



**#InstaGuam**  
@swoletography

# INDUSTRY REPORT

SEPTEMBER 29, 2023



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# DESTINATION UPDATES





# 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
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- 10 Guam Adventures
- 11 Guam Bikini Island Club Com
- 12 Guam Museum
- 13 Guam Ocean Park
- 14 Guam Plaza Resort & Spa
- 15 Guam Tropical Dive Station
- 16 Guam Zoological, Botanical & Marine Gardens
- 17 Iruka (Dolphin) Watching Adventure
- 18 Puntan Dos Amantes
- 19 SandCastle, Inc.
- 20 Skydive Guam Inc.
- 21 Star Tour
- 22 Super American Circus
- 23 Talofofo Falls Resort Park
- 24 Tropical Beach House Guam
- 25 Turtle Tours
- 26 UnderWater World
- 27 Valley of the Latte Adventure Park Guam

**Valley of the Latte, LLC**

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

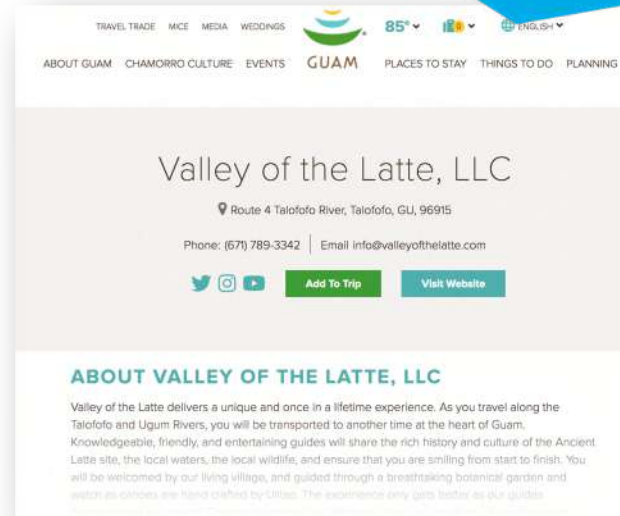
Valley of the Latte delivers a unique and once in a lifetime experience. As you travel along the Talofofo and Ugum Rivers, you will be transported to another time at the heart of Guam. Knowledgeable, friendly, and entertaining guides will share the rich history and culture of the Ancient Latte site,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






[More Info](#)

## INDUSTRY PARTNERS: PLEASE UPDATE YOUR INFORMATION

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




TRAVEL TRADE | MICE | MEDIA | WEDDINGS |  85° |  ENGLISH

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

## Valley of the Latte, LLC

Route 4 Talofofo River, Talofofo, GU, 96915

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

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

### ABOUT VALLEY OF THE LATTE, LLC

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

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

# 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>



**#InstaGuam**

@patrick.camacho



# MARKET INTELLIGENCE REPORT

As September 29, 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](https://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

## JAPAN

- Total outbound seat capacity for September remains at 39,099; October at 40,317; and November at 43,057.
- Japan Airlines summer 2023 flight schedule shown in appendix
- Shown in appendix are: SNS performance summary and highlights; News Pickup; Weekly Guam digital PR articles; YouTube Gogo! Guam campaign info; and media performance



## TAIWAN

- Trail network establishes in Taipei.
- 2.2 million passport applications next year.
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

## SOUTH KOREA

- Chuseok holiday travelers are up 583% from last year.
- Total outbound seat capacity for September remains at 42,700; October at 46,792; November at 41,277; and December at 49,060.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



## PHILIPPINES

- Philippines logs 1,164 COVID-19 cases from Sep. 18 – 24, 2023
- Philippine Airlines resumes carriage of U.S. Visa Waiver passengers
- DOT sees tourism sector employing over 30M Filipinos by 2028
- United Airlines and Philippine Airlines continue to fly daily in October 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



DETAILS ARE FOUND IN THE APPENDIX



**#InstaGuam**

@susanna\_hanasuki

# APPENDIX

As of September 29, 2023 and may be subject to change.





# JAPAN

## UNITED AIRLINES, SPECIAL FARES TO GUAM FROM 47,000 YEN INCLUDING FUEL

United Airlines will offer special fares to Guam from September 21 to 27.

Standard economy fares for flights to/from Tokyo/Narita, Nagoya/Chubu, Osaka/Kansai, and Fukuoka will start at 47,000 yen round trip. Fares include fuel surcharge and taxes. The fare is non-refundable.


Departure period is from September 21 to December 25, and travel period is between two and seven days. A weekend surcharge of 3,000 yen is required for flights arriving in Japan on Mondays and Sundays, and a surcharge of 20,000 yen or 39,000 yen is required for flights arriving in Japan on certain busy days.






# 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						<b>30,046</b>

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						<b>9,053</b>

**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	5,446
	Available	UA197	NRT	17:30 / 22:20	Daily	5,446
	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	5,446
	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						<b>30,876</b>


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						<b>9,441</b>




**OCTOBER TOTAL OUTBOUND SEAT CAPACITY : 40,317**

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - NOVEMBER

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:15 / 16:05	Daily	4,980
	Available	UA 197	NRT	17:30 / 22:20	Daily	4,980
	Available	UA874	NRT	21:05 / 1:45 +1	Mon, Wed, Fri, Sat	2,656
	Available from April 9, 2023	UA865	NRT	17:25 / 22:15	Daily	4,980
	Available	UA 136	NGO	11:20 / 15:55	Daily	4,980
	Available	UA 172	NGO	20:50 / 1:25 +1	Daily	4,980
	Available	UA 150	KIX	11:05 / 15:45	Daily	4,980
	Available	UA 178	KIX	20:50 / 1:20 +1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:50 / 16:50	Daily	4,980
TTL						<b>39,674</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Tue, Thu, Sat, Sun	3,383
	Suspended until June 30, 2023	TW311	KIX	10:45 / 15:10	Daily	-
	Suspended	7C182	NRT	10:05 / 15:00	Daily	-
	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						<b>3,383</b>

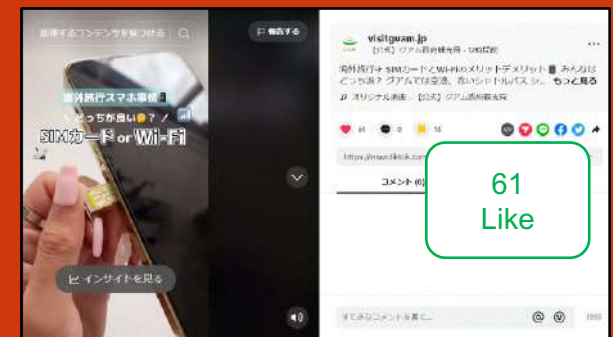
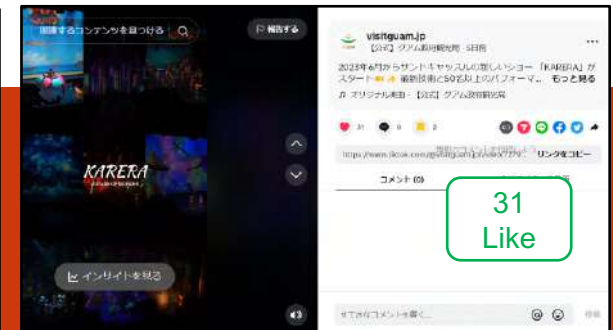
**NOVEMBER TOTAL OUTBOUND SEAT CAPACITY : 43,057**

