, 29, 30	22	4,378
	TTL			

JAPAN MARKETING ACTIVITIES

GOGO GUAM PAY WILL BE EXTENDED DUE TO POPULAR DEMAND!

GVB will be extending the GUAM PAY program, which has been part of “GOGO GUAM Håfa Adai campaign.” The program which was originally scheduled to end March 31 will be extended from April 20 - July 19, 2024 due to increased demand from Japanese travel agencies.



Program Extension Overview

- Coupon distribution period
From the end of March 2024 until it runs out
- Coupon usage period
From April 20, 2024, to July 19, 2024
- Number of coupons distributed
5,000

JAPAN MARKETING ACTIVITIES

ONE GUAM SEMINAR IN HIROSHIMA

- March 7, 2024
- GVB held a seminar for travel agents in Hiroshima Prefecture.
- United Airlines, Baldyga Group, Crowne Plaza Resort, and Ken Corporation were guest speakers at the seminar.
- A total of 29 travel agents attended.



NEW JAPAN SPORTS FEDERATION

- March 8, 2024
- GVB Japan's trade team met with the New Japan Sports Federation (NJSF)
- GVB introduced the advantages of hosting sports camps in Guam
- The trade team also presented information about the Ko'ko Road Race, which NJSF agreed to promote and place an ad in their membership magazine. NJSF also agreed to distribute flyers at the marathon events they host.



JAPAN MARKETING ACTIVITIES

NAGOYA TRAVEL LAND

- GVB exhibited at a consumer event in Nagoya to increase the number of travelers from the Chubu region to Guam.
- In collaboration with United Airlines, HIS and Meitetsu Kanko, GVB distributed goods to attendees who followed GVB's SNS account (1000 people)
- Guam guidebooks and flyers of Guam were distributed.
- GVB also set up their food truck to promote Guam's unique cuisine.
- GVB members Hotel Nikko Guam and Tsubaki Tower set up a joint booth to appeal to travelers from the Chubu area.



JAPAN MARKETING ACTIVITIES

GVB EXHIBIT AT HIS GREAT THANKSGIVING FESTIVAL TOKYO

- February 23 & 24, 2024
- GVB participated in the HIS Great Thanksgiving Festival
- More than 10,000 people interested in overseas travel attended the event
- GVB directly promoted Guam to 1,100 visitors by offering travel pouches and other items to attendees who followed the GVB Japan SNS accounts
- HIS offered special prices for the China Airlines charter flights which is scheduled for the Golden Week season



JAPAN MARKETING ACTIVITIES

KYUSHU TRAVEL EVENT

- February 23-25, 2024
- GVB exhibited at Kyushu's largest travel-related event in Fukuoka
- The event attracted more than 12,000 visitors over two days
- GVB conducted an SNS-follow campaign which resulted in 1,000 additional followers
- At the HIS booth, attendees were able to avail of special Guam package tours that were exclusive to this event






JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- GVB attended consumer events in Tokyo and Fukuoka
- Followers increased due to an SNS-follow campaign.

SNS	follower		Week Reach		Week Engagement	
	2 Mar,2023	9 Mar,2023	2 Mar,2023	9 Mar,2023	2 Mar,2023	9 Mar,2023
	30,630	30,642	2,792,000	277,700	3,928	1,997
	0.04%		-90.05%		-49.16%	
	324,233	325,759	4,616	3,927	495	356
	0.47%		-14.93%		-28.08%	
	19,123	19,137	83,900	22,600	1,576	651
	0.07%		-73.06%		-58.69%	
	64,720	64,913	2,850,637	2,323,031	11,022	11,376
	0.30%		-18.51%		3.21%	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	11,675	12,073	16,775	17,669	0:01:15	0:01:16
	3.41%		5.33%		1.33%	

JAPAN MARKETING ACTIVITIES

TV/ PR

NGO Market: TV Aichi Guam Special scheduled for April 29
Yomiuri Giants Women's Head Coach Kazutomo Miyamoto will make an appearance

FUK Market: Momochihama Store
Program scheduled to air March 15 and 22

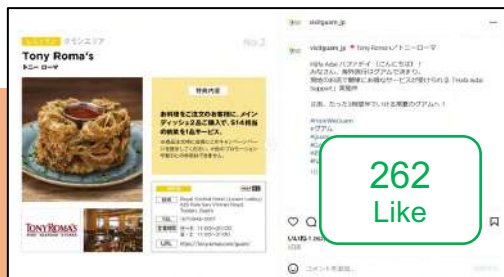


SNS HIGHLIGHT



Hineka Deli

230 Like



Tony Roma's

262 Like



Rootz Hill's Grillhouse

179 Like



Nana's Cafe

214 Like



Sails BBQ

194 Like



LeoPalace Resort Country Club

125 Like



Tomhom Grill & Bar

132 Like



グアム政府観光局 (公式)

237 Like



グアム政府観光局 (公式)

119 Like



グアム政府観光局 (公式)

504 Like



グアム政府観光局 (公式)

491 Like



グアム政府観光局 (公式)

1038 Like



グアム政府観光局 (公式)

185 Like



グアム政府観光局 (公式)

237 Like



グアム政府観光局 (公式)

364 Like



グアム政府観光局 (公式)

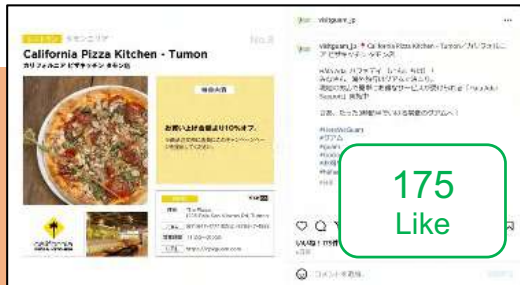
195 Like



グアム政府観光局 (公式)

241 Like

SNS HIGHLIGHT



California Pizza Kitchen - Tumon
カリフォルニアピザキッチン トムン

お祝いしずき盛り10%オフ。
お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。

175 Like



California Pizza Kitchen - Hagatna
カリフォルニアピザキッチン ハガтна

お祝いしずき盛り10%オフ。
お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。

150 Like



Beachin' Shrimp - The Plaza
ビーチン' シリムプ ザ・プラザ

お祝いしずき盛り10%オフ。
お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。

196 Like



Beachin' Shrimp - Flame Tree Plaza
ビーチン' シリムプ フレイムツリープラザ

お祝いしずき盛り10%オフ。
お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。

172 Like



Beachin' Shrimp - Micronesia Mall
ビーチン' シリムプ マイクロネシアモール

お祝いしずき盛り10%オフ。
お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。

154 Like



Eat Street Grill
イート ストリート グリル

お祝いしずき盛り10%オフ。
お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。

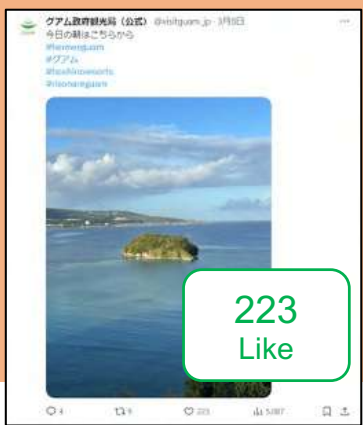
142 Like



Ban Thai Restaurant
バン タイ レストラン

お祝いしずき盛り10%オフ。
お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。お祝いしずき盛り10%オフ。

