

#InstaGuam

@patrick.camacho



INDUSTRY REPORT

SEPTEMBER 1, 2023



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DESTINATION UPDATES



GVB SUPPORTS VILLAGES

GVB IS WORKING TOGETHER WITH MAYORS TO ADD VILLAGE SIGNS THROUGHOUT THE ISLAND

- Project began in the southern villages.
 - Hågat
 - Humåtak
 - Inalåhan
 - Malesso
- Villages have the option to personalize the signs.



Photo credit: Roy Baza Alferos



Photo credit: Bel Chiguina

CHAMORU VILLAGE NIGHT MARKET

The **WEDNESDAY NIGHT MARKET** returned on Wednesday, **July 5, 2023** from **5pm to 9pm**.

Enjoy delicious food, live entertainment, and shopping all while supporting our local economy.

For more information, contact the CHamoru Village at (671) 475-0377.



“We thank the community for their patience and understanding as the CHamoru Village sustained damages during Typhoon Mawar,” said Governor Lou Leon Guerrero. “The restoration and reopening of this treasured, historic venue located at the heart of our island’s capital was truly a labor of love for the Department of CHamoru Affairs staff at CHamoru Village and all those involved, including the Department of Public Works, the Department of Parks and Recreation, Probation Services, and the Guam Green Growth (G3) Conservation Corps.”



@thegandrada

BECOME A TOUR GUIDE

CALL-OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

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

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



If interested, please
click link for more info

CALL OUT FOR BROCHURES

MEMBERSHIP BENEFIT

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

- Provide at least 500 brochures (each language).



Please click to download our membership application



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

A photograph showing the silhouettes of two people standing on a surfboard on the ocean. The sun is low on the horizon, creating a bright, golden glow and reflecting on the water. The sky is filled with soft, orange and yellow clouds. The overall mood is serene and adventurous.

#InstaGuam
@oceanfreak_guam

MARKET INTELLIGENCE REPORT

As September 1, 2023 and may be subject to change.



TRAVEL PROTOCOLS

TRAVEL PROTOCOLS BY MARKET



JAPAN

Travelers entering Japan from Guam will no longer be required to submit negative certificate (as of May 12, 2023).

SOUTH KOREA

All travelers entering South Korea are no longer required to provide COVID-19 testing before departure (as of September 3, 2022) or upon arrival (as of October 1, 2022).

REQUIREMENTS

- All travelers entering South Korea are no longer required to register their travel information on KDCA's Q-Code website: cov19ent.kdca.go.kr/cpassportal.

TAIWAN

There are no more COVID-19 restrictions to enter into Taiwan (national and non-nationals).

PHILIPPINES

On July 22, 2023, President Ferdinand Marcos Jr. lifted the state of public health emergency throughout the Philippines.

According to Proclamation No. 297, "All prior orders, memoranda, and issuances that are effective only during the State of Public Health Emergency shall be deemed withdrawn, revoked or canceled and shall no longer be in effect."

As of July 7, presentation of vaccination status and vaccination certificates for COVID-19 are **no longer required for international arrivals into the Philippines**.

MARKETS AT-A-GLANCE

MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for September remains at 39,099; and October at 40,317.
- Japan Airlines summer 2023 flight schedule shown in appendix
- Shown in appendix are: SNS performance summary and highlights; JTB Overseas Travel Expo; Weekly Guam digital PR articles; YouTube Gogo! Guam campaign info; and media performance



TAIWAN

- Taiwan to reopen borders to some Chinese tourists on Sept. 1
- Taipei woos travelers from Malaysia, Singapore with gift pack
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

SOUTH KOREA

- Korean travelers wanting to travel to long-haul destination during the Chuseok holiday
- Total outbound seat capacity for September remains at 42,700; October at 43,768; and November at 44,112.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



PHILIPPINES

- Health protocol & minimum public health standards
- New COVID cases fell to 789 on Aug. 14 to 20: DOH
- Eased vaccine rule seen to boost inbound travel
- More than 80 PH hotels, resorts to join Sept online sale
- Håfaloha opens new location in Boracay
- United Airlines and Philippine Airlines continue to fly daily in September 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



DETAILS ARE FOUND IN THE APPENDIX



#InstaGuam
@jordan_i_moore

APPENDIX

As of September 1, 2023 and may be subject to change.







JAPAN

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - SEPTEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:15 / 16:05	Daily	4,980
	Available	UA197	NRT	17:30 / 22:20	Daily	4,980
	Available	UA874	NRT	21:05 / 1:45 +1	Mon, Wed, Fri, Sat	2,988
	Available from April 9, 2023	UA865	NRT	17:25 / 22:15	Daily	4,980
	Available	UA136	NGO	11:20 / 15:55	Wed, Thu, Fri, Sat	2,988
	Available	UA172	NGO	20:50 / 1:25 +1	Sun, Mon, Tue	1,992
	Available	UA150	KIX	11:05 / 15:45	Mon, Wed, Fri, Sun	2,822
	Available	UA178	KIX	20:50 / 1:20 +1	Tue, Thu, Sat	2,158
	Available	UA166	FUK	11:50 / 16:50	Tue, Fri, Sun	2,158
TTL						30,046

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	3,383
	Suspended until June 30, 2023	TW311	KIX	10:45 / 15:10	Daily	-
	Available	7C182	NRT	10:05 / 15:00	Daily	5,670
	Suspended until June 30, 2023	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended until June 30, 2023	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						9,053




SEPTEMBER TOTAL OUTBOUND SEAT CAPACITY : 39,099

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - OCTOBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:15 / 16:05	Daily	5,146
	Available	UA197	NRT	17:30 / 22:20	Daily	5,146
	Available	UA874	NRT	21:05 / 14:5 +1	Mon, Wed, Fri, Sat	2,822
	Available from April 9, 2023	UA865	NRT	17:25 / 22:15	Daily	5,146
	Available	UA136	NGO	11:20 / 15:55	Wed, Thu, Fri, Sat	2,656
	Available	UA172	NGO	20:50 / 12:5 +1	Sun, Mon, Tue	2,490
	Available	UA150	KIX	11:05 / 15:45	Mon, Wed, Fri, Sun	2,988
	Available	UA178	KIX	20:50 / 1:20 +1	Tue, Thu, Sat	2,158
	Available	UA166	FUK	11:50 / 16:50	Tue, Fri, Sun	2,324
TTL						30,876

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	3,582
	Suspended until June 30, 2023	TW311	KIX	10:45 / 15:10	Daily	-
	Available	7C182	NRT	10:05 / 15:00	Daily	5,859
	Suspended until June 30, 2023	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended until June 30, 2023	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						9,441

OCTOBER TOTAL OUTBOUND SEAT CAPACITY : 40,317

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - APPENDIX

Japan Airlines Summer 2023 Flight Schedule (From March 18, 2023)

OPERATION DATE			SEAT CAPACITY
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
TTL			16,119