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION - APPENDIX Japan Airlines Summer 2023 - 2024 Flight Schedule

		OPERATION DATE		SEAT CAPACITY	
<b>2023</b>	March	18, 21, 23, 25, 26, 28, 30	7	1,393	
	April	1, 2, 4, 27, 29, 30	6	1,194	
	May	2, 3, 4, 6, 7	5	995	
	June	-	0	0	
	July	15, 16, 18, 20, 22, 23, 25, 27, 29, 30	10	1,990	
	August	1, 3, 5, 6, 8, 10, 11, 13, 15, 17, 19, 20, 22, 24, 26, 27, 29, 31	18	3,582	
	September	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 18, 21, 23, 24, 26, 28, 30	17	3,383	
	October	1, 3, 5, 7, 8, 9, 12, 14, 15, 17, 18, 21, 22, 24, 26, 28, 29, 31	18	3,582	
	<b>2024</b>	November	2, 3, 5, 7, 9, 11, 12, 14, 16, 17, 19, 21, 23, 25, 26, 28, 30	17	3,383
		December	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 21, 23, 24, 26, 28, 30, 31	18	3,582
January		1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 13, 14, 16, 18, 20, 21, 23, 25, 27, 28, 30	21	4,179	
February		1, 3, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29,	16	3,184	
March		2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 20, 23, 24, 26, 28, 30,	17	3,383	
			TTL	33,830	

# SNS HIGHLIGHT











# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- Followers are increasing on all platforms.

SNS	follower		Week Reach		Week Engagement	
	16 Sep,2023	23 Sep,2023	16 Sep,2023	23 Sep,2023	16 Sep,2023	23 Sep,2023
	27,076	270,126	1,882,655	1,753,834	1,590	1,333
	897.66%		-6.84%		-16.16%	
	23,595	23,592	3,702	3,751	456	407
	-0.01%		1.32%		-10.75%	
	17,726	17,726	76,000	38,800	731	472
	0.00%		-48.95%		-35.43%	
	60,058	60,103	2,745,497	2,289,201	24,207	12,745
	0.07%		-16.62%		-47.35%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	12,735	Confirming	26,569	Confirming	0:01:33	Confirming
	#VALUE!		#VALUE!		#VALUE!	

# JAPAN MARKETING ACTIVITIES

## YouTube Ads (GOGO! GUAM Summer Campaign)

CPM is ¥305, CTR is 0.04%, and CPC is ¥834

**Jul 1 - Sep 20**

### Instagram

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
Here We Guam	23,239,233	6,839	0.03%	¥483.8	¥142.39	18,582,650	5,967,909	3.89

### Twitter

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
Here We Guam	1,466,606	4,178	0.28%	¥103.5	¥294.85	1,450,799	1,207,282	1.21

### Youtube

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
Here We Guam	10,506,816	1,732	0.02%	¥2,969.7	¥489.54	3,230,740	9,066,330	1.16

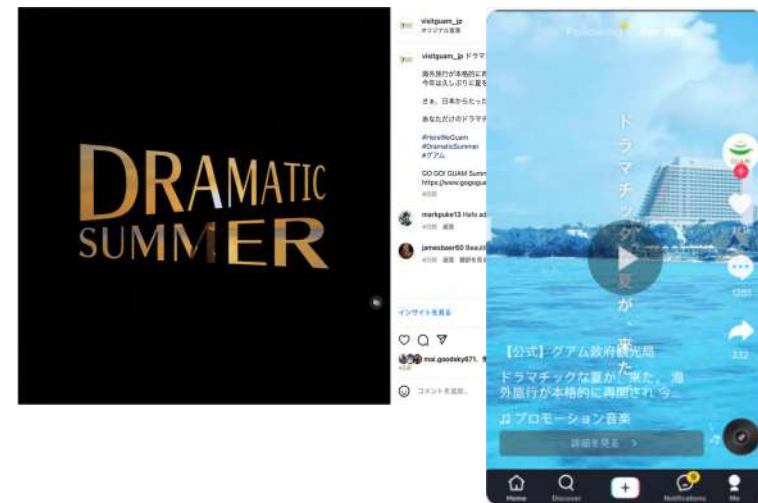
### Tver

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
Here We Guam	510,497	351	0.07%	¥5,817.2	¥3,999.68	511,001	-	-

### Total

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
Here We Guam	35,723,152	13,100	0.04%	¥834.1	¥305.87	23,775,190	16,241,521	2.20

### GOGO! SUMMER Campaign ad



# JAPAN MARKETING ACTIVITIES

グアムミュージアムで  
『マンガ・北斎・漫  
画』展開催中



北斎の『北斎漫画』が、グアムミュージアムで展示されています。この展示は、北斎の漫画の魅力を伝えるだけでなく、現代のマンガ文化とのつながりも示しています。北斎の漫画は、江戸時代から現在まで、日本人の生活や文化を伝える重要な役割を果たしてきました。この展示を通じて、北斎の漫画の魅力を再発見し、現代のマンガ文化とのつながりを感じてほしいと思います。



この展示は、北斎の漫画の魅力を伝えるだけでなく、現代のマンガ文化とのつながりも示しています。北斎の漫画は、江戸時代から現在まで、日本人の生活や文化を伝える重要な役割を果たしてきました。この展示を通じて、北斎の漫画の魅力を再発見し、現代のマンガ文化とのつながりを感じてほしいと思います。



この展示は、北斎の漫画の魅力を伝えるだけでなく、現代のマンガ文化とのつながりも示しています。北斎の漫画は、江戸時代から現在まで、日本人の生活や文化を伝える重要な役割を果たしてきました。この展示を通じて、北斎の漫画の魅力を再発見し、現代のマンガ文化とのつながりを感じてほしいと思います。



北斎の漫画は、江戸時代から現在まで、日本人の生活や文化を伝える重要な役割を果たしてきました。この展示を通じて、北斎の漫画の魅力を再発見し、現代のマンガ文化とのつながりを感じてほしいと思います。



この展示は、北斎の漫画の魅力を伝えるだけでなく、現代のマンガ文化とのつながりも示しています。北斎の漫画は、江戸時代から現在まで、日本人の生活や文化を伝える重要な役割を果たしてきました。この展示を通じて、北斎の漫画の魅力を再発見し、現代のマンガ文化とのつながりを感じてほしいと思います。



この展示は、北斎の漫画の魅力を伝えるだけでなく、現代のマンガ文化とのつながりも示しています。北斎の漫画は、江戸時代から現在まで、日本人の生活や文化を伝える重要な役割を果たしてきました。この展示を通じて、北斎の漫画の魅力を再発見し、現代のマンガ文化とのつながりを感じてほしいと思います。

## WEEKLY GUAM

### Manga, Hokusai, and Cartoons Exhibition Now Underway at Guam Museum

The Guam Museum in the Hagåtña District is currently holding an exhibition titled “Manga, Hokusai, Manga.” Hokusai is the famous ukiyoe artist, Katsushika Hokusai, whose works can be found in many school textbooks.

The manga on display was drawn by Hokusai Katsushika more than 200 years ago and vividly depicts the rich expressions on people’s faces and the dynamic movements of their bodies.

In the latter half of the exhibition, there will also be a display of nostalgic books such as this one. People have always loved manga, and although the author specializes in reading manga, there are many people who love to draw them.

There is also an introduction to the Comic Market. The first Comic Market was held in 1975. Today, as you can see in the photo above, the market has grown to receive hundreds of thousands of visitors.

