



#InstaGuam
@geremygreyphtography

INDUSTRY REPORT

APRIL 14, 2023



CONTENTS

3 DESTINATION UPDATE

11 TRAVEL PROTOCOLS

14 MARKET UPDATES

17 JAPAN

33 SOUTH KOREA

46 TAIWAN

57 PHILIPPINES

DESTINATION UPDATES



GVB KO'KO' RETURNS!



GUAM VISITORS BUREAU

GET READY FOR THE RETURN OF
KO'KO' WEEKEND!

📍 Governor Joseph Flores Memorial Park (Ypao Beach) Tumon

GUAM KO'KO' KIDS FUN RUN
SATURDAY, APRIL 15, 2023
\$10 TO REGISTER!

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

FREE KO'KO' KIDS SHIRT AND MORE!

GUAM KO'KO' ROAD RACE
SUNDAY, APRIL 16, 2023

10K WALK/RUN REGISTRATION FEES

UNTIL 3/15/23	\$25
UNTIL 4/15/23	\$35

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

Register online at visitguam.com/koko

KO'KO' WEEKEND RETURNS

Both the Guam Ko'ko' Road Race and the Guam Ko'ko' Kids Fun Run have been GVB signature events for more than 10 years and will be held at Governor Joseph Flores Memorial Park (Ypao Beach).

The 13th annual Guam Ko'ko' Road Race is scheduled for April 16, 2023, with the start and finish restored to the event's home in Tumon. This year, the race will offer a 10K out-and-back run/walk course. Event participants will enjoy a new course route that will start in front of the GVB Office and proceed toward Chalan San Antonio, continuing down to Marine Corps Drive with a turnaround point in East Agana and then returning back to Governor Joseph Flores Memorial Park (Ypao Beach).

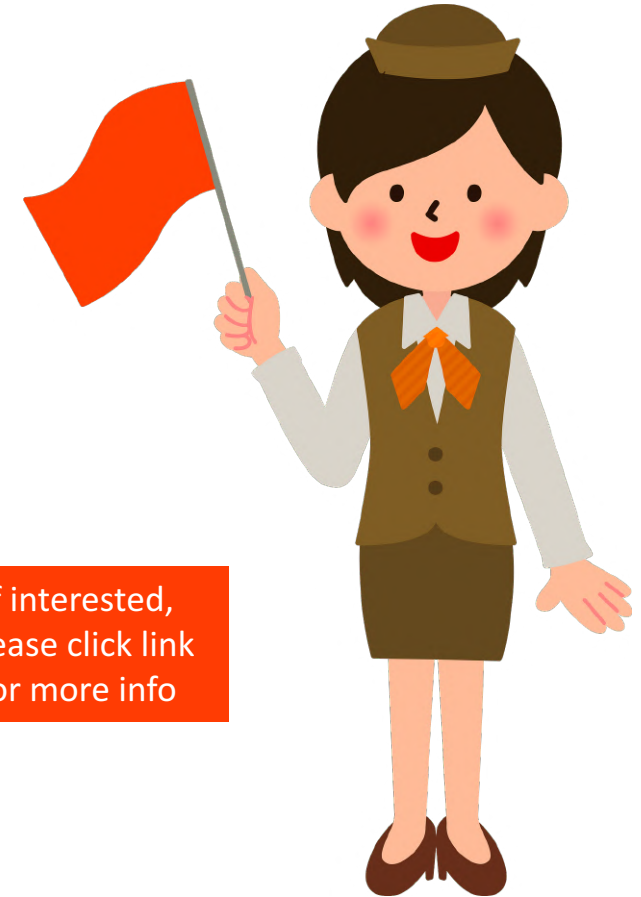
Runners can also anticipate water stops, cheering groups and entertainment along the course route. All participants will receive a finisher's t-shirt and medal.

TOUR GUIDE CERTIFICATION

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](https://www.guamvisitorsbureau.com/destination/visitor-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification) conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities.

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



If interested,
please click link
for more info

TESTING AND VACCINATION

Special Note: After March 27, 2023, Weekly Joint Information Center (JIC) releases, as they relate to COVID-19 results, will be discontinued. JIC releases will be issued only on an as needed basis. To view the most up to date COVID-19 information, including weekday surveillance summary reports, visit <http://dphss.guam.gov/covid-19/>



FREE COVID-19 COMMUNITY TESTING	
Fill out a COVID-19 Testing Patient Assessment Form ahead of time: dphss.guam.gov/covid-19-testing . Drive-through sites may close during lightning and inclement weather.	
Monday - Friday 9 a.m. by appointment	DPHSS Northern Region Community Health Center (NRCHC), Dededo By appointment only for individuals with COVID-like symptoms. Four adults per vehicle. Call 671-635-7525/6 to schedule an appointment. Bring a photo ID.
Tuesday & Thursday 9 a.m. - 12 p.m.	DPHSS Southern Region Community Health Center (SRCHC), Inaláhan By appointment only for individuals with COVID-like symptoms. Four adults per vehicle. Travel-related testing not offered. Call 671-828-7604/5/7518. Bring a photo ID.