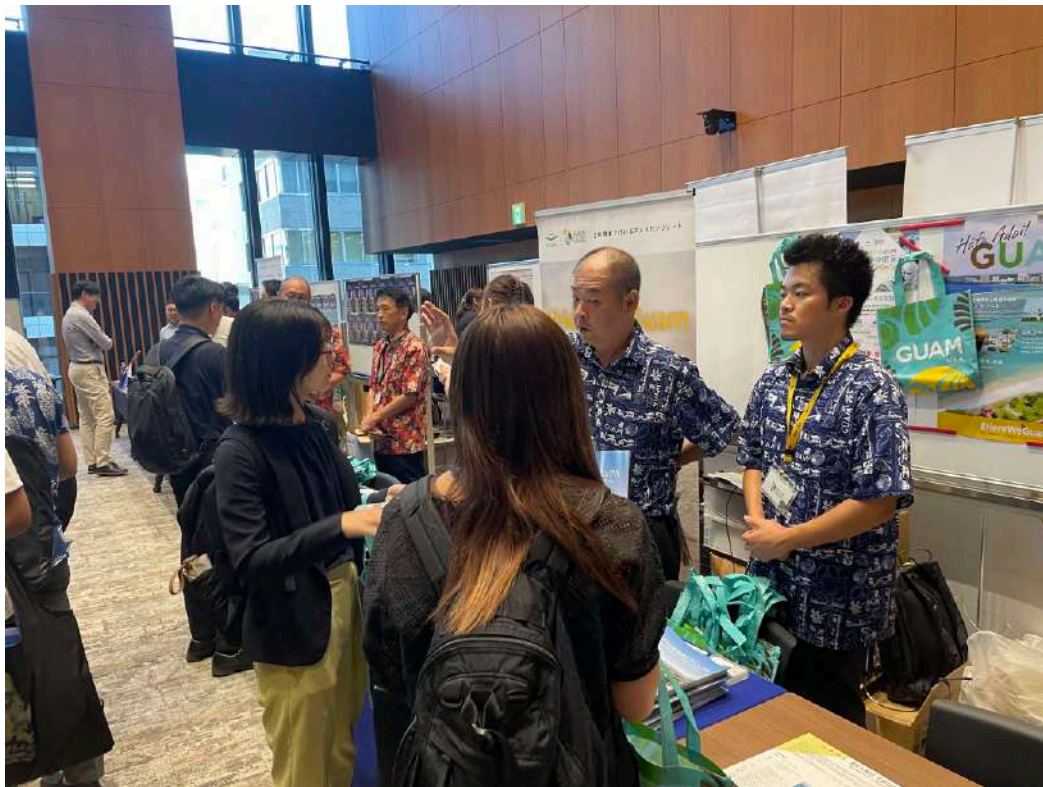


JAPAN MARKETING ACTIVITIES

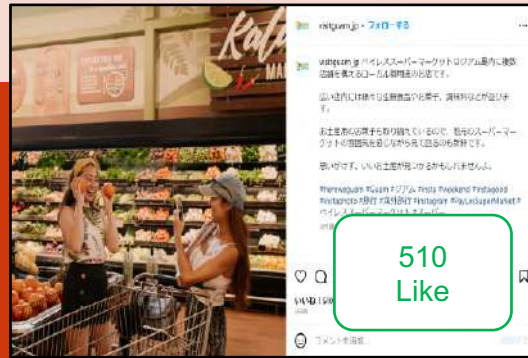
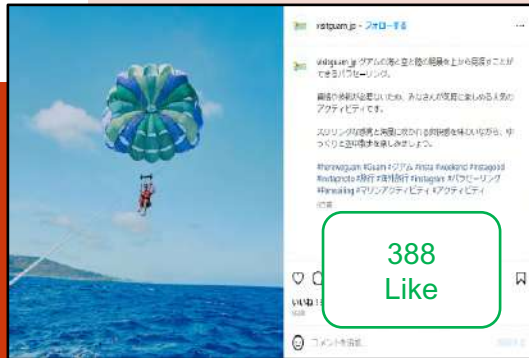
JTB OVERSEAS TRAVEL EXPO

Promoted group travel to Guam to over 300 JTB sales representatives

GVB exhibited at the JTB International Travel Expo held in Osaka and Tokyo on August 23 and 25, 2023. A total of more than 300 JTB sales representatives visited both venues. GVB staff firmly communicated and sold the appeal of group travel to Guam. 60 companies from related industries, including NTOs and airlines, exhibited at the expo. Many JTB sales representatives predict that the demand for corporate group travel will trend upwards in FY2024 with Guam being a prime candidate for such travel.



JAPAN MARKETING ACTIVITIES









SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- The number of followers on each platform is increasing steadily.

SNS	follower		Week Reach		Week Engagement	
	12 Aug,2023	19 Aug,2023	12 Aug,2023	19 Aug,2023	12 Aug,2023	19 Aug,2023
	26,900	26,914	2,408,843	2,167,877	1,612	1,462
	0.05%		-10.00%			
	23,602	23,603	5,472	5,450	746	765
	0.00%		-0.40%		2.55%	
	17,580	17,597	41,600	52,500	710	866
	0.10%		26.20%		21.97%	
	59,529	59,571	1,802,778	1,054,319	8,724	
	0.07%		-41.52%		-100.00%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	17,006	15,936	35,637	34,063	0:01:33	0:01:41
	-6.29%		-4.42%		8.60%	

JAPAN MARKETING ACTIVITIES

YouTube Ads (GOGO! GUAM Summer Campaign)

Replaced Creative

CPM is ¥298, CTR is 0.07%, and CPC is ¥428.5

Jul 1 - Aug 23

Instagram

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency
Here We Guam	16,927,769	4,927	0.03%	¥476.2	¥138.59	14,444,279	60,154	5,350,416	3.16

Tiktok

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency
Here We Guam	5,525,498	14,695	0.27%	¥106.1	¥282.14	5,272,417	5,272,417	4,148,148	1.33

Youtube

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency
Here We Guam	7,595,349	1,302	0.02%	¥2,843.0	¥487.35	2,359,072	2,406,207	7,387,411	1.03

Tver

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency
Here We Guam	367,528	260	0.07%	¥5,653.9	¥3,999.71	368,071	353,115	-	-

Total

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency
Here We Guam	30,416,144	21,184	0.07%	¥428.5	¥298.41	22,443,839	8,091,893	16,885,975	1.80

GOGO! SUMMER Campaign ad



JAPAN MARKETING ACTIVITIES

ベイビューホテルがさらに魅力的なホテルに！

Thursday, August 24, 2023 6:00 PM by ナヤモリーダ



美しいサンセットを賞する素晴らしい立地から、ベイビューホテル Guam (BAYVIEW HOTEL GUAM) が、紹介するのが楽しくなりました。昨年からの全館改装を終え、今年7月に思い切ってリニューアルオープンしました。ショッピングや食事に行くのに最新のロケーションの上、ホテルで過ごす時間もさまざまな楽しみ方ができます。

今回は新しくなったベイビューホテル Guam を紹介します。



広々とした客室は荷物も広げたまま快適な滞在が。インテリアはアジアテイストで、日本人にとっても心地よい空間となっています。バルコニーの向こうに広がるは美しいサンセットとタモンの眺め。そしてテラス席。もちろん、夕刻には美しいサンセットを眺めることもできます。

上層階の部屋はデラックスルーム。55インチのテレビはNetflix機能が付いており、部屋でも美しく観ることができます。



WEEKLY GUAM

Bayview Hotel gets even more attractive!

Bayview Hotel Guam is a hotel overlooking the beautiful Tumon Bay and has been completely renovated since last year. The hotel had its reopening in January this year. In addition to its excellent location for shopping and dining, the hotel offers a variety of ways to spend your time.

Let us introduce you to the newly renovated Bayview Hotel Guam.

The hotel has an outdoor pool, fitness center, rooftop bar, and club lounge, but the most recommended points of interest at this reopening are this pool and the rooftop bar “The Sky” next to it.

The “The Sky” rooftop bar opens at 5 pm. It is the perfect place to watch the sunset while enjoying appetizers and tapas before going out for dinner.