131 Like



グアム政府観光局 (公式) @visitguam.jp · 3月9日
今日の朝はこちから

223 Like



グアム政府観光局 (公式) @visitguam.jp · 3月9日
今日はグアム政府観光局が協賛している美術大会「マリアナズオープン2024 名画展」の開催日です！

48 Like



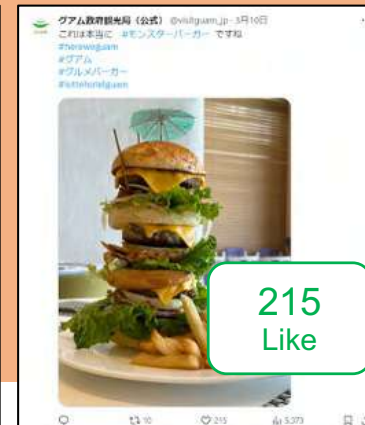
グアム政府観光局 (公式) @visitguam.jp · 3月9日
今日はココロコースタルです
このバケーションで最高の景色を見てください！

281 Like



グアム政府観光局 (公式) @visitguam.jp · 3月9日
今日は幸運5Kでマラソンに参加しました。
Hagatna City Run & Block Partyでマラソンフェスティブとして盛り上がりましては
幸運はkick the fatでマラソン大会で
4/13-14はココロコースタルです。

91 Like



グアム政府観光局 (公式) @visitguam.jp · 3月10日
これは本当に、4スタンスバーガーです

215 Like



グアム政府観光局 (公式) @visitguam.jp · 3月14日
【お知らせ】
ココロコースタル・ココキッズファンランに関して、日本語で日本国内の銀行振り込みで完結できる登録レポート事務局を開設いたしました。
オペレーターによる電話及びLINEアプリからお申し込みいただけます。
visitguam.jp/kokorodance-2

42 Like

JAPAN MARKETING ACTIVITIES

2024年の必見！おすすめ！イベント情報



グアムココキッズファンラン (Guam Ko'ko' Kids Fun Run)

■日程: 2024年4月14日 (日)
 ■会場: アガット・マンゴー・フェスティバル会場 (アガット・マンゴー・フェスティバル会場)
 ■参加費: 無料

アガット・マンゴー・フェスティバル会場は、毎年恒例のイベントとして、地元の人々から観光客まで、多くの人々が参加しています。このイベントは、子供たちが健康的な生活を送るためのきっかけとなるだけでなく、家族で楽しむ絶好の機会でもあります。ぜひこの機会に、家族で参加してください。



ココロードレース (Guam Ko'ko' Road Race)

■日程: 2024年4月14日 (日)
 ■会場: アガット・マンゴー・フェスティバル会場 (アガット・マンゴー・フェスティバル会場)
 ■参加費: 無料

アガット・マンゴー・フェスティバル会場は、毎年恒例のイベントとして、地元の人々から観光客まで、多くの人々が参加しています。このイベントは、ランニング愛好者にとって、健康的な生活を送るためのきっかけとなるだけでなく、家族で楽しむ絶好の機会でもあります。ぜひこの機会に、家族で参加してください。



グアムマイクロネシアアイランドフェア (Guam Micronesia Island Fair)

■日程: 2024年4月14日 (日) 10:00-15:00
 ■会場: 本場

アガット・マンゴー・フェスティバル会場は、毎年恒例のイベントとして、地元の人々から観光客まで、多くの人々が参加しています。このイベントは、マイクロネシアの文化や伝統を体験できる絶好の機会でもあります。ぜひこの機会に、家族で参加してください。



アガット・マンゴー・フェスティバル (Agat Mango Festival)

■日程: 2024年4月14日 (日) 10:00-15:00
 ■会場: アガット・マンゴー・フェスティバル会場

アガット・マンゴー・フェスティバルは、毎年恒例のイベントとして、地元の人々から観光客まで、多くの人々が参加しています。このイベントは、マンゴーの収穫祭として、地元の人々から観光客まで、多くの人々が参加しています。ぜひこの機会に、家族で参加してください。



アガット・マンゴー・フェスティバル会場 (Agat Mango Festival) 会場
 アガット・マンゴー・フェスティバル会場 (Agat Mango Festival) 会場

キングス・グアム・ワールドテニスツアー アガット (King's Guam World Tennis Tour)

■日程: 2024年4月14日 (日)
 ■会場: アガット・マンゴー・フェスティバル会場 (アガット・マンゴー・フェスティバル会場)

アガット・マンゴー・フェスティバル会場は、毎年恒例のイベントとして、地元の人々から観光客まで、多くの人々が参加しています。このイベントは、テニス愛好者にとって、健康的な生活を送るためのきっかけとなるだけでなく、家族で楽しむ絶好の機会でもあります。ぜひこの機会に、家族で参加してください。



アガット・マンゴー・フェスティバル会場 (Agat Mango Festival) 会場
 アガット・マンゴー・フェスティバル会場 (Agat Mango Festival) 会場

第80回解放記念イベント (80th Liberation Event)

■日程: 2024年4月14日 (日)
 ■会場: アガット・マンゴー・フェスティバル会場 (アガット・マンゴー・フェスティバル会場)

アガット・マンゴー・フェスティバル会場は、毎年恒例のイベントとして、地元の人々から観光客まで、多くの人々が参加しています。このイベントは、解放記念として、地元の人々から観光客まで、多くの人々が参加しています。ぜひこの機会に、家族で参加してください。



アガット・マンゴー・フェスティバル会場 (Agat Mango Festival) 会場
 アガット・マンゴー・フェスティバル会場 (Agat Mango Festival) 会場



アガット・マンゴー・フェスティバル会場 (Agat Mango Festival) 会場
 アガット・マンゴー・フェスティバル会場 (Agat Mango Festival) 会場

WEEKLY GUAM

Must see in 2024! Recommended upcoming events.

Guam has a lot of fun events planned for this year. There are many events that take place only once a year that we hope tourists will participate in. By participating in these events, you will be able to experience precious time that can only be experienced by those who visit Guam at that time of year, moving experiences that cannot be experienced on a normal trip to Guam, and enjoyable interactions with the local people, making your trip to Guam even more memorable. In this issue, we will provide you with information on recommended events for 2024.

- Guam Coco Kids Fun Run
- Koko Road Race
- Guam Micronesia Island Fair
- Agat Mango Festival
- King's Guam World Tennis Tour
- 80th Liberation Event

Various other local events are also being held. Please enjoy your time with the people of Guam.