Finally, Guam’s comics. With Chamorro historical comics, you can learn about the tumultuous history of Guam in an easy-to-understand and interesting way.

The Guam Museum’s “Manga, Hokusai, Manga” exhibition will be open until Wednesday, November 15. Admission is free, so please take a look.

グアムミュージアムで『マンガ・北斎・漫画』展開催中。この展示は、北斎の漫画の魅力を伝えるだけでなく、現代のマンガ文化とのつながりも示しています。北斎の漫画は、江戸時代から現在まで、日本人の生活や文化を伝える重要な役割を果たしてきました。この展示を通じて、北斎の漫画の魅力を再発見し、現代のマンガ文化とのつながりを感じてほしいと思います。

## ハガニアに行ったら立ち寄りしたいグルメスポット、マイティーパープル



グアムに多くのグルメスポットがある中、最近ではアサイボウルが、グアムでも人気のグルメスポットとして注目を集めています。Mighty Purple Cafeは、アサイボウルをメインとしたカフェとして、グアムに新しい風を吹かせました。



ハガニアの観光スポット、スペイン広場の一角に、最近ではアサイボウルが、グアムでも人気のグルメスポットとして注目を集めています。Mighty Purple Cafeは、アサイボウルをメインとしたカフェとして、グアムに新しい風を吹かせました。



このカフェは、アサイボウルをメインとしたカフェとして、グアムに新しい風を吹かせました。



メニューにはアサイボウルがメイン、メニューはアサイボウルだけでなく、トッピングの異なる種類が豊富で、どれも新鮮な食材、アサイボウルは、日本にも人気のあるメニューです。



そして、このお店の看板メニューといえるのは、パープル色のパンを使ったサンドイッチです。

パンは通常のパンと違い、パープル色のパンが特徴で、サンドイッチの風味も異なります。ピーチやバナナ、クリームチーズやフルーツなど、様々なトッピングが楽しめます。

上の写真は、アサイボウルをメインとしたメニューです。アサイボウルは、日本にも人気のあるメニューです。

グアムにも人気の観光スポット、スペイン広場の一角に、最近ではアサイボウルが、グアムでも人気のグルメスポットとして注目を集めています。

## WEEKLY GUAM

### Mighty Purple, a foodie spot to stop by when you visit Hagåtña

Mighty Purple, located in Hagåtña, pioneered the popularity of acai bowls in Guam. They recently expanded its menu to include more than just acai bowls, and its stylish interior has become a popular spot for photo shoots.

The interior is fashionably decorated in purple. The combination of greenery, which is rarely seen in other places, is also a nice touch.

Acai bowls are the main items on the menu – offering six different types of acai bowls along with different toppings, all at the same price. There are three sizes available, but the smaller 12oz (\$8.00) or 16oz (\$10.00) is recommended for Japanese customers.

There are two types of bread: the taro bread shown in the photo and purple (taro) bagels. There are many different types of sandwiches with simple ingredients, such as peanut butter & banana, cream cheese & fruit, etc., but the price is from \$5, which is great in this day and age.

**Mighty Purple is only a one minute walk from Plaza de España, a tourist spot in Hagåtña.**





日本からたったの3時間半で行けるグアムには、南国リゾートらしく、プール・ウォーターパークが揃っています。

グアムのプールにはアクティビティやバーなどが充実しており、場所によっては1日中楽しめるほどです。

また、子連れ家族に人気のグアムには、小はな子どもが楽しめる子ども用プールも多くあります。

この記事では、グアムにあるおすすめの水・ウォーターパークを14個紹介します。グアムでどのようなプールがあるか気になる方は、ぜひこの記事を参考にしてみてください！

※2023年9月6日時点の情報です。営業時間や料金等は変更されている可能性がありますので、公式HP等から最新の情報をご確認ください。

PICグアムのウォーターパークは、宿泊者無料で利用できます。宿泊者以外の方は「PIC1日券」を購入すれば、ウォーターパークを利用できます。

オプションツアーや旅行代理店のツアーデスクなどで、購入可能です（ホテルでは直接購入できません）。

子連れの家族やカップルの方は、ぜひPICグアムのウォーターパークに訪れてみてください。

営業時間	9:00~20:00
料金	<ul style="list-style-type: none"> <li>・宿泊者：無料</li> <li>・宿泊者以外：PIC1日券を購入（ホテルでは購入不可、料金は販売店に要確認）</li> </ul>

## GLAM DIGITAL PR

### 14 recommended pools and water parks in Guam!

Guam, which is only 3.5 hours away from Japan, has a full lineup of pools and water parks, just like a tropical resort.

Guam's pools are filled with activities and bars, and depending on the location, you can enjoy them all day long.

Also popular for families with children, Guam has many children's pools for young travelers to enjoy.

This article introduces 14 recommended pools and water parks in Guam. If you are wondering what kind of pools are available in Guam, please refer to this article!

\*Information as of September 6, 2023. Opening hours, fees, etc. may have changed, so please check the official website for the latest information.

#### Table of Contents

- Pacific Islands Club Guam (PIC Guam)
- Hoshino Resort Risonare Guam
- Hotel Nikko Guam
- The Camellia Tower
- Guam Reef Hotel
- Hilton Guam Resort & Spa
- RIHGA Royal Laguna Guam Resort
- Crowne Plaza Resort Guam
- Hyatt Regency Guam
- Dusit Thani Guam Resort
- Lotte Hotel Guam
- Dusit Beach Resort Guam
- Westin Resort Guam
- Inalåhan Natural Pool

# JAPAN MARKETING ACTIVITIES



## MEDIA PERFORMANCE



### Online Focus - Top Articles

From September 15, 2023 to September 22, 2023

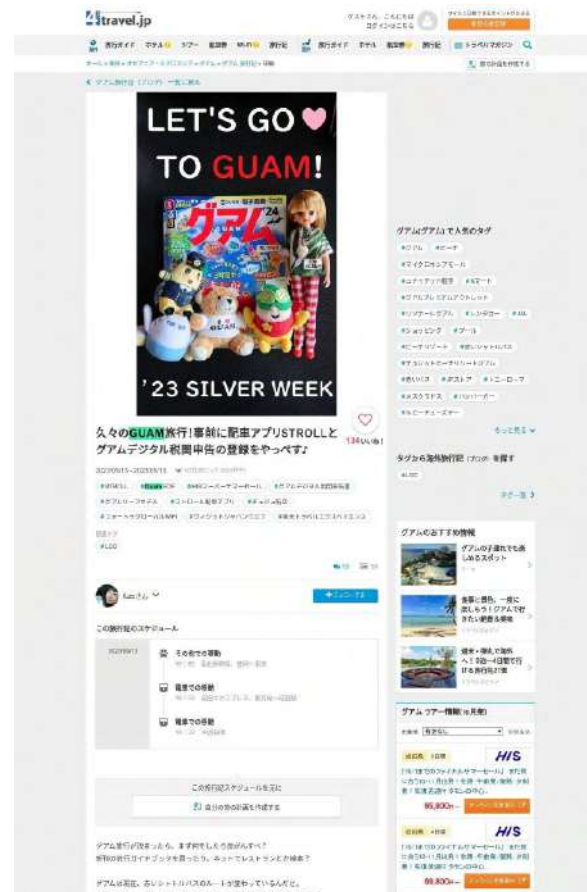
### Top 10 Online & Blogs Placements by MIV