ホテルには屋外プール、フィットネスセンター、ルーフトップバー、クラブラウンジがあり、また、今回リニューアルオープンで最もおすすめしたいポイントがこちらのプール。そしてその隣にあるルーフトップバー「ザスカイ」です。

どちらも建物の屋上とあり、行き交う車や人々を眼下に眺めながら、海を正面に向けるエメラルドグリーンと藍の色の海が広がります。空が広くとも開放感あふれる空間。プールで泳いでいるだけでもリラックスできそうです。



ルーフトップバー「ザスカイ」は午後5時にオープン。ちょうど日が傾きはじめ、ダイナーに出かける前のんびりとした時間。食前酒代わりの杯酒やタパスを楽しむながらサンセットを眺めるのがぴったりです。

心地よいホテルライフを過ごせるよう新しく生まれ変わったベイビューホテル Guam。他のホテルにはない魅力がいっぱいです。ぜひ Guam 旅行のハイライトのひとつに。

＜インフォメーション＞
ホテル名：ベイビューホテル Guam (BAYVIEW HOTEL GUAM)
住所：1475 Pae San Vitorres Road, Tumon Guam 96933
電話番号：+1 (696) 2300
URL：https://www.bayviewhotelguam.com/jp

2023.08.15(Thu) TRAVEL | EDITOR'S PICK
 【2泊3日】グアム旅行の予算やモデルスケジュールを紹介！渡航した筆者が解説！



グアムの街景写真

日本からの1日往復で行ける、アメリカリゾートのグアム。日本が遠く離れた人にもグアムで楽しむ3泊3日の短いスケジュールでも、十分に旅行を楽しめます！

この記事では、実際に2022~2023年でグアムに渡航した筆者が、2泊3日グアム旅行の予算やモデルスケジュールを紹介いたします。2泊3日グアム旅行を考えた方は、ぜひ参考にしてみてください。

目次

グアム旅行2泊3日の予算



グアムの街景写真

グアム1泊3日の予算は、1人15~37万円(1人)です。消費は次のとおりです。

項目	費用
飛行機代	8~15万円
ホテル代	2~12万円
食事代	2~6万円
お土産代・タクシー代・交通費など	3~6万円
合計	15~37万円

GLAM DIGITAL PR

The budget and model schedule for a 3-day/2-night trip to Guam!

Guam is an American resort that is only about 3.5 hours from Japan. Guam's proximity to Japan and almost no time difference make it possible to enjoy a trip even with a short schedule of three days and two nights!

In this article, the author, who actually traveled to Guam in 2022-2023, introduces the budget and model schedule for a 3-day/2-night trip to Guam.

- Schedule for Day 1
 - 11 : 00 Departure from Narita International Airport
 - 15 : 45 Arrival at Guam International Airport
 - 17 : 00 Arrive at hotel
 - 18 : 00 Enjoy Chamorro barbecue at PROA
 - 21 : 00 Get breakfast for the next day at ABC Store
- Schedule for Day 2
 - 8 : 00 Wait for optional tour pick-up at hotel
 - 8 : 30 Arrive at dive store - 1st beach dive
 - 10 : 45 Boat dive
 - 13 : 30 Finish diving and arrive at hotel
 - 14 : 00 Lunch at Tony Roma's
 - 15 : 18 Board bus for Micronesia Mall
 - 16 : 00 Shopping & dinner at Micronesia Mall
 - 19 : 30 View Super American Circus at PIC
- Schedule for Day 3
 - 7 : 30 Breakfast at hotel restaurant buffet
 - 9 : 00 Play in the pool at PIC
 - 11 : 48 Check out & take red shuttle bus to Little Pica's
 - 12 : 15 Lunch at Little Pica's
 - 13 : 00 Shop at T Galleria Guam BY DFS
 - 15 : 00 Departure formalities & shopping at Guam International Airport
 - 17 : 00 Depart Guam International Airport
 - 19 : 55 Arrival at Narita International Airport
- Summary: Guam can be fully enjoyed even in 3 days and 2 nights.

JAPAN MARKETING ACTIVITIES



MEDIA PERFORMANCE



Online Focus - Top Articles

From August 17, 2023 to August 25, 2023

Top 10 Online & Blogs Placements by MIV

	Date	Location	Potential Reach	MIV (\$)
モデルプレス - Model Press - JP 東原亜希、家族旅行で Guam を満喫「お子さん連れには最高です」	8/24/2023	Japan	18.9M	\$5.53K
エンタメウィーク - Ent smt Docomo 東原亜希、家族旅行で Guam を満喫「お子さん連れには最高です」	8/24/2023	Japan	9.35M	\$3.23K
Woman Excite - JP 子連れ海外旅行で行ってみたい！行ったことがある！場所は...	8/24/2023	Japan	4.38M	\$3.09K
Mapion - JP 物価はハワイの半分？ スーパー台風直撃から回復した Guam を歩く【レポート】	8/21/2023	Japan	6.52M	\$2.97K
Chunichi Guam 南部のステキなフォトスポット	8/19/2023	Japan	9.02M	\$2.61K
4 Travel - JP コロナも台風も乗り越えがんばれ Guam！12回目の旅 その4 ~ イバオビーチとシーフード ~	8/23/2023	Japan	5.73M	\$1.92K
Traicy - JP 物価はハワイの半分？ スーパー台風直撃から回復した Guam を歩く【レポート】	8/21/2023	Japan	1.7M	\$1.88K
goo ニュース - goo News - JP 風亭亭一之輔、背中に冷たい汗がツーツと 夏休みの Guam で3回も続いた「ありえない」こと	8/20/2023	Japan	3.38M	\$1.75K
goo ニュース - goo News - JP 東原亜希、家族旅行で Guam を満喫「お子さん連れには最高です」	8/24/2023	Japan	3.38M	\$1.66K
Traicy - JP 2 物価はハワイの半分？ スーパー台風直撃から回復した Guam を歩く【レポート】	8/22/2023	Japan	1.7M	\$1.32K

Ent smt Docomo
August 24, 2023
Reach: 9,346,351 - MIV: \$3,232



Yahoo! - JP
August 24, 2023
Reach: 8,893,347 - MIV: \$350



JAPAN MARKETING ACTIVITIES

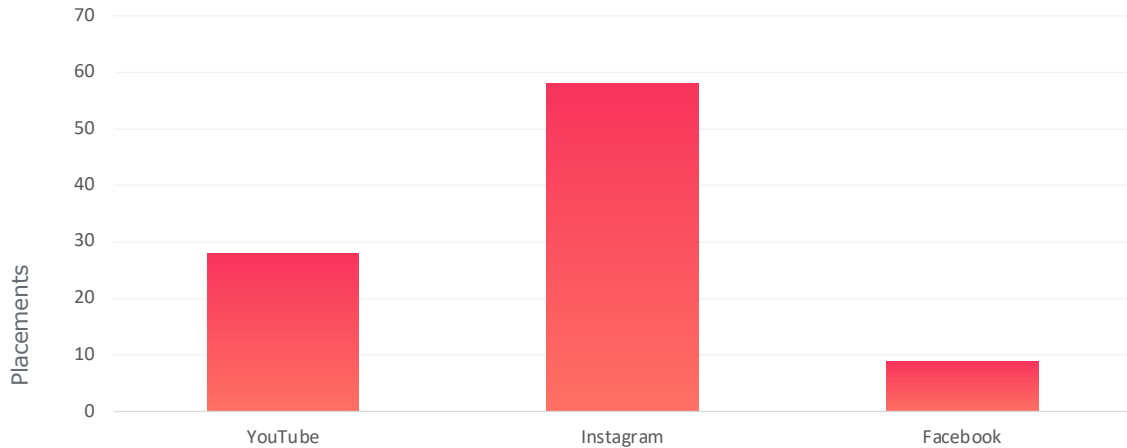
MEDIA PERFORMANCE



Social Focus - Platform Performance

From August 17, 2023 to August 25, 2023

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
YouTube	28	1.15M	2.36K	9.9	28.1K
Instagram	58	774K	15.9K	4	30.6K
Facebook	9	660K	769	0.027	5.92K



visitguam_jp [Link] 26.8K Aug 17, 2023

グアムには、グアム愛溢れるたくさんのローカルアパレルブランドがあります。今回紹介するのもその1つ。2012年に誕生したオパイク (OPAKE) です。グアムの文化やライフスタイルを取り入れ、自然豊かなグアムの色彩と陽気で楽しいグアムの人たちを表現したオリジナルデザインのTシャツ、長袖シャツ、アウター[...]