GLAM

PICK UP FASHION BEAUTY LIFESTYLE ENTERTAINMENT TRAVEL ARTMAKE

グアムでおすすめのハンバーガー店6選！おすすめメニューやアクセスを紹介♪



アメリカリゾートのグアムでは、ハンバーガーが人気グルメの1つです。ローカルの人も日常的にハンバーガーを食べており、グアムにはレベルの高いハンバーガー店が揃っています。

せっかくグアムに行くのなら、アメリカ文化らしいハンバーガーを食べてみたいもの。

この記事では、グアムでおすすめのハンバーガー店を6店舗、厳選して紹介します。ハンバーガー店の特徴やおすすめメニュー、アクセスを紹介しているので、グアムでハンバーガーを食べたいと考えている方は、ぜひ参考にしてみてください！

グアム旅行者必見
旅行会社のおすすめの選び方

目次

①メスクラドス (Meskla Dos)



GLAM DIGITAL MEDIA

Six recommended hamburger restaurants in Guam! Introducing menus and accessibility.

In Guam, an American resort, hamburgers are one of the most popular gourmet foods. Local people also eat hamburgers on a daily basis, and Guam has a variety of high-level hamburger restaurants.

If you are going to Guam, you may want to try a hamburger that is typical of American culture.

In this article, we will introduce six hamburger restaurants in Guam that we have carefully selected and recommend. The features of the hamburger restaurants, their recommended menus, and accessibility are introduced, so if you are thinking of eating hamburgers in Guam, please refer to this article!

Table of Contents

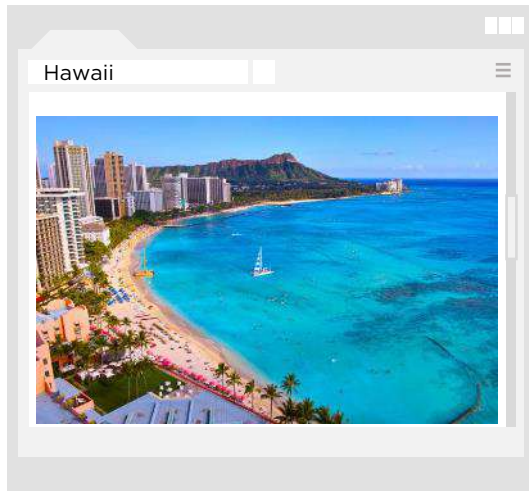
- ①メスクラドス (Meskla Dos)
- ②ハンブロス (Hambros)
- ③ジャック・イン・ザ・ボックス (Jack in the Box)
- ④モサズジョイント (Mosa's Joint Restaurant)
- ⑤ジェフズ・パイレーツ・コーブ (Jeff's Pirates Cove)
- ⑥スタックススマッシュバーガーズ (Stax Smash Burgers)

Summary: Enjoy American hamburgers in Guam!

SOUTH KOREA

TRAVEL TRADE UPDATE

“Competitive destinations introducing new policies and initiatives for tourism development.”



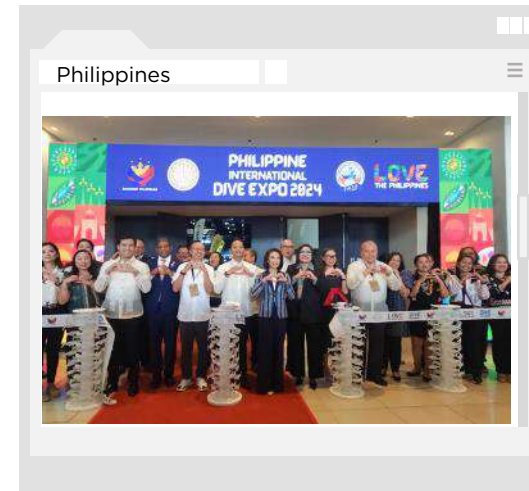
< Hawaii >

- Hawaii is pushing for a **tourism tax of \$25 per person**, planning to implement the law starting as early as this spring.
- The government expects to earn \$68 million annually from the collection, which was **made to protect its natural environment and prevent disasters**.



< Thailand >

- The government launched new campaign to assure tourists of their safety when travelling in the country.
- **Foreign tourists will receive medical coverage** of up to \$14,000 in case of accidents and compensation of up to \$28,000 in the event of death.



< Philippines >

- Philippines reaffirmed its commitment for **sustainable tourism, particularly the dive tourism development**.
- It recently held Philippine International Dive Expo 2024, offering expansive networking prospects for dive decision-makers, communities, and individuals through value-added components.

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
TOTAL					34,124

*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	3,213
Jin Air	LJ929	DAILY	20:55	01:55+1	5,670
TOTAL					8,883

TOTAL OUTBOUND SEAT CAPACITY: 43,007 SEATS

KOREA MARKET INTELLIGENCE

APRIL 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	09:45	15:15	8,160
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ913*	DAILY	09:40	15:05	5,670
T'way Air	TW303	DAILY	10:00	15:30	5,670
TOTAL					30,840

*LJ913: flight number changed from LJ915 to LJ913

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923**	4/W (WED/THU/SAT/SUN)	21:00	02:00+1	3,213
TOTAL					3,213

**LJ923 (flight number changed from LJ929 to LJ923): scheduled 4/W in April and will resume daily operation from April 30, 2024

TOTAL OUTBOUND SEAT CAPACITY: 34,053 SEATS

KOREA MARKET INTELLIGENCE

MAY 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	09:45	15:15	8,432
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY	20:20	02:00+1	5,859
Jin Air	LJ913	DAILY	09:40	15:05	5,859
T'way Air	TW303	DAILY	10:00	15:30	5,859
TOTAL					31,868

• B U S A N - G U A M

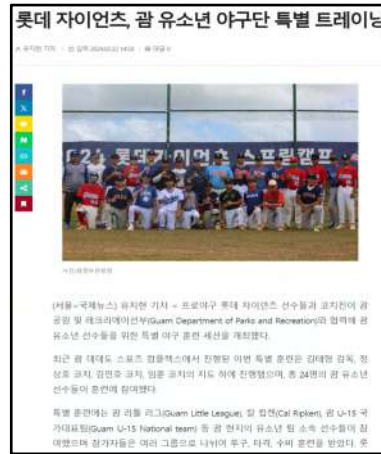
Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923	DAILY	21:00	02:00+1	5,859
TOTAL					5,859