Predeparture Travel COVID-19 Tests

The Northern Region Community Health Center in Dededo also offers COVID-19 testing for travel predeparture needs at a minimal cost of \$40 and is limited to 10 persons a day. Payments (cash or credit card) are accepted at the (Dededo) clinic cashier's window from Monday to Friday at 8 a.m. Payments will be required on the day of testing. Patients will need to bring a copy of their receipt as proof of payment, along with a valid ID and proceed to the testing site in the NRCHC front parking lot.

Travel Test Available	Cost	Turn-Around Time	Hours
Standard PCR Test	\$40	1-2 days	Monday – Friday 9 a.m.

FREE COVID-19 VACCINATION CLINICS	
MONOVALENT & BIVALENT BOOSTERS AVAILABLE - Pfizer-BioNTech, Moderna, Johnson & Johnson, Novavax*	
Monday - Thursday: 9 a.m. - 11:30 a.m. By Appointment 4 p.m. - 6 p.m. Walk-in Saturday 9 a.m. - 11:30 a.m. By Appointment 2 p.m. - 5 p.m. Walk-in	DPHSS Northern Region Community Health Center (NRCHC), Dededo Until May 31, or until supplies last, NRCHC is offering a special COVID-19 vaccination schedule on a walk-in basis, in addition to taking appointments. To schedule an appointment for COVID-19 vaccination at NRCHC, call 671-635-7525 or 671-635-7400. Curbside vaccination available for people with disabilities. Last vaccination will be administered 30 minutes before closing. Bring a photo ID. *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Center in Dededo.
Monday - Friday BY APPOINTMENT ONLY	DPHSS Southern Region Community Health Center (SRCHC), Inaláhan Call 671-828-7604/5/7518 to schedule an appointment. Bring a photo ID. *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Center in Dededo.
Monday – Friday 10 a.m. - 4 p.m.	The Agana Shopping Center, 2nd Floor, Route 4, Hagátña Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.
Friday, March 31 10 a.m. - 2 p.m. or until supplies last	Barrigada Community Center Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older. Free Screening for Breast and Cervical Cancer and Counseling for Hypertension Prevention
Monday, April 3 10 a.m. - 2 p.m. or until supplies last	Guam Premier Outlets (Beside Bestseller Bookstore), Tamuning Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older. Free Screening for Breast and Cervical Cancer and Counseling for Hypertension Prevention
Tuesday, April 4 10 a.m. - 2 p.m. or until supplies last	Ordot-Chalan Pago Community Center, Chalan Pago Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older. Free Screening for Breast and Cervical Cancer and Counseling for Hypertension Prevention
Friday, April 7 10 a.m. - 2 p.m. or until supplies last	Dededo Community Center, Dededo Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older. Free Screening for Breast and Cervical Cancer and Counseling for Hypertension Prevention

EARTH DAY BEACH CLEAN UP

2023 TECO-GVB Earth Day Beach Clean Up

April 22, 2023 8am - 10am

@ Governor Joseph Flores Memorial Park (Ypao Beach)

TECO and GVB are teaming up for an Earth Day beach cleanup at Governor Joseph Flores Memorial Park (Ypao Beach) on Saturday, April 22, 2023. This is the third time the two organizations have co-hosted this event.

Water, coffee, gloves, and trash bags will be provided. The first 250 volunteers will receive limited souvenirs.

Those interested in volunteering can contact Lisa Fu at (671) 472-5865 or tecoinguam@gmail.com.



The poster features logos for the Taipei Economic and Cultural Office in Guam, the Governor of Guam, and the Guam Visitors Bureau. The main text reads: "2023 TECO - GVB EARTH DAY BEACH CLEAN UP" with the hashtag "#LetTaiwanHelp". The event details are "April 22 8am - 10am" and "Saturday Ypao Beach". A note states: "Water, coffee, gloves, and trash bags will be provided to all volunteers. Limited souvenirs to the first 250!". At the bottom, it lists sponsors: 宏匯集團 (HONHUI GROUP), 兆豐保險 (Chung Kuo Insurance), 第一銀行 (First Commercial Bank), and 中華航空 (CHINA AIRLINES).

MALESSO' GUPOT CHAMORU FESTIVAL

MALESSO' GUPOT CHAMORU/CRAB FESTIVAL

April 28, 2023 - April 30, 2023

@ Malesso' Veterans Sons & Daughters Pier Park

This event is a Chamorro celebration of southern hospitality featuring great food and barbecue, live music and dancing, Guam gifts and handcrafted items, friendly contests and carnival games for children.