\$558 429 0

visitguam_jp [Link] 26.8K Aug 18, 2023

グアムの海と空と陸の絶景を上から見渡すことができるパラセーリング。資格や技術が必要ないため、みなさんが気軽に楽しめる人気のアクティビティです。スリリングな感覚と海風に吹かれる爽快感を味わいながら、ゆっくりと空中散歩を楽しみましょう。 #hereweguam #Guam #グアム #insta [...]

\$522 388 0

visitguam_jp [Link] 26.8K Aug 21, 2023

ベイレススーパーマーケットはグアム島内に複数店舗を構えるローカル御用達のお店です。広い店内には様々な生鮮食品やお菓子、調味料などが並びます。お土産用のお菓子も取り揃えているので、地元のスーパーマーケットの雰囲気を感じながら見て回るのも新鮮です。 思いがけず、いいお土産が見つかるかもしれませんよ。 [...]

\$627 509 0

visitguam_jp [Link] 26.8K Aug 22, 2023

こちらはグアムのハガニア地区にある、プラザ・デ・エスパーニャ、通称スペイン広場です。 333年続いたスペイン統治時代の史跡が残っていることから、スペイン広場と呼ばれています。 1736年から約160年間にわたるスペイン総監府がありましたが、第二次世界大戦でそのほとんどが壊滅状態になりました。 その本[...]

\$547 404 1

SOUTH KOREA

KOREAN TRAVELERS WANTING TO TRAVEL TO LONG-HAUL DESTINATION DURING THE CHUSEOK HOLIDAY



As Korean travelers are preferring to have a late vacation due to the long rainy season and the heat, it is becoming a trend to deliberately avoid the peak vacation season in July/August and travel in late September to long-haul destinations.

In particular, sales of flight tickets and package products to long-haul destinations like Europe are highly increasing as travelers can enjoy 12 days of vacation at the maximum if they use their annual leave. In line with the trend, travel trade partners are opening various late vacation promotions, even planning to operate more charter flights based on consumers' demand.

KOREA MARKET INTELLIGENCE

SEPTEMBER 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
	KE423	DAILY	19:35	01:05+1	4,200
	*KE9421	1 Flight	17:40	23:00	289
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ641	DAILY	08:00	13:15	5,670
T'way Air	TW303	DAILY	08:30	14:00	5,670
	*TW9301	4 Flights	20:20	01:50+1	756
TOTAL					36,085

* KE9421 (Additional flights for Chuseok period): Operate Total 1 flight in September (27)

* TW9301 (Additional flights for Chuseok period): Operate Total 4 flights in September (27, 28, 29, 30)

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	*7C3154	5 Flights	21:35	02:45+1	945
Jin Air	LJ647	DAILY	08:00	13:15	5,670
TOTAL					6,615

*7C3154: Operate Total 5 flights in September (26, 27, 28, 29, 30)

TOTAL OUTBOUND SEAT CAPACITY: 42,700 SEATS

KOREA MARKET INTELLIGENCE

OCTOBER 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
	KE423	DAILY	19:35	01:05+1	4,340
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY	20:20	02:00+1	5,859
Jin Air	LJ641	DAILY	08:00	13:15	5,859
T'way Air	TW303	DAILY	07:23	12:55	5,859
	*TW9301	6 Flights	20:20	01:50+1	1,134
TOTAL					37,342

*TW9301 (Additional flights for Chuseok period): Operate Total 6 flights in October

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	*7C3154	3 Flights (October 29 ~ 4/W)	21:35	02:45+1	567
Jin Air	LJ647	DAILY	08:00	13:15	5,859
TOTAL					6,426

*7C3154: Operate Total 7 flights in October (1, 2, 3)

TOTAL OUTBOUND SEAT CAPACITY: 43,768 SEATS

KOREA MARKET INTELLIGENCE

NOVEMBER AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,160
	KE423	DAILY	19:35	00:50+1	4,200
Jeju Air	7C3102	DAILY	10:05	15:25	5,670
	7C3106	DAILY	20:10	01:35+1	5,670
Jin Air	LJ641	DAILY	09:35	14:50	5,670
T'way Air	TW303	DAILY	07:25	12:55	5,670
TOTAL					35,040

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W	21:45	02:55+1	3,402
Jin Air	LJ647	DAILY	08:00	13:15	5,670
TOTAL					9,072

TOTAL OUTBOUND SEAT CAPACITY: 44,112 SEATS

KOREA MARKETING ACTIVITIES

MEDIA MONITORING - PRESS RELEASE ON AUGUST 16

GVB participated in 26th Boryeong Mud Festival and promoted Guam as an attractive destination



▶ Newsis



▶ Herald Economy



▶ Gukje News



▶ Tour Korea



▶ Biz World



▶ Discovery News



▶ TTL News



▶ Digital Chosun Ilbo

KOREA MARKETING ACTIVITIES

MEDIA MONITORING – PRESS RELEASE ON AUGUST 28 *Guam Visitors Bureau to conduct consumer event via SNS channel*




 Gukje News

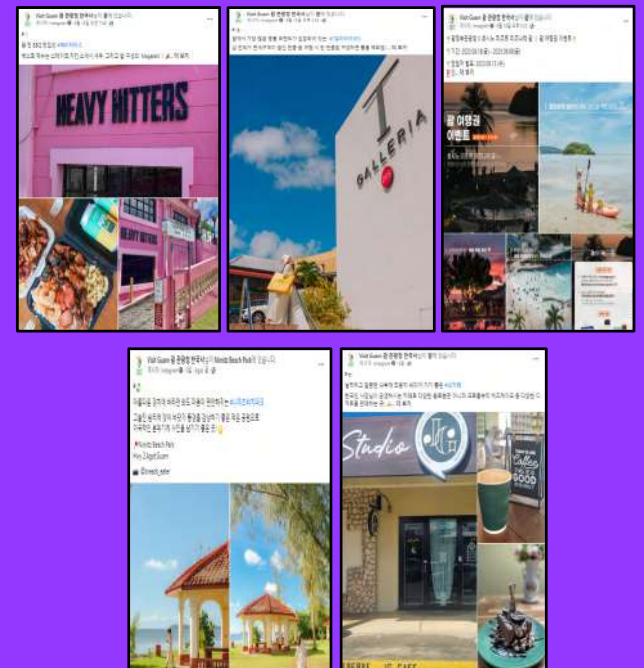
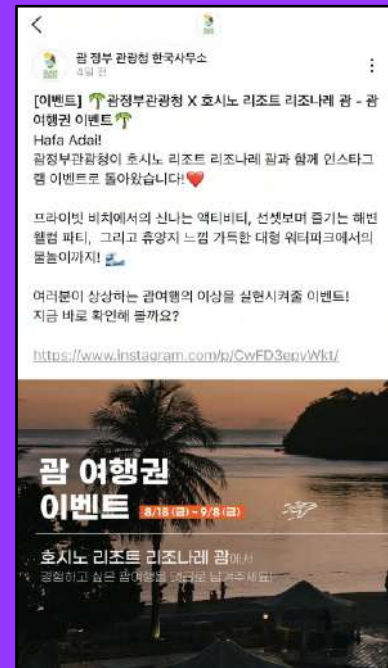
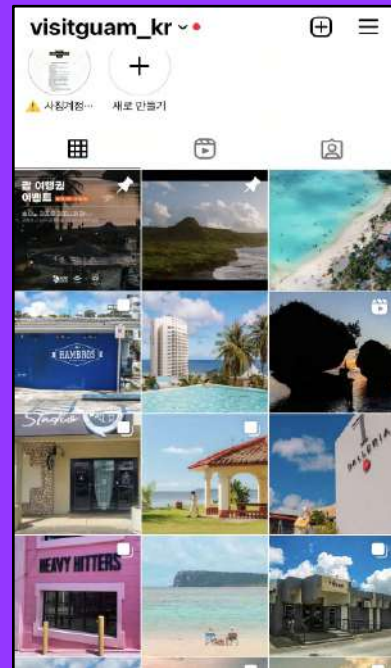