	Date	Location	Potential Reach	MIV (\$)
4 Travel - JP 久々のGUAM旅行！事前に配車アプリSTROLLとグアムデジタル税関申告の登録をやっぺす！	9/19/2023	Japan	5.93M	\$1.89K
4 Travel - JP 4回目のグアム旅行(4日目)	9/16/2023	Japan	5.93M	\$1.8K
4 Travel - JP 4回目のグアム旅行(5日目)	9/17/2023	Japan	5.93M	\$1.8K
4 Travel - JP 4回目のグアム旅行(3日目)	9/15/2023	Japan	5.93M	\$1.8K
Gunosy - JP 5歳息子を連れて4泊5日のグアム旅行！滞在先とプールとビーチ編	9/19/2023	Japan	864K	\$813
GLAM - JP グアムのおすすめプール・ウォーターパーク14選	9/21/2023	Japan	62.4K	\$550
GLAM - JP グアムのおすすめレストラン10選！南国リゾートの絶品グルメを堪能しよう！	9/21/2023	Japan	62.4K	\$548
GLAM - JP グアムでおすすめのステーキ店7選！アメリカンな肉を楽しもう！	9/21/2023	Japan	62.4K	\$547
Portalfield - JP JAL、東京/成田〜グアム線を増便 年末年始は1日1往復	9/21/2023	Japan	84K	\$320

### 4 Travel - JP

September 19, 2023

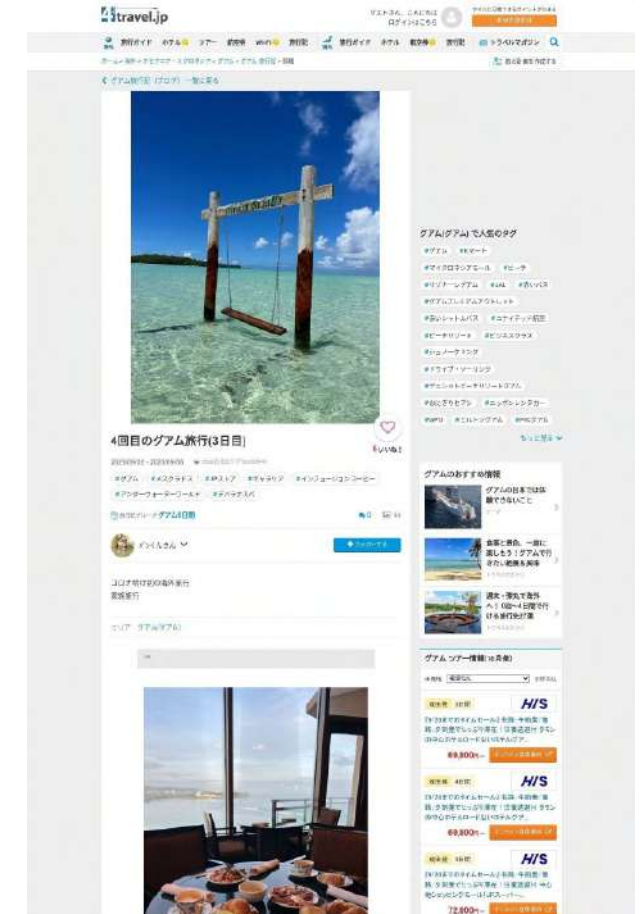
Reach: 5,934,097 - MIV: \$1,893



### 4 Travel - JP

September 15, 2023

Reach: 5,934,097 - MIV: \$1,799



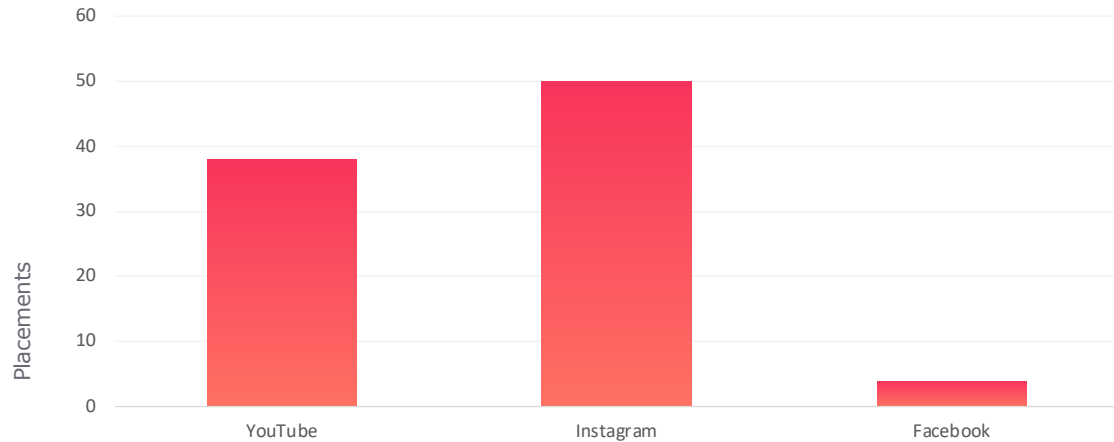
# JAPAN MARKETING ACTIVITIES

## MEDIA PERFORMANCE



Social Focus - Platform Performance  
From September 15, 2023 to September 22, 2023

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
YouTube	38	420K	4.32K	6	60K
Instagram	50	593K	13.2K	3.9	23.4K
Facebook	4	317K	348	0.027	2.58K



**aiotsuka\_official** [Link] 139K Sep 21, 2023

M5「FREEKY」  
旅行が大好きなので、今まで行ったロス、ニューヨーク、ハワイ、グアム、サイパン、セブ、バリ、広州、上海、成都、台湾、ソウル、香港、バンコクに加え、8年後とかにまだ行ってないところをゆっくりじっくり行きたいなと思っていて。  
旅にぴったりなメロディを蕨谷さんがくれたので、自分なりの旅 [...]

\$3.28K 1.81K 16

**ayaka\_maru.saipan** [Link] 51.6K Sep 17, 2023

写真はスライドして見てね  
チャモロの伝統航海術の復興と継承に努める500sails

- 毎週土曜日には500sailsの拠点であるグマ・サクマンにて(キリリビーチ)このカヌーの乗船体験が開催されています
- 9月16日土曜日はサイパン日本人補習校の生徒達が課外授業で500sailsを訪れ、 [...]

\$767 310 5

**Visit Guam** **グアム政府観光局** [Link] 317K Sep 7, 2023

最近注目を集めているマリナクティビティといえば、スタンドアップパドル、通称 SUP (サップ)。

穏やかな海でサーフボードよりも大きめのボードに立って乗り、1本のパドルを使って海の上を進んでいきます。

座って乗るカヤックやカヌーとは違い立ったまま進むため、高い目線から海や周りの景色を [...]

64 0 0

**Visit Guam** **グアム政府観光局** [Link] 317K Sep 8, 2023

グアムのローカルにも人気のアミューズメントパーク、タガダアミューズメントパーク。

タガダアミューズメントパークには、中でも人気なアトラクションは、「タガダディスコ」。みなさんもお試しあれ。

入場料は無料で、ライトアップされた夜景を見るだけでも楽しめるので、アトラクションが [...]

53 0 0

# SOUTH KOREA





## CHUSEOK HOLIDAY TRAVELERS ARE UP 583% FROM LAST YEAR

This year's Chuseok holiday travelers are up 583% from last year's Chuseok. This year's Chuseok is a particularly long holiday due to temporary holidays and the National Foundation Day, which increases the demand for international travel.