The real stars of the Malesso' Crab Festival are the local land crabs. Crab culinary competitions, as well as contests for talaya (fishing net) throwing, coconut husking and even jet ski racing, take place throughout the weekend.

For more info, please contact the Malesso' Mayor's Office at (671) 828-8312/-2941 or mayorernestc@yahoo.com.





JCB OFFERS RED GUAHAN SHUTTLE FREE RIDE CAMPAIGN UNTIL MAY 22, 2023

From January 23 to May 22, 2023, JCB provides a free ride on the Tumon Shuttle route of the Red Guahan Shuttle that connects Guam's major shopping centers, Micronesia Mall and the Guam Premier Outlets, via the hotel district.

JCB cardmembers simply present JCB cards to driver when they board bus to get free ride. This campaign is eligible for up to two passengers, the cardmember and one accompanying passenger.



#InstaGuam
@guam_cocopaopao

MARKET INTELLIGENCE REPORT

As April 14, 2023 and may be subject to change.



TRAVEL PROTOCOLS

JAPAN

Traveler entering Japan from Guam will be exempted from submitting negative certificate if they have received three times or more vaccinations.

REQUIREMENTS

- If you have been vaccinated three (3) times of Covid-19 vaccine, you will be exempted from submitting a negative certificate when returning to Japan.
- If NOT, negative result of COVID-19 test conducted within 72 hours prior to departure (RT-PCR, LAMP, TMA, TRC, Smart Amp, NEAR, Next Generation Sequence, CLEIA/ECLIA).
- Submit a written pledge that you will follow the Japanese authorities requirements and fill out questionnaires.
- Install mobile application (MySOS, Google Maps, COCOA; travel insurance for COVID-19 related issues recommended).

Information Source:

https://www.mofa.go.jp/ca/fna/page4e_001053.html

https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/0000121431_00209.html

ENTRY PROTOCOL EFFECTIVE FROM OCTOBER 11, 2022

- Japan to allow entry of visa-free independent tourists and abolish the daily arrival cap.

Information source: https://www.japantimes.co.jp/news/2022/09/23/national/kishida-japan-border-opening/?utm_medium=Social&utm_source=LinkedIn#Echobox=1663859338-1

SOUTH KOREA

All travelers entering South Korea are no longer subject to quarantine, regardless of vaccination status (as of June 8, 2022).

REQUIREMENTS

- All travelers entering South Korea must register their travel information on KDCA's Q-Code website: cov19ent.kdca.go.kr/cpassportal.
- Foreigners must apply for Korea Electronic Travel Authorization (K-ETA) if they do not already have it. K-ETA is valid for 2 years from the date of approval, or when the passport used to apply expires, whichever comes first.
- COVID-19 testing is no longer required before departure (as of September 3, 2022) and no longer required upon arrival (as of October 1, 2022).

TRAVEL PROTOCOLS BY MARKET



TAIWAN

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

- Effective March 20th, the 0+7 self-health management scheme is provided as guidance, and members of the public are free to decide whether to follow it. No relevant penalties will be imposed.
- In addition, Taiwan will also discontinue the Contact Tracing Self-reporting System for Confirmed Cases, remote consultations for home care, self-initiated prevention measures for household members of confirmed cases and arrivals, and updating of COVID-19 diagnosis and test data on the Digital COVID-19 Certificate system (DVC) and My Health Bank and will adjust video consultation protocols in response to COVID-19.

PHILIPPINES

Effective October 4, 2022, as per IATF Resolution No. 2 (s. 2022) on the ENTRY, QUARANTINE and TESTING requirements of inbound travelers to the Philippines:

FULLY VACCINATED (Filipino and Foreign Travelers)

No pre-departure COVID-19 Test requirement - Must have received the 2nd dose in a 2-dose series or a single dose COVID-19 vaccine more than fourteen (14) days prior to the date and time of departure from the country of origin/port of embarkation.

UNVACCINATED or PARTIALLY VACCINATED (Filipino and Foreign Travelers)

1. Travelers 15 years and older shall present a remotely supervised/laboratory-based Rapid Antigen Test administered and certified by a healthcare professional in a healthcare facility, laboratory, clinic, or other similar establishment taken 24 hours prior to the date and time of departure from country of origin/first port of embarkation in a continuous travel to the Philippines, excluding lay-overs; provided that, he/she has not left the airport premises or has not been admitted into another country during such lay-over.
2. Travelers 15 years and older who fail to present a negative pre-departure testing shall be required to undergo a laboratory-based Antigen Test UPON ARRIVAL at the airport.
3. ACCOMPANIED minors below 15 years of age who are NOT VACCINATED for any reason whatsoever shall follow the quarantine protocols of their parent/s or an accompanying adult/guardian traveling with them.
4. UNACCOMPANIED minors below 15 years of age who are NOT VACCINATED for any reason whatsoever shall follow the protocols set forth in Section B (1) and (2) above.
NOTE:- Any inbound traveler, whether Filipino or Foreign national, who shall test positive for COVID-19 through rapid antigen test shall be subjected to the latest prevailing quarantine and isolation protocols of the DOH.

MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE

JAPAN

- Number of infected persons continues to decrease; number of infections per 100k was 41 for Japan and 50 in Tokyo
- Total outbound seat capacity remains at 34,586; United Airlines April seat capacity 27,722; JAL seat capacity is 1,194; Jeju Air seat capacity is 5,670.
- United Airlines and Japan Airlines summer 2023 flight schedules shown in appendix; total of 56 weekly flights for United
- GVB promoted the Ko'Ko' Road Race with a run around the Imperial Palace in Japan
- Shown in appendix are: SNS performance summary; content calendar; SNS highlights; YouTube SNS Always On and TikTok Ads report; Weekly Guam and GLAM digital PR articles; and media performance



SOUTH KOREA

- Korea moves to shorten COVID-19 isolation period to 5 days
- S. Korea to allow permit-free entry for tourists from 22 nations including U.S.
- Yanolja's acquisition of Interpark approved by Fair Trade Commission
- Hawaii considers visitor charge to combat environmental cost of tourism
- April - June airline outbound seat capacity details shown in appendix: April remains 40,478; May remains 53,723; and June remains 52,050
- Shown in appendix are: media monitoring - press release; SNS weekly activity; and content calendar



PHILIPPINES

- Metro Manila's COVID-19 positivity rate rises to 6.5 pct - OCTA
- DOH posts 1,944 new COVID-19 cases over Holy Week
- PAL back to full flight capacity by mid-2023
- United Airlines and Philippine Airlines continue to fly daily in April 2023
- Shown in appendix: marketing activities to include assisting PAL with their first all-female flight crew on March 23rd



TAIWAN

- Taiwan records 675 new COVID-19 cases, 175 deaths over past week
- 12th round of name-based rationing system for at-home COVID-19 rapid test kits to begin on April 1
- Shown in appendix are: current airline routes for other destinations and airline updates & competitor monitoring; restrictions for entering Taiwan (effective March 20); CECC updates; social media calendar; GTO marketing activities

DETAILS ARE FOUND IN THE APPENDIX



#InstaGuam
@patrick.camacho

APPENDIX

As of April 14, 2023 and may be subject to change.



JAPAN



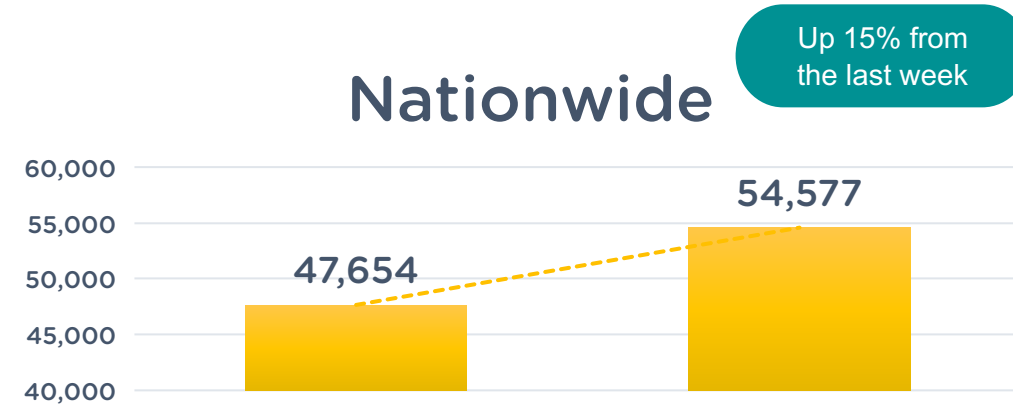
JAPAN COVID-19 NEWS

HIGHLIGHTS

- The number of infected persons remains as calm as ever, with a total of 54,577 persons infected during the past week.
- The number of infections per 100,000 population was 41 for Japan as a whole and 50 in Tokyo.