 Discovery News



 Tour Korea

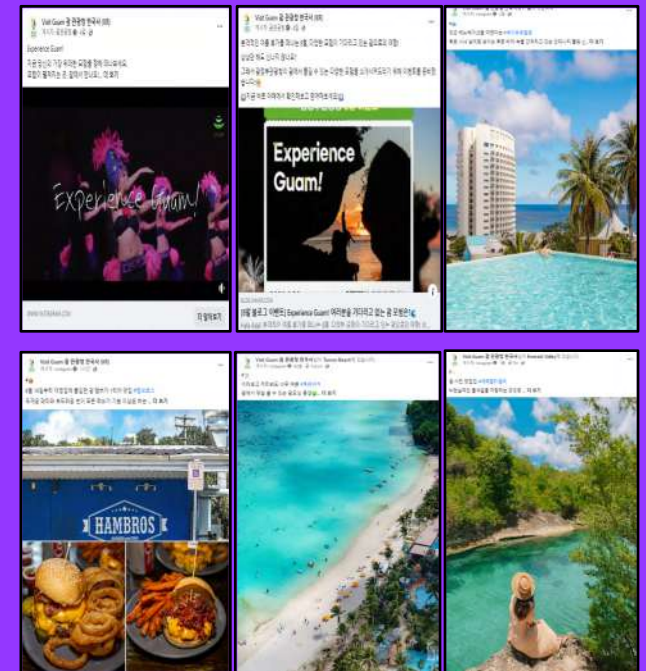
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: AUGUST 14 – AUGUST 18, 2023

#GUAMAGAIN #COLOR OF GUAM: SNS EVENT

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: AUGUST 21 – AUGUST 25, 2023

#GUAMAGAIN #COLOR OF GUAM: SNS EVENT

KOREA MARKETING ACTIVITIES

GVB KOREA – AUGUST Content Calendar

Information/Notice/Card News		Guam's Scenery		IG Reels		Event	
Instagram Reels / Story / Card News		Naver Blog/Kakao		Instagram Feed / Facebook		EVENT	
Week 1						September 1 FRIDAY	September 2 SATURDAY
						IG Reels GVB KR Digital Ambassador UGC	
Week 2	September 3 SUNDAY	September 4 MONDAY	September 5 TUESDAY	September 6 WEDNESDAY	September 7 THURSDAY	September 8 FRIDAY	September 9 SATURDAY
		Guam Renovated Hotels Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Card News GVB KR Digital Ambassador UGC
Week 3	September 10 SUNDAY	September 11 MONDAY	September 12 TUESDAY	September 13 WEDNESDAY	September 14 THURSDAY	September 15 FRIDAY	September 16 SATURDAY
		Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Instagram Event Mirroring Instagram Event
Week 4	September 17 SUNDAY	September 18 MONDAY	September 19 TUESDAY	September 20 WEDNESDAY	September 21 THURSDAY	September 22 FRIDAY	September 23 SATURDAY
		Guam Golf Clubs Guam's Scenery #ColorofGuam UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Card News GVB KR Digital Ambassador UGC
Week 5	September 24 SUNDAY	September 25 MONDAY	September 26 TUESDAY	September 27 WEDNESDAY	September 28 THURSDAY		
		Guam Shopping List Guam's Scenery #ColorofGuam UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC		

*Contents and schedules are subject to change depends on the situation.

TAIWAN

TAIWAN TO REOPEN BORDERS TO SOME CHINESE TOURISTS ON SEPT. 1



Taiwan will reopen its borders to Chinese tourists entering from a third location from Sept. 1, the government's Mainland Affairs Council (MAC) announced on Thursday. Under the policy, Chinese nationals living abroad in Hong Kong or Macau, will be allowed to apply to enter Taiwan as tourists, MAC spokesperson Chan Chih-hung said at a press conference.

Meanwhile, Chan said Taiwan will allow Chinese nationals to apply to enter the country on short-term business visas from Aug. 28, and will also begin a one-month "preparation period," after which Chinese tour groups may be allowed to enter, however the exact starting date will be decided after China's response is taken into consideration. If the plan to allow Chinese tour groups goes forward, the number of people allowed to enter under that category will be capped at 2,000 per day. Based on the principle of reciprocity, Taiwanese travel agencies would also be asked to limit China-bound tours to 2,000 people per day, Chan said.

The MAC's announcement comes as travel ties between Taiwan and China have been largely frozen over the past three years, partly due to the COVID-19 pandemic. China's government halted independent travel to Taiwan on Aug. 1, 2019, citing the poor state of cross-strait relations. It then suspended group travel to Taiwan in 2020. Both rules remain in effect.

Meanwhile, on May 19, China's Taiwan Affairs Office announced Chinese travel agencies would be allowed to resume business involving Taiwan group tourists with immediate effect. At the time, Taiwan declined to lift its restrictions on Chinese tourists entering, noting that Beijing was still restricting outbound travel to Taiwan and arguing that the decision should have been reached through bilateral negotiations.

TAIPEI WOOS TRAVELERS FROM MALAYSIA, SINGAPORE WITH GIFT PACK

Taipei has launched a campaign to lure tourists from Malaysia and Singapore featuring offers from culinary delights to wedding photography. Titled “Undiscovered Taipei,” the initiative includes networking events in Kuala Lumpur and Singapore for travel agencies. Taipei is looking to attract Chinese communities and Muslims in Malaysia.

The city’s Department of Information and Tourism joined hands with China Airlines (CAL) and local businesses to provide a “travel gift pack” for those from the two Southeast Asian countries. Malaysians and Singaporeans who book a CAL flight to Taipei between Sept. 1 and Dec. 31 will receive a limited-edition edition gift bag, said the tourism agency, adding the deal is limited to Malaysians leaving from Kuala Lumpur only. The goodie bag contains passes for Taipei Metro, Maokong Gondola, Taipei Sightseeing Bus, and Taipei Children’s Amusement Park. Also included are a variety of vouchers that can be redeemed for afternoon tea experiences, pineapple sets, accommodation coupons, and wedding photography packages.

What’s more, those showing their passports will be able to enjoy a 10% discount at about 20 beef noodle restaurants and extra photos for a wedding shoot package at Ivy Bride, a wedding service provider in Zhongsheng District. Taiwan saw 200,000 visitors from Malaysia in the first six months of this year and hopes to hit 400,000 mark by the end of 2023, according to Abe Chow, director at the Taiwan Tourism Bureau’s Kuala Lumpur office. Malaysia has emerged as the fifth biggest source of international visitors for Taipei. Taipei has also taken measures to increase its appeal as a destination for Muslims, according to the city’s travel agency.