TOTAL OUTBOUND SEAT CAPACITY: 37,727 SEATS

PR/ MARKETING EFFORT

MEDIA COVERAGE - FEBRUARY 22

S.Korea's Lotte Giants Hold Training Session for Guam Youth Baseball Players



Gukje News



Digital Chosun



News Road



Discovery News



TTL News



Tour Korea News

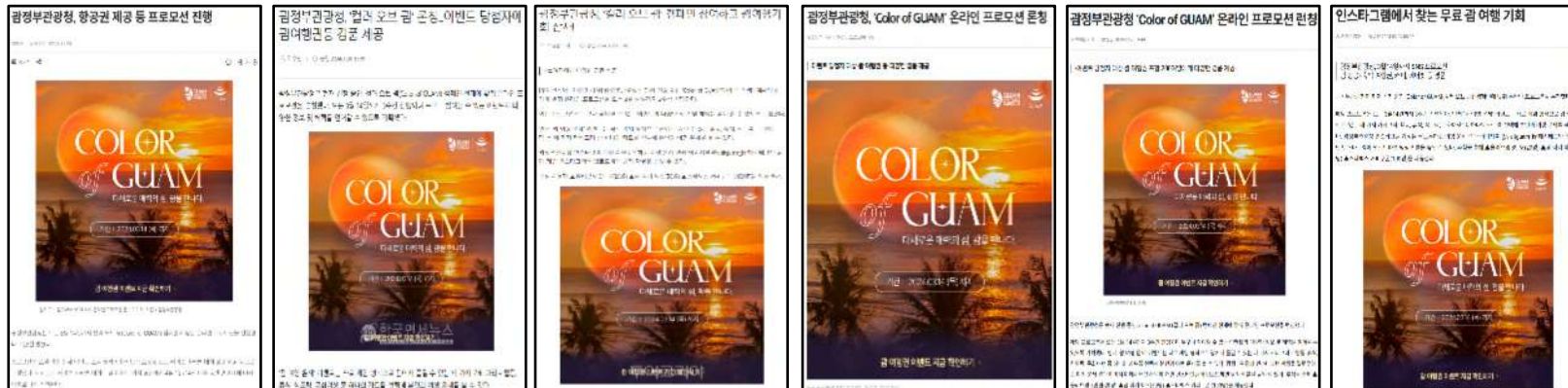
PR/ MARKETING EFFORT

MEDIA COVERAGE - FEBRUARY 28

GVB Korea launched 'Color of GUAM' online promotion

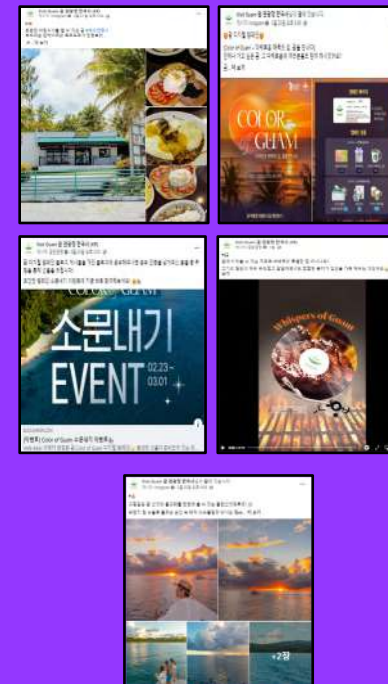


▶ Mega Economy ▶ Discovery News ▶ Digital Chosun ▶ Gukje News ▶ Open News Agency



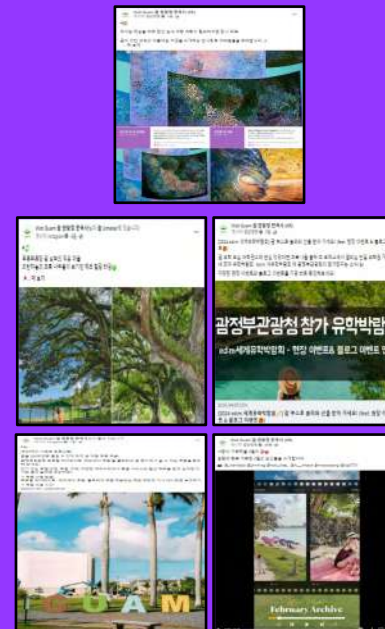
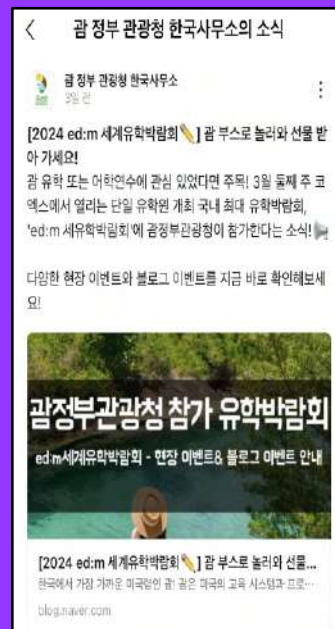
▶ News Journalism ▶ Korea Duty Free News ▶ Tour Korea News ▶ Biz World ▶ News Road ▶ The Korea Travel Times

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: FEBRUARY 19-23, 2024
THEME: COLOR OF GUAM ONLINE PROMOTION

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: FEBRUARY 26 – MARCH 1, 2024

THEME: ED:M EDUCATION FAIR

TAIWAN

TAIWAN'S EVA AIR RESTARTS DIRECT FLIGHT TO MATSUYAMA IN JAPAN



EVA Air resumed direct flights between Taoyuan and Ehime Prefecture in Japan on Wednesday (March 6). The airline said it will operate weekly flights on Wednesday and Sunday, according to CNA. Meanwhile, to meet demand for the upcoming cherry blossom season, it will offer two additional flights on Thursdays and Saturdays between March 20 and April 30.

The Taiwanese carrier said that flights will leave from Taoyuan International Airport at 6:25 a.m. to Matsuyama Airport, while return flights to Taoyuan will leave Matsuyama at 11:05 a.m., per CNA.

EVA Air began service to Matsuyama in July 2019, but suspended the service during the COVID-19 pandemic, said EVA Air President Clay Sun at a Wednesday event for the inaugural flight. The route will be serviced by an A321-200 plane, which has eight business class seats and 176 economy class seats.

TSAI WELCOMES MICHIGAN OFFICE IN WHITMER MEETING

An office established by the state of Michigan in Taiwan should lead to closer bilateral exchanges and bring fruitful results, President Tsai Ing-wen (蔡英文) said yesterday during a meeting with Michigan Governor Gretchen Whitmer. Whitmer, who is visiting Taiwan for the second time since September last year, announced the opening of the Michigan Taiwan Office on Monday. In welcoming the governor, Tsai praised Michigan as a “global hub” for the automotive industry and a place where many Taiwanese auto parts businesses have invested.

In the past few years, Taiwan and Michigan have also signed a memorandum of understanding on economic and trade cooperation to deepen bilateral ties, she said. “With Michigan’s automotive and semiconductor sectors, and expertise in microelectronics research, and Taiwan’s electric vehicle and semiconductor supply chains,” the two sides can establish secure supply chains and industrial clusters, the president said.

Whitmer said her administration and Michiganders “view the free exchange of goods and services, cooperative investment and students of all ages as essential to our relationship, as these all strengthen the bonds between Taiwan and the US.” “We are excited to announce the opening of a State of Michigan Taiwan office. The office will further strengthen the economic and cultural ties between Taiwan and Michigan,” she said.



PRESIDENT TSAI RECEIVES CENTER FOR AMERICAN PROGRESS DELEGATION

President Tsai Ing-wen received a delegation from Washington-based think tank Center for American Progress at the Presidential Office March 13 in Taipei City, pledging to expand cooperation with Taiwan's like-minded partners to preserve regional peace and stability while promoting global prosperity.

The group was led by former U.S. Senator and CAP Chair Thomas Daschle; former House Rep. David Price; and former Undersecretary of Defense Michèle Flournoy. Tsai welcomed the visitors and lauded CAP as a prominent think tank whose policy recommendations are highly regarded by the U.S. government.