A Tokyo street on March 13, 2023, the day the Japanese government lifted its mask-wearing guidelines. AP



Area / New cases	Mar- Apr 27-2	Apr 3-9	Changes (#) vs LW	Changes (%) vs LW
Tokyo	4,851	7,443	2,592	153%
Osaka	2,842	3,422	580	120%
Aichi	2,557	2,880	323	113%
Fukuoka	1,622	1,806	184	111%
Nationwide	47,654	54,577	6,923	115%

Created based upon data from NHK (Japan Broadcasting Corporation)

The number of infected people per 100,000 population:

NATIONWIDE
41

TOKYO
50

Total for last 7 days

COVID-19

CASES:
33.34M

ACTIVE:
35%

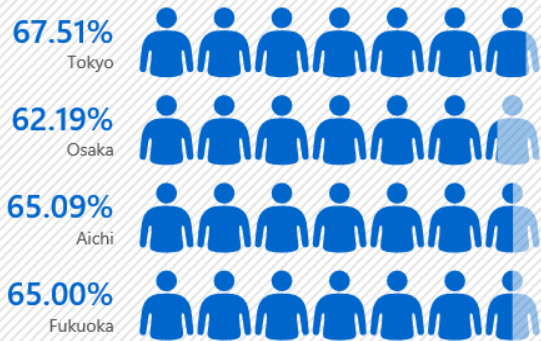
AS OF APR 14, 2023

JAPAN COVID-19 NEWS

HIGHLIGHTS

- The progress rate for tertiary immunizations is 68.6%, with no significant progress being made.
- Mass vaccinations have been few and far between, and the vaccinations offered at private clinics are being scaled back in preparation for the transition from Class 5 after May 8.

NATIONWIDE 3RD SHOT



Created based upon data from Prime Minister's Office of Japan

VACCINATION UPDATE

(3/24)

Total number of
vaccination:
383,351,816

1st & 2nd doses
administered:
104,693,650
(81.2%)

103,365,114
(80.2%)

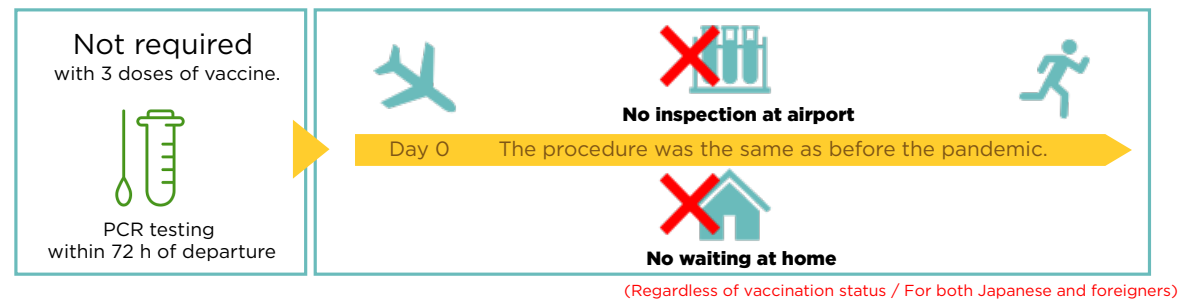
Nationwide 3rd shot:
86,399,720
(68.6%)

Nationwide 4th shot :
58,411,258

ENTRY PROTOCOLS

- As of June 12, 2022, the submission of a negative PCR test certificate upon departure from Japan will no longer be required.
- Effective September 7, 2022 the 72-hour corona test required upon entry and return to Japan will be waived only if the patient has already been vaccinated three times.
- For those who have received two or fewer vaccinations, a PCR test (negative proof) within 72 hours prior to local departure is still required.
- Effective October 11, 2022, the daily entry limit was eliminated.




QUARANTINE AFTER RETURNING TO JAPAN



JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

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 / 145 +1	Mon, Wed, Fri, Sat	2,822
	Available from April 9, 2023	UA865	NRT	17:25 / 22:15	Daily	3,486
	Available	UA136	NGO	11:20 / 15:55	Mon, Fri	1,328
	Available	UA172	NGO	20:50 / 125 +1	Daily	4,980
	Available	UA150	KIX	11:05 / 15:45	Wed, Sun	1,494
	Available	UA178	KIX	20:50 / 120 +1	Tue, Thu, Sat	2,158
	Available	UA166	FUK	11:50 / 16:50	Thu, Sun	1,494
February TTL						27,722

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	194
	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	-
February TTL						6,864



April 1-30
TOTAL OUTBOUND
SEAT CAPACITY: 34,586

AIRLINE OPERATION

UNITED AIRLINES SUMMER 2023 FLIGHT SCHEDULE (FROM MARCH 26, 2023)

Route	Flight No.	Change in operation	After March 26
Narita - Guam (Morning Flight)	UA827/UA828	As currently operated	Daily
Narita - Guam (Evening Flight)	UA197/UA196	As currently operated	Daily
Narita - Guam (Evening Flight)	UA865/UA864	Increase flights	Daily
Narita - Guam (Evening Flight)	UA874/UA873	As currently operated	4 flights per week (Mon, Wed, Fri, Sat)
Centrair - Guam (Morning Flight)	UA136/UA137	Increase flights	Daily
Centrair - Guam (Night)	UA172/UA171	Resume	Daily
Kansai - Guam (Morning)	UA150/UA151	Increase flights	Daily
Kansai - Guam (Night)	UA177/UA178	Resume	3 flights/week (Tuesday, Thursday, Saturday)
Fukuoka - Guam	UA166/UA165	increase in the number of flights	Daily