COMPETITORS

JAPAN: Japan Tourism Agency announced that the total amount of Japanese travel consumption was up 27.7% year on year to 5.6 trillion JPY in the 2nd quarter of 2023 (April to June 2023), which were 6.6% less consumption than the same period of 2019. The total consisted of 4.4 trillion JPY for overnight trips (down 2.9% over 2019) and 1.2 trillion JPY for day trips (down 18.4% over 2019). The total number of Japanese travelers in Japan was up 15% year on year to 134 million, which were 18.6% fewer travelers than 2019. (August 23)

KOREA: Korean Air will weigh passengers and their carry-on luggage when boarding domestic and international flights in compliance with aviation laws. The airline plans to apply a weight standard on passengers, including their carry-on baggage, with domestic passengers at Gimpo International Airport from Aug. 28 to Sept. 6, and international passengers at Incheon International Airport from Sept. 8 to Sept. 19. The collected data will be anonymous and used for safety operations, according to the airline. Passengers who do not wish to participate in the measurements can inform the staff at the time of boarding. In a local survey conducted in the summer of 2017, the standards were set at 81 kg for adult males and 69 kg for adult females. The U.S. Federal Aviation Administration (FAA) recommends 88.4 kg for adult males and 70.3 kg for adult females. (August 21)

INDONESIA: The new residency-by-investment visa has been created to attract international talent in sectors including health, research and technology. It is part of a goal to generate 4.4 million new jobs in the country's creative industries by next year and was created with Bali in mind. The program will be available to applicants with a five or 10-year validity and offer a range of benefits, including the right to own property in Bali. Other benefits reportedly include multiple entries into Indonesia, faster and easier processes for visas, plus a fast track for citizenship applications, if that is also of interest in future. The full terms of the program are still being finalized. (August 23)

VIETNAM: July 2023 witnessed a sharp rise in international visitors to Vietnam, with over 1.04 million arrivals, a 6.5% surge from June. This achievement marked the first time in 2023 that the country surpassed one million visitors in a month. In the initial seven months of the year, the country welcomed almost 6.6 million international arrivals, reaching 83% of the annual target. Various policies, including Government Resolution 82, have fostered recovery and sustainable growth. Additionally, the National Assembly approved the Government's proposals to increase the validity of e-visas for foreigners to 90 days, creating favorable conditions to attract international tourists to Vietnam and enhancing Vietnam's tourism competitiveness in the region. (August 25)

TAIWAN AIRLINE UPDATES



CI September Operation Schedule :



CURRENT ROUTE IN OPERATION:

CHINA AIRLINES CHINA AIRLINES

- August - October 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 1 September 2023

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

TAIWAN AIRLINE UPDATES

CI September 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	4 flights/week (Sept. 01-09) 5 flights/week (Sept. 11-Oct.)	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	5 flights/week	Brisbane	5 flights/week	Osaka	Daily	Hokkaido	Daily
Roma	3 flights/week			Tokyo(HND)	Daily	Takamatsu	4 flights/week
Vienna	4 flights/week			Tokyo(NRT)	Daily	Hiroshima	4 flights/week
Prague	2 flights/week			Seoul(ICN)	Daily		
				Seoul(GMP)	3 flights/week		

TAIWAN AIRLINE UPDATES

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

TAIWAN AIRLINE UPDATES






CI October Operation Schedule : CHINA AIRLINES

Location							
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	4 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	5 flights/week	Brisbane	5 flights/week	Osaka	Daily	Hokkaido	Daily
Roma	3 flights/week			Tokyo(HND)	Daily	Takamatsu	4 flights/week
Vienna	5 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 MARKET INTELLIGENCE

Airlines	GTO Contact	Updates
	8/25 Solomon Lee, General Manager	<ul style="list-style-type: none"> China Airlines still rejected the request of regular flights resumption due to aircraft and manpower shortages. Felix is now requesting for a meeting with GM Lee to have a discussion over the conditions of China Airlines resumption plan.
	8/25 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> EVA Air's response to the inquiry for the regular flight resumption is they still don't have a plan for the route extension due to the manpower, aircraft shortages. They will still focus on current routes of high-revenue destinations with cargo
	8/25 Joyce Pan, Manager	<ul style="list-style-type: none"> So far <u>Starlux</u> has the same concerns toward GUM-TPE direct flights resumption as China Airlines and EVA Air. The regular direct flights to Guam is still under evaluation.
	8/25 Sandy Su, Marketing Manager	<ul style="list-style-type: none"> Felix had several meetings with Sandy Su, marketing manager of the Taiwan agency for Vietjet Air (the leading brand of LCC airlines from Vietnam) to look for more opportunities of new TPE- GUM direct flight options, especially when there is no LCC airlines direct service from Taiwan to Guam in the market now. Sandy had sent the proposal to Vietjet headquarters, and the request is now under evaluation, as they will have to obtain the traffic rights and FAA approval).
	8/25 Stanley Shao, VP of Phoenix Tour	<ul style="list-style-type: none"> Felix and Stanley Shao, VP of Phoenix Tour, are planning to have a meeting with Philippine Airlines next week to discuss the future cooperation chances of indirect flight promotions or other possible packages.

TAIWAN MARKET INTELLIGENCE

Airlines / Trade Partners	GTO Contact	Updates
  	<p>8/25</p> <p>Spunk Tour, Phoenix Tour and <u>Starlux</u></p>	<ul style="list-style-type: none"> Spunk Tour and Phoenix Tour are interested in launching 3 or 4 charter flights for CNY 2024 with <u>Starlux</u>.
	<p>8/25</p> <p>Sandy Su, Marketing Manager</p>	<ul style="list-style-type: none"> Felix and Sandy is also seeking for opportunities for the charter flights cooperation with Vietjet Air.
	<p>8/25</p> <p>Lion Travel</p>	<ul style="list-style-type: none"> Lion Travel requests for sponsorship or incentive programs for charter flight cooperation plans.

* Meanwhile, Felix had made an appointment with Cheng Wen-Tsan, Vice Premier of Executive Yuan and will pay a courtesy visit to Executive Yuan on 9/4 to push for the flight resumption.

TAIWAN MARKETING ACTIVITIES

TAIWAN INTERNATIONAL TOURISM

EXPO August 18-21

- Attended in 2023 TITE to promote Guam tourism and played the Experience Guam video to introduced Guam's beauty to the consumers.
- For the on-site event, survey was conducted to collect consumers' opinions to oversea tours. Weekend events including lucky draw and quiz are held to attract more people. During the 4-day event, over 900 responses for the survey were collected.
- Online lucky draw event is also held, and there were over 400 new likes on Facebook.
- Many consumers inquire about the route to transfer to Guam, showing that people are eager to go to Guam for travel.



TAIWAN MARKETING ACTIVITIES

NR MONITOR

For the past week (August 19 - August 25), a total of 5 exposures were monitored including:

- TV Exposure: 1
- Online Exposure: 4
- Newspaper: 0
- Social Media: 0

(1)



(2)



1 of the news reported Guam Liberation Day, and introduced the background of the Liberation Day. (1 & 2)

TAIWAN MARKETING ACTIVITIES



Social Media September Content Calendar							Scene
						1-Sep-23	2-Sep-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						Electric Island Festival	
	3-Sep-23	4-Sep-23	5-Sep-23	6-Sep-23	7-Sep-23	8-Sep-23	9-Sep-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Attractions - Mount Lamlam	Labor Day	Activity - Snorkeling Tour	Guam Scenery	Experience Guam Video lucky draw	Experience Guam Video lucky draw	Experience Guam Video lucky draw
	10-Sep-23	11-Sep-23	12-Sep-23	13-Sep-23	14-Sep-23	15-Sep-23	16-Sep-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Experience Guam Video lucky draw	Accommodation - Guam Plaza Resort & Spa	Restaurant - Boonies Barkade N Bistro	Guam Scenery		Donne' unboxing video	Attractions - Gun Beach
	17-Sep-23	18-Sep-23	19-Sep-23	20-Sep-23	21-Sep-23	22-Sep-23	23-Sep-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Activity - Stand-Up Paddleboarding	Accommodation - Dusit Beach Resort Guam	Guam Scenery		Donne' Festival lucky draw	Donne' Festival lucky draw
	24-Sep-23	25-Sep-23	26-Sep-23	27-Sep-23	28-Sep-23	29-Sep-23	30-Sep-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Donne' Festival lucky draw		Restaurant - The cracked egg	Guam Scenery		Mid-Autumn Festival Promotion	Zombeat Rave Festival Promotion

PHILIPPINES

HEALTH PROTOCOL & MINIMUM PUBLIC HEALTH STANDARDS


- As of August 7, 2023, presentation of vaccination status and vaccination certificates for COVID-19 are no longer required for international arrivals into the Philippines.
- For departing international travelers, vaccination requirements depend on the destination country.