According to the president, in addition to sharing the values of freedom, democracy and respect for human rights, Taiwan and the U.S. are important economic partners, as evidenced by the first agreement concluded last year under the Taiwan-U.S. Initiative on 21st-Century Trade. She said Taiwan looks forward to addressing the issue of double taxation as soon as possible to create a mutually beneficial investment environment. Tsai also took the opportunity to thank the visitors for their contributions to issues that affect Taiwan, as well as the international community. Their visit highlights the close Taiwan-U.S. bond, she said, adding that Taiwan is eager to share its experience in public health and net-zero transition with the rest of the world.



CAL TO LAUNCH DIRECT FLIGHTS TO SEATTLE ON JULY 14

China Airlines (CAL) is to add the US Pacific Northwest to its network of destinations starting on July 14, when it begins nonstop service between Taoyuan and Seattle, the Taiwanese carrier said yesterday.

It would operate five flights a week using an Airbus A350-900, with departures every Monday, Tuesday, Thursday, Saturday and Sunday from Taiwan Taoyuan International Airport, CAL said in a statement, adding that the flights would leave at 11:30pm and arrive in Seattle at 7:50pm the same day. Return flights would take off at 1:40am from Seattle and arrive at Taoyuan airport at 5:05am the following day, it said.

The addition of nonstop service to Seattle represents an important step in the airline's expansion of its North American network as it seeks to take advantage of robust demand for travel between Taiwan and the US, the airline said. Last year, more than 50 million travelers passed through Seattle-Tacoma International Airport, making it the largest airport in the northwestern US.

CAL currently flies 40 weekly return flights to five major North American cities — New York; Los Angeles, San Francisco and Ontario in California; and Vancouver.



MOFA THANKS TUVALU FOR FIRM SUPPORT OF BILATERAL RELATIONS

The Ministry of Foreign Affairs expressed gratitude to Tuvalu for its statement reiterating the long-standing bond between Taiwan and Tuvalu. According to the MOFA, Feleti Teo was sworn in as prime minister of Tuvalu. Following his inauguration Feb. 28, the government released a statement of its priorities, in which the new administration made special mention of enhancing ties with Taiwan.

Since the establishment of official diplomatic ties 45 years ago, Taiwan has collaborated with Tuvalu in various fields based on the countries' shared values of democracy, freedom, respect for human rights and the rule of law. The results of these cooperative efforts have been widely recognized by the people and government of Tuvalu, the MOFA added.

The ministry emphasized that Taiwan has always had a high regard for its deep links with Tuvalu and expressed sincere appreciation for the ally's expressed intention to advance the two-way relationship. Taiwan will continue to work hand in hand with Tuvalu to benefit citizens of both countries and to create peace, prosperity and sustainability for the Indo-Pacific, the MOFA said. (POC-E)



COMPETITORS

JAPAN: An increasing number of cruise ships are visiting Tokyo as tourism rebounds to pre-pandemic levels, with a docking facility in the capital operating at full capacity after years of limited service to avoid spread of the novel coronavirus. The Tokyo International Cruise Terminal on Tokyo Bay will have 11 visits by cruise ships, including the Queen Elizabeth of Britain, by the end of this month, up from 10 a year ago, and 13 visits in April, up from nine, according to the Tokyo metropolitan government. (March 13)

KOREA: In today's era, South Korea stands as a towering cultural phenomenon, influencing global trends through its cinema, television, and music. The nation's swift ascent to international prominence, known as the Korean Wave or hallyu, reflects not just its innovation and resilience but also its unique journey of crafting a new national identity. The "Hallyu! The Korean Wave" exhibition is a tribute to this remarkable journey, presenting around 250 items that range from traditional Korean art to modern pop culture artifacts. This showcase, featuring costumes of K-pop icons, works by renowned designers like Park Sohee and Minju Kim, and collaborative artworks that span the Korean divide, not only highlights South Korea's dynamic cultural scene but also underlines its potential to attract tourists from all walks of life. (March 13)

MALAYSIA: The Malaysian Association of Hotels (MAH) will host its inaugural domestic tourism fair to mark its 50th Anniversary this year. This two-day consumer event will take place at Pavilion Bukit Jalil, Kuala Lumpur, starting on July 6. (March 14)

THAILAND: In a first for the travel and tourism sector within the Kingdom of Thailand, renowned accommodation and lifestyle leader, Minor International, has committed to lower emissions and conserve precious water. For Thailand, tourism remains a critical source of foreign exchange, supporting economic and social development. Before the global pandemic hit Thailand, tourism contributed to an estimated 21.9 per cent. (March 14)

SINGAPORE: In an effort to streamline border crossings and minimize waiting times, Singapore is rolling out a novel system that will facilitate drivers to enter the country hassle-free through two land checkpoints. They can now get to use a QR code instead of traditional passports to enter the country. The Immigration & Checkpoints Authority (ICA) of Singapore has announced that, commencing March 19, travelers arriving or departing via the Woodlands and Tuas checkpoints can generate a single QR code prior to their arrival, simplifying the clearance process for all occupants in the vehicle. (March 13)

TAIWAN AIRLINE UPDATES

CURRENT ROUTE IN OPERATION:



CI March

Operation Schedule : CHINA AIRLINES

CHINA AIRLINES CHINA AIRLINES

- 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 22 March 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 flight/week	Phnom Penh	3 flights/week
		Chiang Mai	4 flights/week	Yangon	3 flights/week
		Palau	2 flights/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

TAIWAN AIRLINE UPDATES

Airlines	GTO Contact	Updates
 CHINA AIRLINES	3/15 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> No updates for this week. China Airlines plans to operate three charter flights from TYO to GUM on 5/4-5/6.
	3/15 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> No updates for this week.
	3/15 Patience Hsu, Manager	<ul style="list-style-type: none"> No updates for this week.
 Philippine Airlines	3/15 Jason Chen, Area Manager - Taiwan	<ul style="list-style-type: none"> No updates for this week.
	3/15 Steven Shih, General Manager	<ul style="list-style-type: none"> Expected to start planning transportation capacity from Taipei to Guam in June 2024, with regular flights every five days (estimated eight flights per month).

2024 TAIWAN LANTERN FESTIVAL IN TAINAN SWITCH ON CEREMONY

- February 24, 2024
- The Tourism Administration and Tainan City Government invited GTO to be one of the VIPs to attend the 2024 Taiwan Lantern Festival
- During the ceremony, Felix met with trade partners and the Kaohsiung Branch Office from AIT



Felix, Director of GTO, Simon, Tsai, Chairman of Tainan Association of Travel Agents, Tsung-Yu, Tsai, Chairman of Kaohsiung Association of Travel Agents, Po-Jen, Hsiao, Chairman of Travel Agent Association of R.O.C., Taiwan



Felix, Director of GTO, Neil, H., Gibson, Branch Chief of American Institute in Taiwan (AIT)

CIP 2024 AUSTRONESIAN CULTURE COLLECTION BOOK LAUNCH

- February 29, 2024
- Mr. Lee Kang-Ning, Section Chief Department of General Planning in CIP, invited GTO to attend the Austronesian Culture Collection book launch
- The two newly launched books focus on the history and motivations of the ancient Austronesians for immigration and the paths they chose.