56 WEEKLY FLIGHTS

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

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
TTL			9,154



JAPAN MARKETING ACTIVITIES

Ko'Ko ROAD RACE Promotion

Title: Imperial Palace run promotion

Synopsis: Participants will run around the Imperial Palace wearing signs and posters on their bodies, handing out flyers and sharing photos on social networking sites.

Date: 5 Apr, 2023 8:30 - 9:30

グアム政府観光局 (公式) @visitguam_jp · 4月5日
 今日は皇居でランニングしつつ、4月15 & 16日にグアム現地で行われるマラソンイベント「ココロドレース」を告知してきました! 🇩🇪

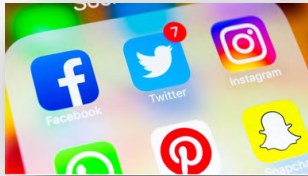
家族で楽しめるリゾートランに是非参加ください
 詳細は下記URLから!
visitguam.jp/weekly/post/ev...

#hereweguam #guam #KOKOROADRACE

KOKO' WEEKEND!	
GOVERNOR JOSEPH FLORES MEMORIAL PARK (TIGAO BEACH) TUMON	
<p>2023年4月15日 土曜日</p> <p>参加費 \$10</p> <p>4歳から6歳 600m 7歳から9歳 1.6km 10歳から12歳 3.3m</p>	<p>2023年4月16日 日曜日</p> <p>参加費 \$25 - \$35</p> <p>3月15日までの予約 \$25 4月15日までの予約 \$35</p> <p>全年齢 10km</p>









JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- Compared to last week, reach and engagement appear to be very low. However, this is because last week's numbers were very good due to TVPR.
- This week's numbers were on par with average.

#HereWeGuam

SNS	follower		Week Reach		Week Engagement	
	1 Apr,2023	8 Apr,2023	1 Apr,2023	8 Apr,2023	1 Apr,2023	8 Apr,2023
	25,028	25,060	13,373	10,625	1,023	942
	0.13%		-20.55%		-7.92%	
	24,097	24,098	7,715	6,488	1,063	1,007
	0.00%		-15.90%		-5.27%	
	15,708	15,701	98,880	67,300	3,820	1,948
	-0.04%		-31.94%		-49.01%	
	58,810	58,812	488,000	215,000	80,672	75,347
	0.00%		-55.94%		-6.60%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	10,490	9,462	23,782	21,578	0:01:55	0:01:53
	-9.80%		-9.27%		-1.74%	

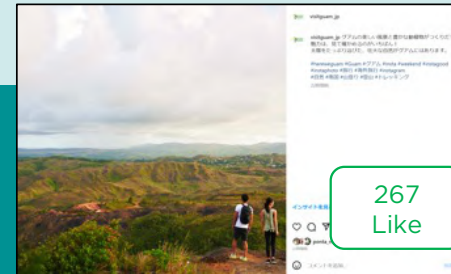
JAPAN MARKETING ACTIVITIES

2023 Apr							
Week1						1	2
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam						
Event							
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 2	3	4	5	6	7	8	9
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event						TVPR Ten Shooting	
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 3	10	11	12	13	14	15	16
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event	TVPR Ten Shooting		One GUAM Group mice Trade Support FAM				
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 4	17	18	19	20	21	22	23
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event				SIT FAM			
Event						LGBTQ Events	
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week5	24	25	26	27	28	29	30
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event							
Other		Tell Us About Guam					

SNS CONTENT CALENDAR

#HereWeGuam 

JAPAN MARKETING ACTIVITIES



SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES



WEEKLY GUAM

Agana Shopping Center, actually a hidden gourmet spot!

- Located in Hagåtña, Guam's Capitol
- Enriched with a variety of restaurants
 - Cappricciosa
 - Sushi Rock
 - Fizz Co.
 - Chan's Hotdog
 - Poke Seven, and many more!
- Each restaurant has different hours of operation

アガニアショッピングセンター、実は隠れたグルメスポット！



ハゴアは歴史・文化遺産が数多くある。アガニアには観光名所として知られていますが、実は、高級グルメの街でもあります。アガニアには隠れたグルメスポットが多く、アガニア中心部の賑わいも感じられます。

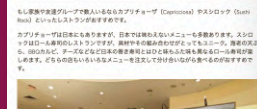
アガニアにあるアガニアショッピングセンター (Agana Shopping Center) は、ローカルなグルメスポット、ユニークな店舗が数多くあり、観光客、地元民、観光客に人気のスポットです。アガニア中心部の賑わいも感じられます。アガニア中心部の賑わいも感じられます。



アガニア中心部の賑わいも感じられます。アガニア中心部の賑わいも感じられます。



Cappricciosa restaurant details.