Below are the following requirements for foreigners traveling to the Philippines:

Foreign nationals of non-visa required countries

- Registration via etravel.gov.ph. This must be filled out within 72 hours from their arrival or travelers can comply upon arrival at the special lanes for eTravel registration.
- A ticket back to the port of origin or the next port of destination outside the Philippines scheduled within 30 from arrival. An Entry Exemption Document (EED) must be secured for those staying beyond 30 days.

Source: Guide To The Philippines
<https://guidetothephilippines.ph/articles/ultimate-guides/philippines-travel-covid-19>






ADVISORY

HEALTH PROTOCOL & MINIMUM PUBLIC HEALTH STANDARDS

As of 7 August 2023, following the lifting of the state of public health emergency throughout the Philippines by virtue of Proclamation No. 297 series of 2023, the public is informed of the following protocols on vaccination certificates as conveyed by the Inter-Agency Task Force for Emerging Infectious Diseases (IATF):

- **For International Arrivals:** Presentation of vaccination status and vaccination certificates for COVID-19 is not required. All arriving international travelers are accepted regardless of their vaccination status;
- **For Departing International Travelers:** The vaccination requirements depend on the destination country. The Bureau of Quarantine (BOQ) recommends that travelers check the requirements of their destination country; and
- **For OFWs and Seafarers:** The issuance of the International Certificate of Vaccination for Prophylaxis for Yellow Fever Vaccine and other vaccination depends on the requirement of the agency/company.

aganapcg.dfa.gov.ph  /phinagana  @phinagana  #DFAForgingAhead

NEW COVID CASES FELL TO 789 ON AUG. 14 TO 20: DOH



The Department of Health on Tuesday said it had logged 789 new COVID cases from August 14 to 20. During the preceding week or from August 7 to 13, the DOH recorded 924 coronavirus infections. The daily average COVID-19 cases is now 113, which is 15 percent lower than the previous week.

Of the new cases, the health department said 11 patients were in severe or critical condition. The DOH data also showed that 10 people succumbed to the respiratory disease during the August 14 to 20 period.

As of Tuesday, the Philippines had 2,765 active coronavirus cases. Since the start of the pandemic in 2020, some 4.109 million Filipinos have contracted the virus, while 66,660 cases led to deaths.

EASED VACCINE RULE SEEN TO BOOST INBOUND TRAVEL

Airlines are anticipating further growth in international travel after the Department of Health removed the vaccine certificate mandate for inbound foreign travelers starting Aug. 12.

Budget carrier Cebu Pacific, operated by Cebu Air, Inc., said it welcomes the lifting of the travel requirement. “This will further encourage travelers from all over the world to visit the Philippines,” said Carmina Reyes-Romero, director for corporate communications of Cebu Pacific, in a Viber message. “As demand for travel increases with the easing of health protocols, Cebu Pacific will continue to improve its operations to ensure a safe, accessible, and affordable air transport for our passengers,” she added.



Flag carrier Philippine Airlines Spokesperson Cielo C. Villaluna said the removal of the mandate will ease travel for inbound travelers, which would lead to increased foot traffic. “We look forward to serving more tourists and business travelers in both our international and domestic travel sectors. We will continue to work on enhancing the passenger experience through digital transformation and fleet expansion,” she said in a Viber message.

AirAsia Philippines Head for Communications and Public Affairs Steve F. Dailisan said the vaccine certificate has been the most essential travel requirement for inbound tourists. “[The lifting of the travel requirement] is also very timely now that we are a few days away from welcoming the ‘Ber’ months, the usual peak of travel in the Philippines,” he said.

MORE THAN 80 PH HOTELS, RESORTS TO JOIN SEPT ONLINE SALE

At least 80 hotels and resorts are participating in this year's September Online Sale (SOS) to offer marked-down rates in 19 destinations across the Philippines.

The sale, led by the Hotel Sales and Marketing Association (HSMA), will run from Sept. 1 to 30. "There will be no limits when it comes to restrictions, travel, etc. It's open, so technically speaking, chances of hotels and resorts being able to sell will be very good," HSMA president Loleth So said during the SOS launch on Thursday.

The SOS was formed during the pandemic to help the hospitality sector stay afloat. In 2020, it recorded PHP14.1 million in sales after selling 1,752 vouchers of hotel rooms and food packages, which doubled the following year to PHP29.6 million.

The HSMA said it targets to surpass last year's sales, which generated PHP36.8 million worth of vouchers. The sale will be categorized into clusters depending on the area, which includes Metro Manila, Clark, Baguio, Boracay, Cebu, Bohol Palawan and more destinations.

Like last year, the SOS will offer up to 70 percent discounts on hotel stays, food and beverage promos, banquet deals, and other hospitality offerings, among others.

"The state of the hospitality sector is getting better. We all know for a fact that we are already approaching the high season. I can speak for Manila hotels and Manila hotels are doing very well," So said in a separate interview.

She disclosed that hotels in Manila were already breaching figures before the pandemic in 2019. So said some destinations are "still recovering" but some are already "over the pandemic."



HÅFALOHA OPENS NEW LOCATION IN BORACAY

The Daily Post Guam - This summer, Håfaloha expanded overseas and opened its first international location in Boracay, Philippines.

The doors of the Guam-born lifestyle brand, which is known for its apparel, frozen desserts, drinks, and other appetizers, opened June 30 at the beachfront of Station 1 Boracay Island Malay, Aklan, attracting both tourists and locals.

Leonard Kaae Jr. and Tara Kaae, founders of Håfaloha, had planned to spread the spirit of aloha and the welcome of hāfa adai and offer more to their customers with the widespread support of the community, according to a news release.

“Starting from humble rooms as a small business in Guam to going international is something that means the world to us. But the growth and hard work won’t stop there,” Tara Kaae said.

The new location is the first of many new initiatives Håfaloha is working on.



PHILIPPINES MARKET INTELLIGENCE



- 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



Manila-Guam-Manila

- Daily

UA184 Depart MNL 22:55 / Arrive GUM 04:45
UA183 Depart GUM 20:00 / Arrive MNL 21:50

- Tues/Fri

UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10

Popular PAL Flights Deals to Guam!

MNL to GUM Sep 21 - 28, 2023	MNL to GUM Oct 06 - 09, 2023	MNL – GUM Nov 02 - 05, 2023
From US \$378* Round Trip Economy	From US \$378* Round Trip Economy	From US \$378* Round Trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*Fares displayed have been collected within the last 48 hrs and may no longer be available at time of booking. Quoted fairs includes taxes, fees, and surcharges except PH Travel Tax paid at the airport.