Especially as the demand for travel to Japan is very high due to the prolonged weakness of the yen, airlines are increasing temporary flights to and from Japan. The long holiday season has also increased demand for long-haul routes to Europe and the Americas.

Korean Air will increase its temporary flights by a total of 100 flights on 14 routes, including Hawaii, Guam, and Bali, while the duty-free industry is also stepping up promotions to capitalize on the increase in international travelers.

# 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
<b>TOTAL</b>					<b>36,085</b>

\* 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
<b>TOTAL</b>					<b>6,615</b>

\*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	09:15	14:45	5,859
	**LJ643	18 Flights	08:30	14:00	3,402
T'way Air	TW303	DAILY	08:35	14:00	5,859
	***TW9301	6 Flights	20:20	01:50+1	1,134
<b>TOTAL</b>					<b>40,744</b>

\*LJ641→ LJ915: Flight number to be changed from October 29

\*\*LJ643: Operate total (18) flights in October (10~23, 25~28)

\*\*\*TW9301 (Additional flights for Chuseok period): Operate total (6) flights in October (1, 2, 3, 4, 5, 6)

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	*7C3154	4 Flights (October 29 <sup>th</sup> ~ 4/W)	21:35	02:30+1	756
Jin Air	**LJ647	DAILY (October 1 - 28)	08:00	13:15	5,292
<b>TOTAL</b>					<b>6,048</b>

\*7C3154: Operate (4) flights in October (1, 2, 3, 29) / Operate 4-weekly flights from October 29)

\*\*LJ647: No operation (October 29~31)

**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	19:05	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	LJ915	DAILY	09:35	14:50	5,670
T'way Air	TW303	DAILY	10:00	15:30	5,670
<b>TOTAL</b>					<b>35,040</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (WED/THU/SAT/SUN)	21:35	02:30+1	3,402
Jin Air	*LJ929	DAILY (November 16 <sup>th</sup> -)	20:30	01:30+1	2,835
<b>TOTAL</b>					<b>6,237</b>

\*LJ929 (flight number to be changed from LJ647 to LJ929) : No operation (November 1-15), Operate Daily flights from November 16

**TOTAL OUTBOUND SEAT CAPACITY: 41,277 SEATS**



# KOREA MARKET INTELLIGENCE

## DECEMBER AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,432
	KE423	DAILY	19:05	00:20+1	4,340
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ915	DAILY	09:35	14:50	5,859
	*LJ917	DAILY (December 13 <sup>th</sup> ~)	20:00	01:30+1	3,591
T'way Air	TW303	DAILY	10:00	15:30	5,859
<b>TOTAL</b>					<b>39,799</b>

\*LJ917: Operate Daily flights from December 13

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (WED/THU/SAT/SUN)	21:35	02:30+1	3,402
Jin Air	LJ929	DAILY	20:30	01:30+1	5,859
<b>TOTAL</b>					<b>9,261</b>

TOTAL OUTBOUND SEAT CAPACITY: 49,060 SEATS

# KOREA MARKETING ACTIVITIES

## MEDIA MONITORING

GVB invites a delegation of MOU partners to Guam for boost tourism to Guam.



▶ Gukje News



▶ Herald Economy



▶ Tour Korea



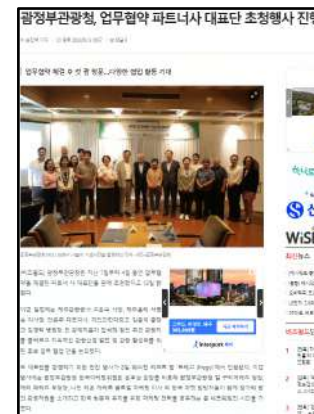
▶ Discovery News



▶ Digital Chosun



▶ TTL News



▶ Biz World



▶ News Road



▶ The Korea Travel Times

# KOREA MARKETING ACTIVITIES

## MEDIA MONITORING

Media FAM Tour – Wonderful Guam with scenic beauty and greenery environment with photo spots everywhere.



▶ Travel Sketch



▶ Newsis



▶ Herald Economy



▶ Discovery News



▶ Gukje News



▶ Gukje News



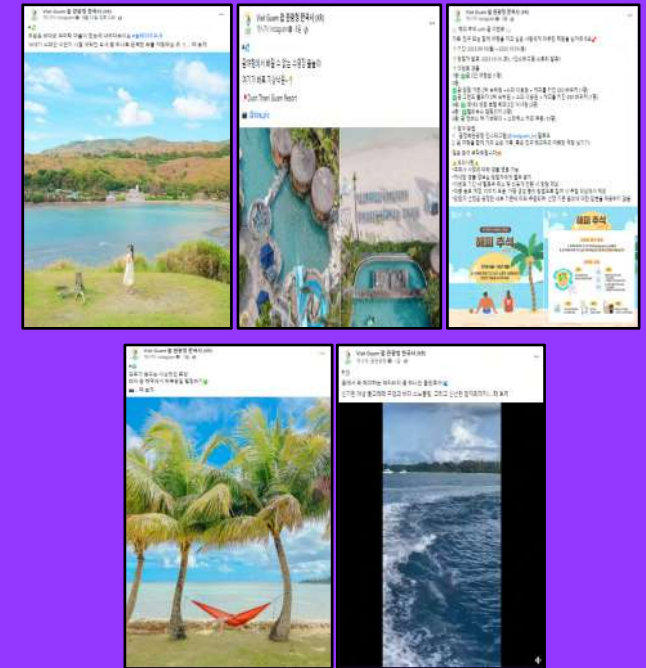
▶ Discovery News



▶ Discovery News



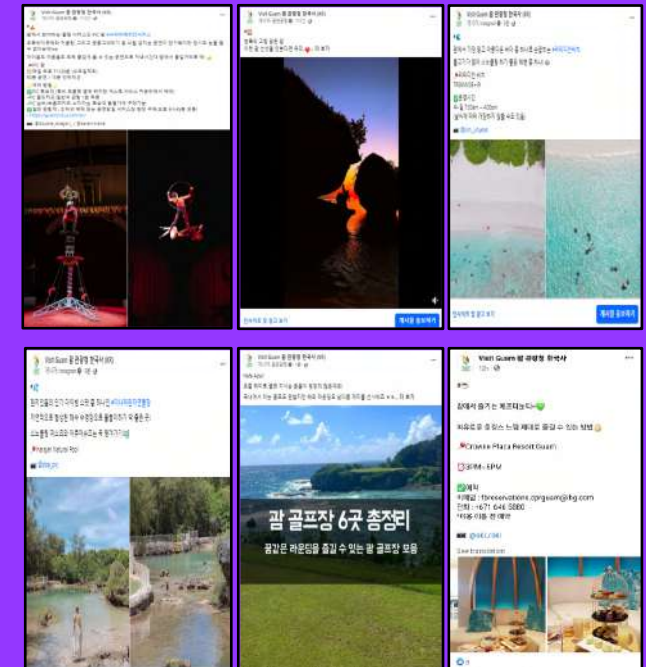
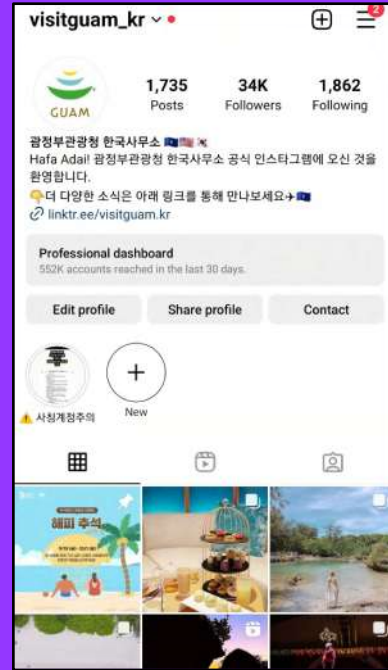
# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: SEPTEMBER 11 – SEPTEMBER 15, 2023  
#GUAMAGAIN #COLOR OF GUAM: SNS EVENT



# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: SEPTEMBER 18 – SEPTEMBER 22, 2023  
#GUAMAGAIN #COLOR OF GUAM: Guam Golf Clubs

# KOREA MARKETING ACTIVITIES

## GVB KOREA – SEPTEMBER 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
Week 2	September 3 SUNDAY	September 4 MONDAY	September 5 TUESDAY	September 6 WEDNESDAY
		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
Week 3	September 10 SUNDAY	September 11 MONDAY	September 12 TUESDAY	September 13 WEDNESDAY
		Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC
Week 4	September 15 FRIDAY	September 16 SATURDAY	September 17 SUNDAY	September 18 MONDAY
			Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC
Week 5	September 20 WEDNESDAY	September 21 THURSDAY	September 22 FRIDAY	September 23 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
Week 5	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

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

# TAIWAN

## 2.2 MILLION PASSPORT APPLICATIONS NEXT YEAR



An increase of 300,000 passport applications is expected next year, boosting its predicted total to about 2.2 million, the Ministry of Foreign Affairs' (MOFA) Bureau of Consular Affairs said. In 2019, the nation's total amount of passports issued came to 1.74 million, it said, adding that once the COVID-19 pandemic began to ravage many countries, the figure had dwindled to 316,000 in 2020, further diminishing to 233,000 in 2021.

It is expected to reach 2.196 million next year, the bureau's proposed budget for 2024 showed, which included 1.63 million for passports with a 10-year validation period, 408,000 passports with a five-year validation period, and an expedited service for fast-track issues at 156,000. This would represent a rise of 303,500 for next year, as the bureau estimated a total of 1.892 million passports would be issued by the end of this year. The bureau's proposed budget for next year stands at NT\$2.629 billion (US\$82.34 million), which is an increase of NT\$351.2 million compared to this year.

Meanwhile, when reviewing the bureau's budget report, legislators said that the nation's 14-day stay for visitors without a visa had been offered to holders from Thailand, Brunei, and the Philippines for several years. However, these countries are still not offering reciprocal terms for Taiwanese citizens. In response, MOFA officials said it remains an important task for the nation's overseas consular offices in seeking the host country to grant for visa-free visits, electronic visa applications, or improved terms for Taiwanese citizens.

"Our government has made an official request to Thailand to grant our citizens visa-free visits for tourism, which is currently under deliberation by the Thai government," a MOFA spokesperson said, adding that ongoing efforts are still underway with the Brunei government, for tourism visa waivers. It said it has earlier initiated a visa-free program with the Philippines, which should result in boosting their visiting trips to Taiwan. However, our side continues to negotiate with them on this issue, it said.



## OVER 70% OF TAIWANESE PLAN TO TRAVEL ABROAD OVER NEXT 2 YEARS: SURVEY

A recent survey showed that more than 70 percent of Taiwanese plan to travel abroad over the next two years, with the figure highest for those in the 30-39 age group. According to the latest survey released by marketing consulting firm Eastern Online Co., in the wake of the COVID-19 pandemic, around 50 percent of Taiwanese respondents plan to travel abroad within the next year, and more than 70 percent over the next two years. Meanwhile, the survey indicates that compared to the same period in 2022, more than 20 percent of consumers plan to travel around Taiwan over the next week, even though the summer vacation period has ended, with around 21 percent considering a domestic trip soon.

In terms of age, the survey showed those in the 40-49 age group, who have greater flexibility in work time and more disposable income, are the most willing to travel domestically, while those aged 30-39 are the most eager to travel abroad. People aged 20-29 years old are less willing to travel abroad because most have only recently started their careers and are more conservative about entertainment expenses, while people aged 50-59 have more interest in traveling both domestically and abroad, indicating there is business potential in senior tourism, the survey stated.

As of August, the survey showed that "domestic travel" placed third among a list of purchases Taiwanese consumers plan to make, behind "dining with family" and "dining and drinking with friends."

In response to the results, Wen Shih-yin (溫詩吟), head of marketing at Eastern Online Co., said that traveling in Taiwan is more convenient and safer for local consumers because they can make travel plans more easily and spend less time on transportation, adding that business opportunities for local "short trips" could be further developed in the future. The results include a weekly and a monthly survey conducted by online questionnaire involving 500 and 1,000 people aged 20-59, from June 2021 to September 2023.



## COMPETITORS

**JAPAN:** Japan saw an estimated 2,156,900 foreign visitors in August, which represents 85.6% of the level in the same month in 2019 before the coronavirus outbreak, government data showed Wednesday. A recovery trend continued, with the rate surpassing 80% for the first time, according to the Japan National Tourism Organization. Visitors from mainland China totaled 364,100 last month, or 36.4% of the pre-pandemic level in 2019, increasing by about 50,000 from July but marking a decline of 63.6% from August 2019. China, which lifted restrictions on Japan-bound group travel for its citizens on Aug. 10, ranked third in a list of arrival numbers from other countries and regions. The most arrivals came from South Korea at 569,100, up 84.3% from four years earlier, followed by Taiwan at 396,300, down 5.7%. (September 20)

**KOREA:** Despite its hostile border, South Korea has never struggled to lure in visitors, attracting a whopping 17 million tourists annually. It's easy to understand why. The country has something for quite literally everybody: whether you're part of the K-pop cult, a spicy street food fanatic, history geek, or simply an admirer of the traditional (and highly Instagrammable) hanok architecture. But, emerging on the skyline of Seoul is a new trend that has tourists flocking en masse: botox. Tapping into the country's own obsession with perfection and image, the cosmetic procedure has become ubiquitous in South Korea's capital, where clinics offer it at rock bottom prices. (September 16)

**INDONESIA:** Indonesia's Directorate General of Immigration (DGI) has issued sport, music and art visas for foreigners who participate in sport, concert and art activities, an official has said. Director General of Immigration Silmy Karim has said Indonesia is simplifying the visa requirements for foreign athletes and artists. In the future, official athlete teams, event organizers or international artist promoters will no longer need to submit labor permits, police record certificates (SKCK) or certificates of at least five years of work experience, he said. Foreign athletes and artists only have activities in Indonesia for a short time, so they have little effect on local workers in terms of competitiveness, Silmy said. (September 18)

**THAILAND:** Thailand's central bank is monitoring the weak baht, which is not entirely bad for the economy and could help the key export and tourism sectors, the prime minister said in remarks aired on Thursday (Sep 21), as the baht hit multi-month lows. Srettha Thavisin, speaking during a visit to the United States, said the government was not interfering in the central bank's duty. The Thai currency's depreciation was driven by capital outflows due to interest rate differentials, Srettha told reporters. The US Federal Reserve held interest rates steady and its hawkish stance on monetary policy strengthened the dollar. The baht traded at 36.16 per dollar at 6.15am GMT, after hitting a more than 10-month low of 36.32 on Wednesday. The unit has weakened by 4.4 per cent against the greenback so far this year. (September 21)