Linda's Diner details.



Linda's Diner details.



Linda's Diner details.

Linda's Diner, a long-standing restaurant that Guam's people love

- Opened in 1955 and located in Hagåtña, Guam's Capitol
- Open until midnight on weekends with live band entertainment
- Serves nine (9) types of fried rice and Chamoru dishes that "taste like mom's home cooking!"
- Enjoy relaxed atmosphere and

グアムの人が愛する老舗レストラン、リンダズダイナー



Linda's Diner details.



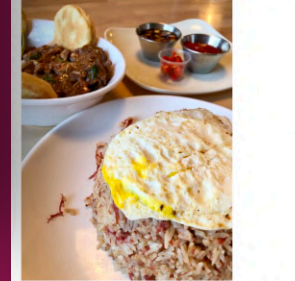
Linda's Diner details.



Linda's Diner details.



Linda's Diner details.



Linda's Diner details.

Linda's Diner details.

For more information, contact Yusuke Imazu of Leap Corporation imazu@leapcorporation.com

GLAM DIGITAL PR

What is Guam International Airport like? Thorough explanation of lounges, duty free stores, etc!

Guam International Airport is the only airport in Guam open to tourists. Many people may not know what kind of facilities are available at an airport in a foreign country, such as lounges, car rentals, and currency exchange.

Therefore, this article introduces facilities such as lounges and car rentals at Guam International Airport.

【Table of Contents】

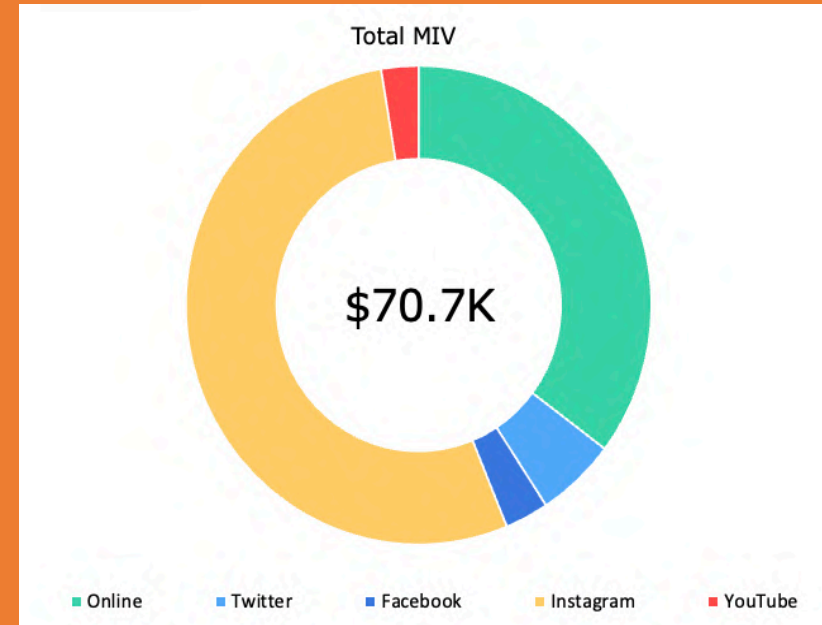
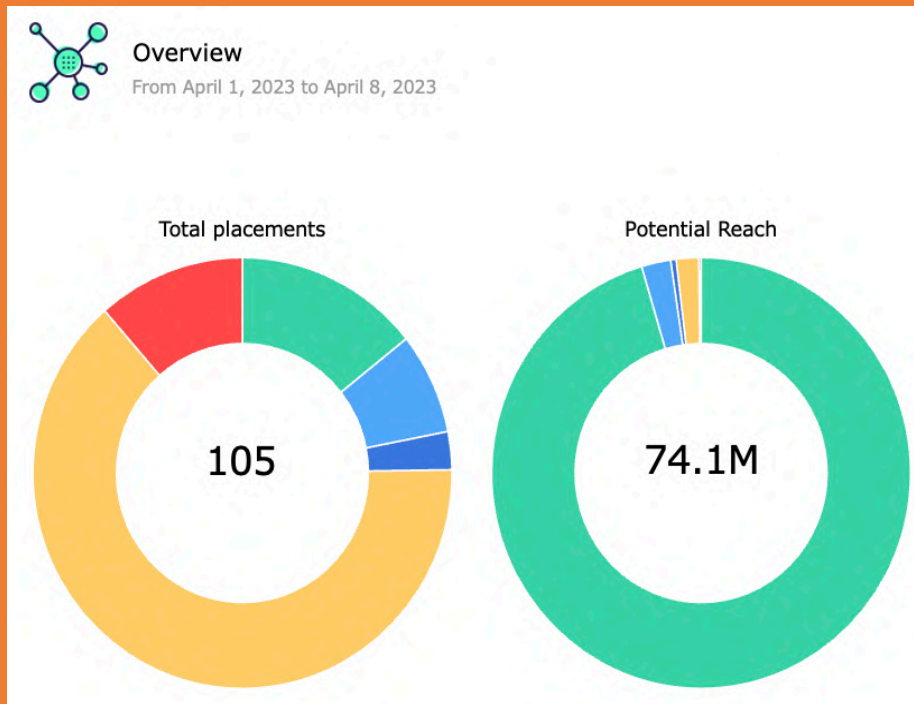
- Guam International Airport is the only airport in Guam
- Guam International Airport - Access to Tumon
 - Hotel and tour pick-up and drop-off
 - Cab
 - Car rental
- Two lounges at Guam International Airport
 - Sagan Bisita
 - United Club
- Lotte Duty Free" for shopping at Guam International Airport
- ECOM" for purchasing or renting SIM cards and pocket Wi-Fi at Guam International Airport
- Free Wi-Fi is available at Guam International Airport
- Places to exchange money at Guam International Airport
- Parking lots and fees at Guam International Airport
- Summary: Guam International Airport is the only gateway to Guam