2024 AMERICAN & CENTRAL AMERICAN AGRI/FOOD PRODUCTS SHOWCASE

OPENING 2024

- As the President of ASOA, Felix was invited to give the opening remarks during the opening ceremony of the 2024 American & Central American Agri/Food Products Showcase
- In addition to the ASOA members who participated in the showcase, countries from Central America, including Belize and Guatemala, also participated
- The ambassador of both Belize and Guatemala attended the opening ceremony to show their support



MEETING WITH NATIONAL ASSOCIATION OF SMALL & MEDIUM ENTERPRISES, R.O.C.

- March 1, 2024
- NASME expressed interest in a formal meeting with the ASOA President to introduce their newly established friendship group for small and medium enterprises in Taiwan.
- NASME shared their annual calendar and mentioned their plan to hold 6 forums/seminars this year, providing a platform for U.S. and Taiwan businesses to exchange ideas and foster partnerships.

MICHIGAN TAIWAN OFFICE OPENING RECEPTION

- March 4, 2024
- Michigan State established an office in Taiwan and invited GTO to the opening ceremony as the president of ASOA.
- The Governor of Michigan State also traveled to Taiwan to attend the ceremony, along with many government officials.



Felix, Director of GTO, Gretchen Whitmer, Governor of the state of Michigan

TAIWAN UPDATES

MEETING WITH ROYAL AIR TAIWAN OFFICE AIT'S SELECTUSA HIGH-TECH SEMINAR

- March 11, 2024
- GTO met with Royal Air Taiwan Office to discuss the possibility of starting direct flights from Taipei to Guam.
- Royal Air is expected to start planning transportation capacity in June 2024, offering regular flights 5 times a week.
- The flights will be open for FIT and group bookings.
- Royal Air's existing aircraft type is a A320, with 180 seats, all in economy class.
- Estimated round-trip fare would be \$400 USD with a 9:00 AM departure and 3:00 PM arrival.
- Returning flight would depart GUM at 4:00 PM and arrive in Taipei at 6:00 PM.

- March 14, 2024
- ASOA was invited to one of AIT's seminars and prepared 100 sales kits, each containing brochures and programs from member states.
- GTO promoted Guam's MICE program and collected around 29 business cards
- AIT Commercial Section Chief Betsy Shieh suggested for more co-ops with ASOA for the rest of the year.



Steven Shih, General Manager of Royal Air, Felix, Director of GTO, David Wang, Chairman of Royal Air



NR MONITOR

For the week of March 9 – March 15, a total of 1 exposure was monitored including:

- TV Exposure: 0
- Online Exposure: 1
- Newspaper: 0
- Social Media: 0

1 of the news reported that Focus on Guam defense!
US Missile Defense Agency demands US\$10.4 billion.



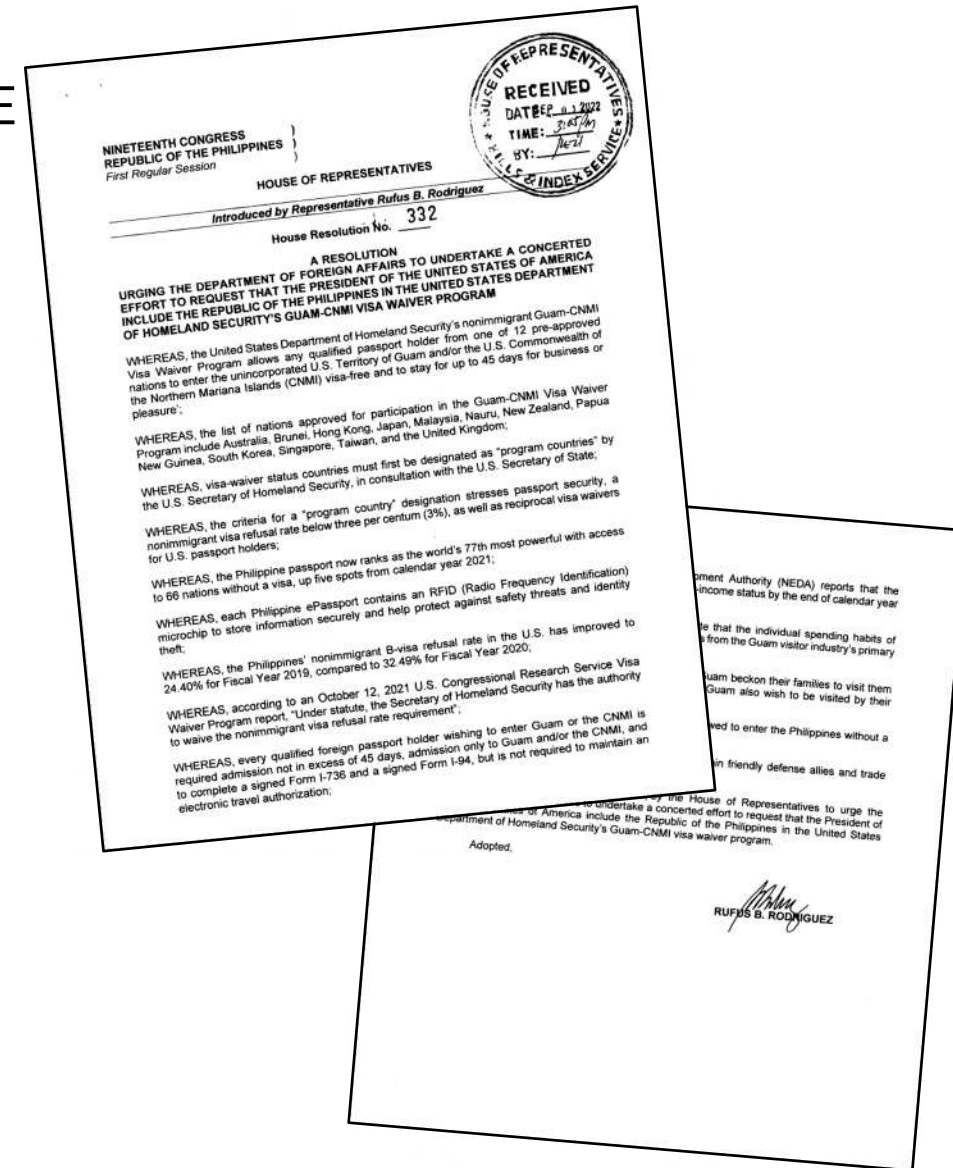
The screenshot shows a news article from Newtalk. The main headline is "著重關島防衛！美飛彈防禦局2025年索要104億美金". The article text states that the US Missile Defense Agency (MDA) has announced a requirement to reduce funding for the next fiscal year, with a total of 10.4 billion dollars requested for 2025, a decrease of 5 billion dollars from the previous year. The article also mentions that the MDA has not publicly disclosed its needs for research, procurement, operations, and maintenance, as well as military construction, for the first time in 20 years.