# TAIWAN AIRLINE UPDATES



## CI October Operation Schedule :



### CURRENT ROUTE IN OPERATION:

#### CHINA AIRLINES CHINA AIRLINES

- 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 29 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 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



# AIRLINE UPDATES FOR REGULAR FLIGHTS

Airlines	GTO Contact	Updates
	<p>9/22 Tao Ming Sung, Sales Manager</p>	<ul style="list-style-type: none"> <li>▪ GTO attended meeting with CI representatives on September 22 to discuss the resumption of TPE-GUM direct flight.</li> <li>▪ China Airlines is planning to resume regular TPE-GUM flights, with a target date of March 31, 2024, yet still face the problems of crew shortage.</li> <li>▪ CI's expectations include landing fee discounts, incentives based on per passenger and subsidies focus on the airline.</li> <li>▪ CI would like to get ready for the resumption as they expect the travel market in 2024 to boom, and travel agents are optimistic about return of TPE-GUM route.</li> <li>▪ The estimated flight times would be either 19:00/20:00 or 23:55 departing from Taiwan to Guam, with two flights per week. Travel agents would be allowed to operate 6D4N or 5D3N tour packages, depending on CI's final flight time</li> </ul>
	<p>9/22 Gary Wang, Executive Vice President</p>	<ul style="list-style-type: none"> <li>▪ No updates for this week.</li> </ul>
	<p>9/22 Patience, Manager</p>	<ul style="list-style-type: none"> <li>▪ No updates for this week.</li> </ul>

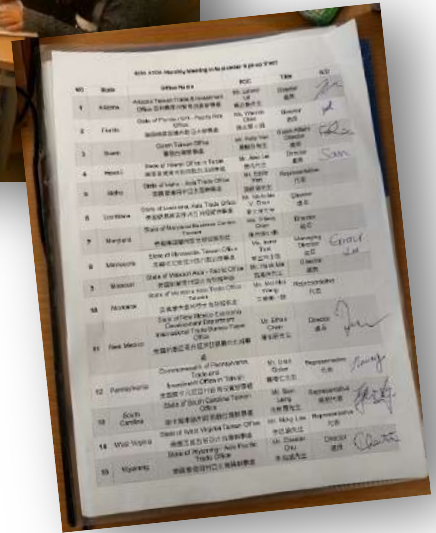
# AIRLINE UPDATES FOR CHARTER FLIGHTS

<i>Airlines / Trade Partners</i>	<i>GTO Contact</i>	<i>Updates</i>
 STARLUX 星宇航空  燦星旅遊 STAR TRAVEL	9/22 Star Travel and Starlux	<ul style="list-style-type: none"><li>Starlux Vice Manager Ken Wang is awaiting Star Travel to submit the charter flights application.</li></ul>

# TAIWAN MARKETING ACTIVITIES

## ASOA MONTHLY MEETING

- Date: Sept 15
- Discussed upcoming activities such as ITF, U.S. Business Day, KFC, etc.
- Planned future events such as 2023 MoFA Appreciation Dinner.
- MoFA Mandy Tsai to be transferred to another position - members thanked her for her support.
- ASOA members were encouraged to provide materials to IEAT for the webpage update.
- ASOA giveaway to be produced and the options will include stickers, paper bags, and appreciation certificates.



No.	Name	Office/Title	Signature
1	Adrian	ASOA Taiwan Representative	[Signature]
2	Fredie	Chair of the ASOA - Pacific Area	[Signature]
3	Shawn	Chairman ASOA	[Signature]
4	Mandy	MoFA Representative	[Signature]
5	Michelle	MoFA Representative	[Signature]
6	David	MoFA Representative	[Signature]
7	Margaret	MoFA Representative	[Signature]
8	Michelle	MoFA Representative	[Signature]
9	Margaret	MoFA Representative	[Signature]
10	Margaret	MoFA Representative	[Signature]
11	Paula	MoFA Representative	[Signature]
12	Margaret	MoFA Representative	[Signature]
13	Michelle	MoFA Representative	[Signature]
14	Margaret	MoFA Representative	[Signature]
15	Margaret	MoFA Representative	[Signature]

# TAIWAN MARKETING ACTIVITIES

## MEETING WITH CI REPRESENTATIVES FOR TPE-GUM DIRECT FLIGHT RESUMPTION

- Date: Sept 18
- China Airlines invited GTO for a meeting to discuss the viability of flight resumption.
- China Airlines is currently planning to resume regular TPE-GUM flights as early as March 31, 2024.
- However, as they are facing a shortage of flight crew they discussed how evening flights are a more viable option due to crew availability and the need to cover high operation costs.



## MoEA'S STATE COMMERCE DELEGATION MEETING WITH ASOA

- Date: Sept 18
- GTO introduced ASOA's missions and services to the delegation
- Attendees included Mr. Tim Echols, Commissioner, Georgia Public Service Commission; Mr. Tom Kealey, Director, Idaho Department of Commerce; Ms. Melanie Mendiola, CEO & Administrator, Guam Economic Development Authority; Ms. Caren Merrick, Secretary, Commonwealth of Virginia Commerce and Trade.





# TAIWAN MARKETING ACTIVITIES

## U.S. INVESTMENT OPPORTUNITIES CONFERENCE

- Date: Sept 19
- GTO participated in the event as a member of ASOA. MoEA offered free tables for rep offices to promote businesses.
- Over 30 attendees expressed interest in Guam after listening to GEDA CEO & Administrator Melanie Mendiola's presentation.
- GTO prepared MICE materials and Guam mini bags as gifts to the visitors.



# TAIWAN MARKETING ACTIVITIES

## NR MONITOR

For the past week (September 16 – September 22), 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 GTO and other ASOA members attended the U.S. Business Day.



# TAIWAN MARKETING ACTIVITIES



Social Media September Content Calendar							Scene
							Lucky Draw
							GVB Event
							Other Promotion
						<b>1-Sep-23</b>	<b>2-Sep-23</b>
<b>Week 1</b>	<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
						Electric Island Festival	
	<b>3-Sep-23</b>	<b>4-Sep-23</b>	<b>5-Sep-23</b>	<b>6-Sep-23</b>	<b>7-Sep-23</b>	<b>8-Sep-23</b>	<b>9-Sep-23</b>
<b>Week 1</b>	<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
	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
	<b>10-Sep-23</b>	<b>11-Sep-23</b>	<b>12-Sep-23</b>	<b>13-Sep-23</b>	<b>14-Sep-23</b>	<b>15-Sep-23</b>	<b>16-Sep-23</b>
<b>Week 1</b>	<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
	Experience Guam Video lucky draw	Accommodation - Guam Plaza Resort & Spa	Restaurant - Boonies Barkade N Bistro	Guam Scenery		Donne' unboxing video	Attractions - Gun Beach
	<b>17-Sep-23</b>	<b>18-Sep-23</b>	<b>19-Sep-23</b>	<b>20-Sep-23</b>	<b>21-Sep-23</b>	<b>22-Sep-23</b>	<b>23-Sep-23</b>
<b>Week 1</b>	<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
		Activity - Stand-Up Paddleboarding	Accommodation - Dusit Beach Resort Guam	Guam Scenery		Donne' Festival lucky draw	Donne' Festival lucky draw
							Micronesian Cup Promotion (Paddling competition)
	<b>24-Sep-23</b>	<b>25-Sep-23</b>	<b>26-Sep-23</b>	<b>27-Sep-23</b>	<b>28-Sep-23</b>	<b>29-Sep-23</b>	<b>30-Sep-23</b>
<b>Week 1</b>	<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
	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](https://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](https://aganapcg.dfa.gov.ph)  /phinagana  @phinagana  #DFAForgingAhead

## PHILIPPINES LOGS 1,164 COVID-19 CASES FROM SEP. 18-24, 2023



The Philippines registered 1,164 new coronavirus infections in the week from September 18 to 24, 2023, the latest Department of Health (DOH) weekly bulletin indicated. According to the DOH, the country's average daily case currently stands at 166, up 13% from the daily case average recorded from September 11 to 17.