Featured Daily Fairs for Flights from MNL to GUM

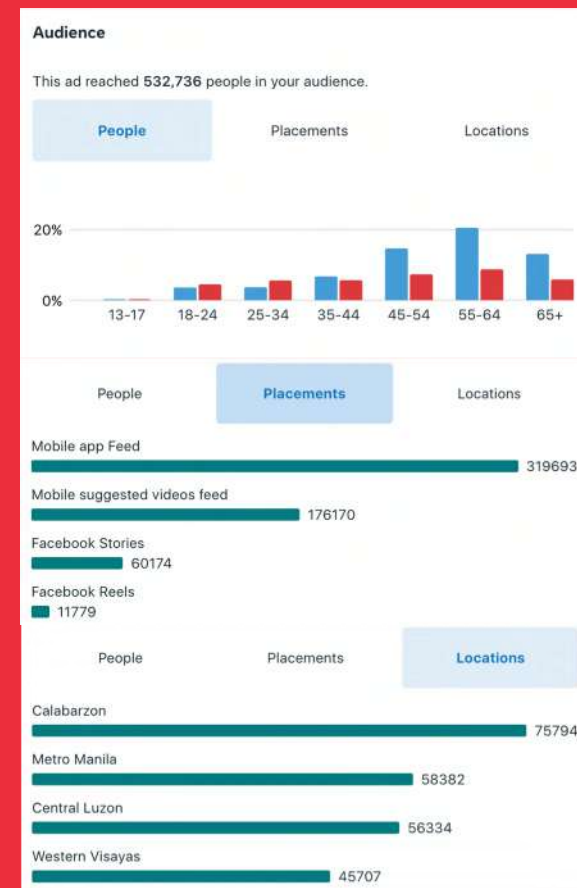
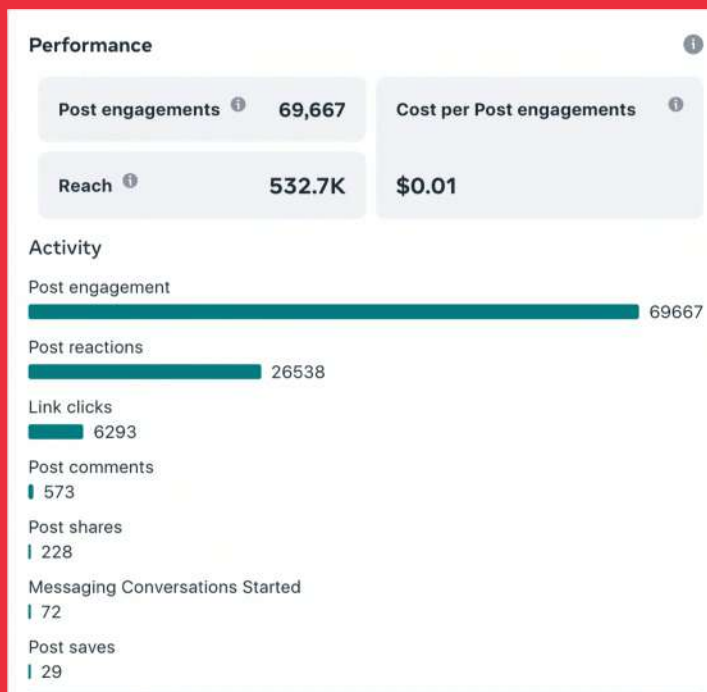
September 2023	October 2023	November 2023
From US \$393* Round Trip Economy	From US \$396* Round Trip Economy	From US \$409* Round Trip Economy

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

*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

GUAM, AMERICA'S HIDDEN GEM CAMPAIGN – SM BOOSTING ANALYTICS

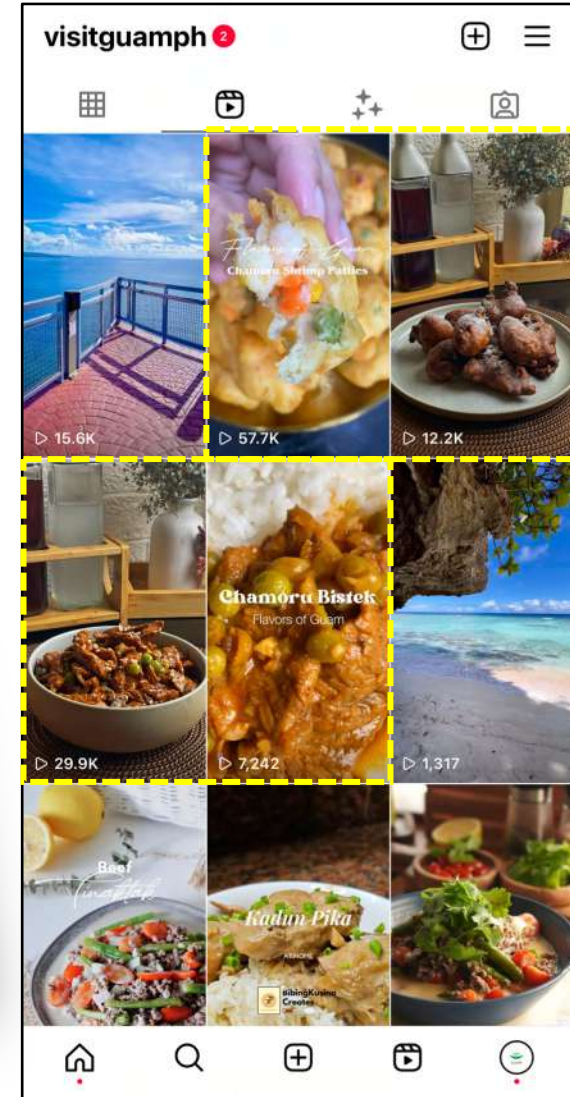


SOCIAL MEDIA POST HIGHLIGHTS

PHILIPPINES MARKETING ACTIVITIES

FLAVORS OF GUAM SERIES

- 2nd set of Micro-influencers to showcase Guam's cuisine on social media accounts such as Instagram and TikTok
- Offers an authentic voice that reaches niche markets
- Highlights three different local dishes:
 - Chamoru Bistek
 - Shrimp Patties
 - Buñelos Aga
- 1st set of videos can be found on Visit Guam website
<https://www.visitguam.com/planning/philippine-travelers-to-guam/>
- 3rd set to be released September/October



PHILIPPINES MARKETING ACTIVITIES

GVB COURTESY VISIT WITH CONGRESSMAN EDWIN L. OLIVAREZ

- August 18, 2023
- As part of strengthening the sister-city relationships between Guam and Parañaque City, GVB President & CEO Carl T.C. Gutierrez paid a visit to Congressman Edwin L. Olivarez to discuss bi-partisan Philippine-Friendship Caucus (PFC).
- Congressman Olivarez is now co-author of HR. 332 urging the Department of Foreign Affairs to request the president of the US to include the Philippines in the Guam-CNMI Waiver Program.



PHILIPPINES MARKETING ACTIVITIES



GVB COURTESY VISIT AT THE SPEAKERS OFFICE IN THE HOUSE OF REPRESENTATIVES

- August 22, 2023
- GVB President & CEO Carl T.C. Gutierrez met with House Speaker Ferdinand Martin Romualdez to discuss the Guam Visa Waiver for Filipino travelers
- Discussions centered around House Resolution No. 332, a proposition that urges the Department of Foreign Affairs to initiate a coordinated effort in requesting the President of the United States to incorporate the Philippines into the visa waiver program.



GVB COURTESY VISIT WITH PHILIPPINES SENATE

- August 25, 2023
- GVB President & CEO Carl T.C. Gutierrez and GVB Philippines Country Manager Romeo Go paid a courtesy visit to President of the Senate of the Philippines Juan Miguel Zubiri to garner support for the visa waiver.
- President Zubiri assured Gutierrez that he will author a bill in support of the visa waiver program for Philippine travelers.
- Zubiri also recognized GVB President & CEO Carl T.C. Gutierrez as a friend of the Philippines and thanked him for supporting the Filipinos in Guam.



PHILIPPINES MARKETING ACTIVITIES

SEPTEMBER SOCIAL MEDIA CALENDAR

Social Media - September Content Calendar						Sights/Attractions
						Activities
						Shopping
						Restaurants
					September 1	September 2
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					Tumon Trade Center, Fujita Road	
September 3	September 4	September 5	September 6	September 7	September 8	September 9
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sunsets		Rental Car/Driving in Guam		Pools		Mighty Purple Café
September 10	September 11	September 12	September 13	September 14	September 15	September 16
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Sunsets		Lone Sailor Statue		Rental Car/Driving in Guam	
September 17	September 18	September 19	September 20	September 21	September 22	September 23
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Cetti Bay Overlook		Guam Beaches		Guam Beaches		Free Diving/Snorkeling
September 24	September 25	September 26	September 27	September 28	September 29	September 30
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Humatak Bay		TuRe Café		Taleyfac Spanish Bridge	