PHILIPPINES

PHILIPPINES MARKET INTELLIGENCE

HR NO. 332 PASSES FOREIGN AFFAIRS COMMITTEE

On March 11, 2024 the House of Representatives Foreign Affairs committee unanimously passed House Resolution No. 332. Authored by Congressman Rufus Rodriguez and co-authored by Congressman Edwin Olivarez, HR No. 332 is a resolution urging the Department of Foreign Affairs to undertake a concerted effort to request that the President of the United States of America include the Republic of the Philippines in the Guam-CNMI Visa Waiver Program. All attending members of the Foreign Affairs committee agreed to become co-authors to HR No. 332.





LONG WEEKENDS, EXPERIENCES TOP FILIPINO TRAVEL CONSIDERATIONS

Long weekends and experiences in a destination topped most Filipinos' considerations when planning a trip locally or abroad, a survey from 2023 to the early part of the year found. Travel Pulse 2024, a study conducted by travel booking platform Klook, showed that 73 percent of Filipinos like to take advantage of long weekends, planning staycations, and other bookings during special occasions.

The study also found that 63 percent of those who have plans of traveling in 2024 have already booked tickets, accommodations, or activities for their trip, most likely in anticipation of the long weekends and other special occasions. From 2022, Klook Philippines general manager Michelle Ho said bookings through their platform also tripled, with the average cart size of its user increasing by 21 percent last year.

The Study said 76 percent of the respondents are already making plans to travel abroad. When Filipinos planned overseas trips in 2023 and early 2024, the study found they visited nearby destinations prioritizing sightseeing, shopping, and outdoor adventures. The majority of Filipino travelers typically budget around PHP15,000 to PHP50,000 for their overall spending, Klook said.

In addition, it observed that social media plays a huge role in the present travel landscape, with millennials (90 percent) and Gen Zs (100 percent) gathering travel-related information online. Facebook, which is preferred by millennials, was considered the go-to platform for travel-related information, followed by YouTube, TikTok, and Instagram.

TRAVEL REMINDERS FOR HOLY WEEK 2024

Philippine Airlines issued a travel advisory for passengers planning to travel during Holy Week (March 24 - March 31, 2024). PAL anticipates a large volume of passengers travelling by air to, from and within the Philippines.

Below are a few reminders to help travelers prepare and plan for a smooth journey:

- **Skip the lines.** You may check-in via our website or the PAL mobile app within 24 hours to 1 hour before your flight.
- **Stay within your free baggage allowance.**
- **Hit the road earlier to get to the airport on time.** Expect heavy traffic, especially in the bigger cities like Manila and Cebu, so leave home extra early.
 - As early as three (3) to four (4) hours before departure for domestic flights at NAIA Terminal 2
 - As early as four (4) to five (5) hours before departure for international flights at NAIA Terminal 1
- **Check before you fly.** It's a good idea to check the latest update on the status of your flight by logging on to our website, philippineairlines.com.
- **Make sure you have a valid passport, IDs, and travel documents.**



ENHANCEMENTS ON THE PHILIPPINE TRAVEL INFORMATION SYSTEM (ETRAVEL)

The Philippines' Bureau of Customs (PH BOC) Baggage Declaration Form and the Customs Currency Declaration Form are now integrated in the eTravel System together with the Bureau of Quarantine's Health Declaration Form and the Bureau of Immigration's Departure and Arrival cards.

This move is in line with the government's digitalization efforts to consolidate all Customs, Immigration and Quarantine (CIQ) forms in one electronic platform. All passengers arriving in the Philippines (international arrivals) and Filipino travelers departing from the country (PH) must register on the E-Travel portal before their flights.

FOR ARRIVING PASSENGERS: Register within seventy-two (72) hours prior to your scheduled time of arrival in the Philippines.

FOR DEPARTING PASSENGERS (Filipino Passengers only): Register within seventy-two (72) hours prior to your scheduled time of departure from the Philippines.

For more information, please visit etravel.gov.ph.



NEW NAIA TERMINAL EYED AT NAYON SITE

A new passenger terminal will rise at the Ninoy Aquino International Airport (NAIA) in three years, as part of the project of the new concessionaire led by San Miguel Corp. (SMC) to expand the country's premier gateway to accommodate the growing demand for air travel.

SMC president and CEO Ramon Ang said the project would enable Filipinos to feel the benefits of privatizing NAIA as early as possible. The new NAIA Infrastructure Corp., headed by SMC, will put up the new building near Terminals 1 and 2.

Ang said that the terminal would have at least 50 concourses, which would significantly push up the capacity of the airport in handling flights and passengers. Ang hopes to clear up to 30 percent of space at Terminals 1, 2 and 3 that can be used to accommodate passengers.

The building would also have parking spaces for as many as 9,000 vehicles. Ang said concessionaire would resolve the vehicle congestion at NAIA by as early as next year. The operator will develop a direct access road from NAIA Expressway (NAIA-X) to Terminal 3 to improve the traffic flow within and around the airport. The goal is to enable motorists to go in and out of NAIA within a 10-minute timeframe. SMC holds the concession for the Skyway System and NAIA-X, both of which are linked to NAIA.



PH VOWS TO SUSTAIN ROUTE DEVELOPMENT EFFORTS AS CLARK WINS ROUTES ASIA

The Philippine government reiterated its commitment to sustaining its route development efforts as Clark International Airport (CRK) bagged a 2024 Routes Asia award. CRK was named as the Routes Asia 2024 winner under the 5 Million Passengers Category, recognizing its airport and destination marketing.

This achievement reflects the dedication of the travel and air transport team and the resilience of CRK, showcasing its remarkable growth and positive impact on the aviation and tourism industries. The Department of Tourism has been proactive in working with the Department of Transportation and other stakeholders to further increase connectivity in the country. Among the agency's first directives under the Marcos administration was to lobby for the full maximization of the country's regional gateways, including Clark.

In 2023, CRK handled nearly 2 million passengers, a 160 percent increase from the previous year. Some of the local routes catered to by the airport are the country's prime destinations - Palawan, Cebu, and Boracay.



PHILIPPINES AIR PASSENGER VOLUME BALLOONS TO 50 MILLION

Air travel in the Philippines ballooned by more than half to 50.18 million passengers in 2023, but remains a mile behind pre-pandemic peak as demand for international flights is slow to pick up. Based on records from the Civil Aeronautics Board (CAB), air travel in the country increased by 55 percent last year from 32.33 million in 2022, but is behind by 16 percent from the 2019 level of 60.07 million.

On one hand, domestic passenger volume grew by 29 percent to 28.97 million last year from 22.5 million in 2022, lifted by the reopening of pre-pandemic routes and the return of local demand. Digging deeper into the data, domestic air travel is close to recovering to its 2019 level of 29.54 million passengers. This trend can be observed in almost all countries in the world, as governments promote flying to local destinations to boost the domestic economy from the pandemic shutdown.

The Centre for Aviation estimates that airlines in Asia and the Pacific recovered 85 percent of their pre-pandemic capacity in 2023, trailing their counterparts in North America and Europe where operations are back to 100 percent.