Of the new cases, 10 or 0.87% were tagged as severe and critical. The DOH data also showed there were 11 verified COVID-19-related deaths monitored in the country since last month. Of the figures, six occurred between September 11 to 24.

Meanwhile, the latest bulletin showed that 260 severe and critical cases were admitted in hospitals due to COVID as of September 24. This is 8.7% of the total COVID-19 admissions.

## PHILIPPINE AIRLINES RESUMES CARRIAGE OF U.S. VISA WAIVER PASSENGERS



Philippine Airlines received confirmation from the U.S. Customs and Border Protection that they may resume accepting non-immigrant visitors to the United States who are traveling under the US Visa Waiver Program.

Passengers with a valid visa waiver authorization under the Electronic System for Travel Authorization (ESTA) may

resume flying to the United States with Philippine Airlines effective immediately. Eligible passengers may also immediately resume booking travel to the United States.

Passengers previously transferred to other airlines due to proactive measures have the option to keep their current itinerary. If they prefer to switch back to a PAL flight, they can reach out to PAL for rebooking via the Customer Support channel provided in the following link: <https://www.philippineairlines.com/en/about-us/contact-us/global-reservation-hotline>.



## DOT SEES TOURISM SECTOR EMPLOYING OVER 30M FILIPINOS BY 2028

The country's tourism sector is seen to employ over 30 million Filipinos by the end of 2028, the Department of Tourism (DOT) said Friday. Tourism Secretary Christina Frasco made the forecast during a panel discussion at the 10<sup>th</sup> edition of the Global Tourism Economy Forum (GTEF) in Macao.

“The Philippines envisions itself becoming the tourism powerhouse in Asia. A few years down the road, by 2028, we foresee that tourism would have been able to employ a total of over 34 million Filipinos in the country,” she said.

Based on the latest DOT data, the tourism sector currently employs 5.35 million Filipinos or about 11.4 percent of the total employment in the country.

Frasco said she expects that the Marcos administration's “whole-of-nation approach towards tourism development” will allow the Philippines to occupy a primary position in Asia, especially with its diverse offerings on sun and beach, and dive tourism.

She also assured the public that the Philippines will continue to promote travel and develop tourism infrastructure from a “sustainability standpoint.”



# 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

## Popular PAL Flights Deals to Guam!

MNL to GUM Nov 08 - 14, 2023	MNL to GUM Dec 08 - 11, 2023	MNL – GUM Jan 26 - 30, 2024
From US \$347* Round Trip   Economy	From US \$347* Round Trip   Economy	From US \$347* 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.

as of 29 September 2023



- 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

October 2023	November 2023	December 2023
From US \$432* Round Trip   Economy	From US \$432* Round Trip   Economy	From US \$464* 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.



Manila (MNL) to  
Agana, Guam (GUM)  
10/10/23 - 10/20/23

from  
**\$364\***  
or from **\$33/mo** ⓘ  
Viewed: 18 hours ago  
Roundtrip | Economy

[Book Now](#)



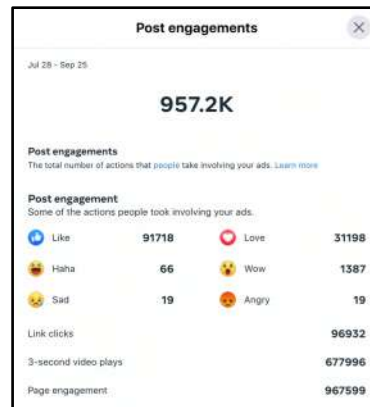
# PHILIPPINES MARKETING ACTIVITIES

## GUAM, AMERICA'S HIDDEN GEM – SM BOOSTING, GOOGLE DISCOVERY & SEARCH CAMPAIGN



As of September 26, 2023

	Reach ↑↓	Objective ↑↓
<b>Boosted Facebook post</b> Sep 17 • Created by Chry... <b>Post engagements</b> Life is a climb, but the vie...	71,221 Reach	6,432 Post engagements
<b>Boosted Facebook post</b> Sep 6 • Created by Chrys... <b>Post engagements</b> Life is too short for boring...	129.6K Reach	12,502 Post engagements
<b>Boosted Facebook post</b> Sep 4 • Created by Chrys... <b>Post engagements</b> Capture the best memorie...	182.4K Reach	32,424 Post engagements
<b>Boosted Facebook post</b> Sep 1 • Created by Chrys... <b>Messages</b> Paradise awaits in Guam, ...	72,460 Reach	337 Messaging conversations started



### Actual Deliveries – Performance Overview

#### Total Campaigns

Campaign	Campaign state	Campaign type	Impr.	Clicks	CTR	Interactions
Guam Visitors Bureau Discovery-1	Enabled	Discovery	1,952,860	47,829	2.45%	95,737 clicks, engagements
Guam Search-1 v1	Enabled	Search	19,655	701	3.57%	701 clicks
<b>Total</b>			<b>1,972,515</b>	<b>48,530</b>	<b>2.46%</b>	<b>96,438 clicks, engagements</b>

AMERICA'S HIDDEN GEM

# PHILIPPINES MARKETING ACTIVITIES



## GUAM PRODUCT UPDATE

- Held at Seda Davao on August 29, 2023
- Provided attendees with latest updates on Guam as a premier travel destination
- Partnered with TravelDuo; presented travel packages
- Philippine Airlines showcased their newest products and services
  - Announced special fare exclusively designed for Davao passengers traveling to Guam



## MONTHLY NEWSLETTERS

### NEWSLETTER



Escape to Guam, America's Hidden Gem, where tax-free shopping, world-class golf, thrilling adventures, and pristine beaches await. Unveil a world where turquoise waters, pristine beaches, and vibrant culture blend seamlessly to create the ultimate tropical escape.



Add the most anticipated festival series in the Micronesia region to your itinerary. The Electric Island Festival's (EIF) YEAR X takes place on September 1-2, 2023 at the Paseo de Susana in Hagåtña. Aimed at uniting people through music and good vibes, EIF began in 2013. Celebrating its 10th year, EIF is more than just a music festival - it's a platform that champions music, arts, fashion, and subculture lifestyles while igniting unity, positive energy, and endless inspiration through electronic music. Learn more at [eifestival.com](http://eifestival.com)



Embark on a golfer's paradise just three and a half hours away. Guam's golf resorts offer a perfect blend of stunning ocean vistas and refreshing sea breezes that elevates the golf courses to global acclaim. Whether you prefer a challenge or leisurely play, Guam's diverse courses offer an array of experiences, making it a golfer's haven to savor.

[Learn more](#)

269 SUCCESSFUL DELIVERIES WITH 75% OPENS

# 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	