NOW IS BEST TIME FOR PAL TO SELL



According to analysts, this is the best time for flag carrier Philippine Airlines (PAL) to sell a portion of the company, as investors are attracted to buy into it with travel and tourism picking up momentum. Philstocks Financial Inc. assistant research manager Claire Alviar said PAL could use the resurgence of the aviation industry to raise fresh funds for future projects. Alviar stated that injecting fresh funds into the company would be beneficial to meet the growing demands in air travel and create more earnings opportunities for PAL.

The Tan family is reportedly open to selling as much as 25 percent of the airline, acknowledging the possibility that investors will be attracted to buying into PAL for its financial potential. The flag carrier generated P120.08 billion from passenger operations, flying 11 million guests during the period.

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 Apr 08-105, 2024	CEB – GUM May 21-28, 2024	CEB – GUM Jun 01-08, 2024
From US \$488* Round Trip Economy	From US \$566* Round Trip Economy	From US \$636* 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

March 2024	April 2024	May 2024
From US \$481* Round Trip Economy	From US \$366* Round Trip Economy	From US \$422* 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

f

PH on Instagram and Facebook. COMMENT with one (1) of Guam's... in the photo above.

What are the names of these popular destinations in Guam, USA? Follow, estimation, tag and share, to win a limited-edition Guam tumbler!

PH on Instagram and Facebook. COMMENT with one (1) of Guam's... in the photo above.

• ADD THE HASHTAG #VisitGuamPH, #GuamGiveawayPH and #AmericasHiddenGem to your comment.

• TAG 3 friends that you want to bring to Guam!

• LIKE AND SHARE: This post to seal your entry

• Multiple entries allowed.

• Tagging business accounts will not be counted as a valid entry.

• 2 winners will be chosen on Facebook and 2 winners from Instagram.

• Winner will be announced on the Visit Guam PH official FB and IG on March 25, 2024

name the spot

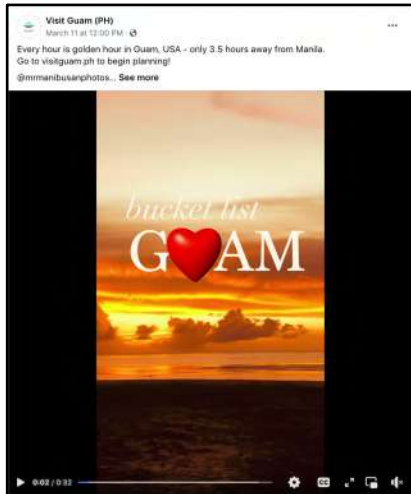
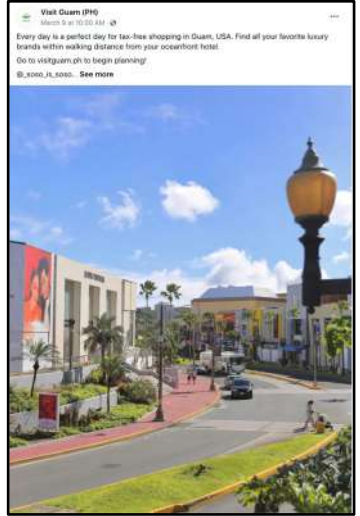
TAG, SHARE, WIN
HOLD ON TO YOUR GUAM

FI_H_E_E_P_A_K

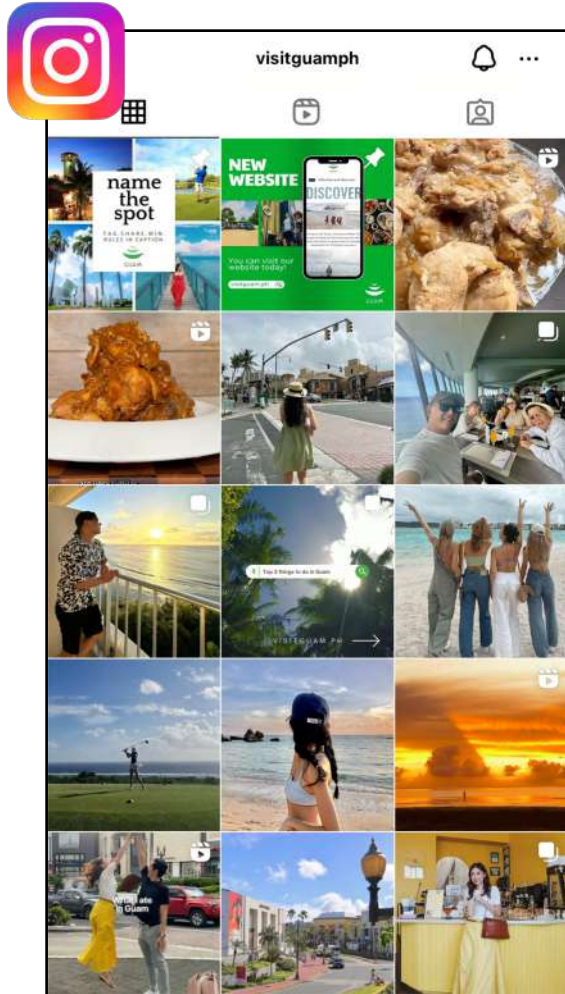
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C_H_A__R_K_O_V_L_L_G_E

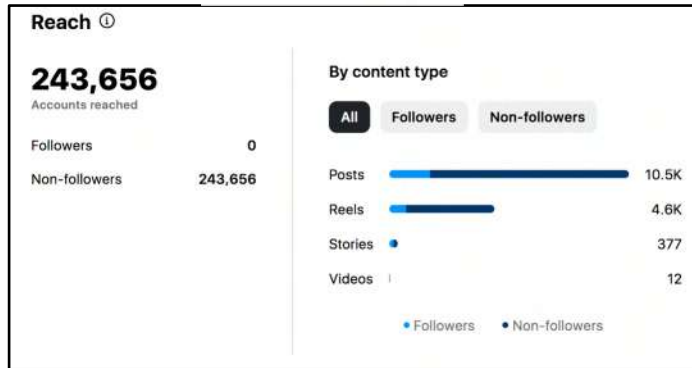
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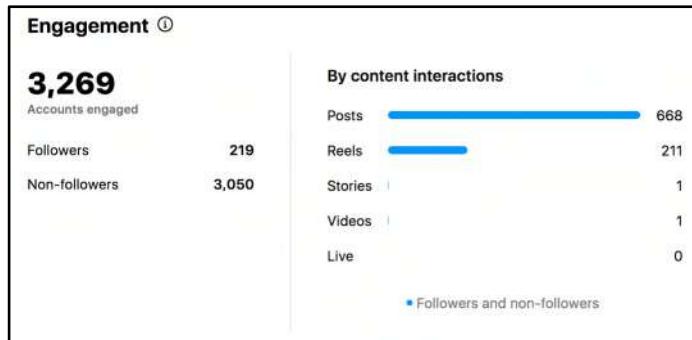
PHILIPPINES MARKETING ACTIVITIES



Mar 4 – Mar 17



Top content based on reach



Top content based on engagement