JAPAN MARKETING ACTIVITIES

MEDIA PERFORMANCE

- Compared to last week, placement dropped by about 40.
- Web exposure decreased slightly and SNS exposure decreased.

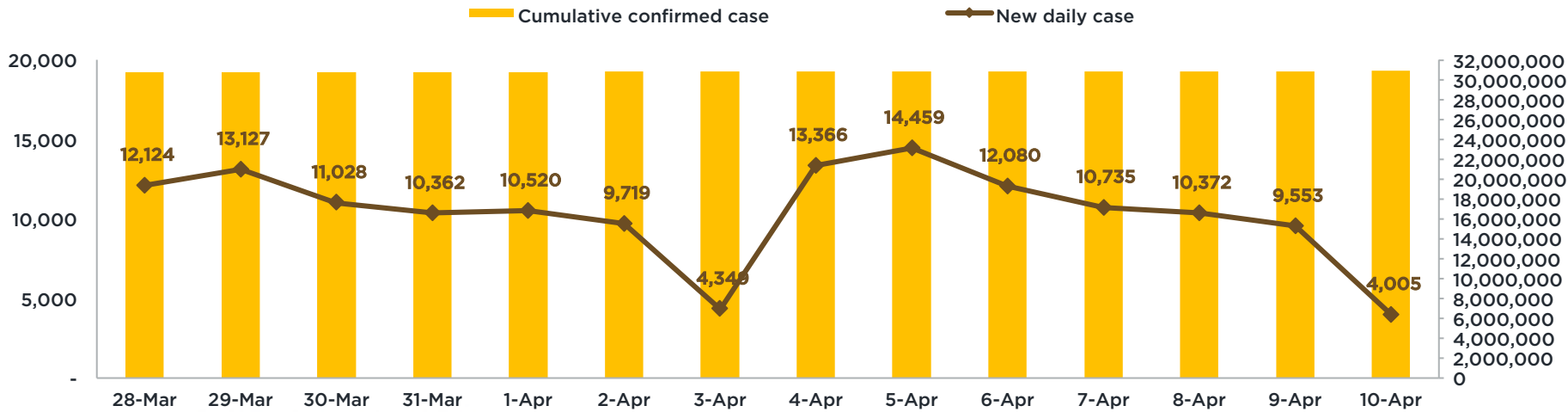


SOUTH KOREA



KOREA COVID-19 NEWS

COVID-19 STATUS: MARCH 28 - APRIL 10, 2023



HIGHLIGHT
 South Korea's new COVID-19 cases bounced back to over 4,000 from a week earlier Monday, as people increasingly adapt to post-pandemic everyday life with the relaxation of most of the COVID-19 rules coming into effect.



COVID-19 VACCINATION STATUS: FEB 26, 2021 - APR 10, 2023

RECEIVED 1ST DOSE
44,809,059
 87.6% of total population
 97.6% of 18 and older
 97.1% of 60 and older

RECEIVED 2ND DOSE
44,394,619
 86.7% of total population
 96.8% of 18 and older
 96.7% of 60 and older

RECEIVED WINTER SEASON BOOSTER
Has been halted since April 7
 *People who want to get vaccinated can be administered upon registration

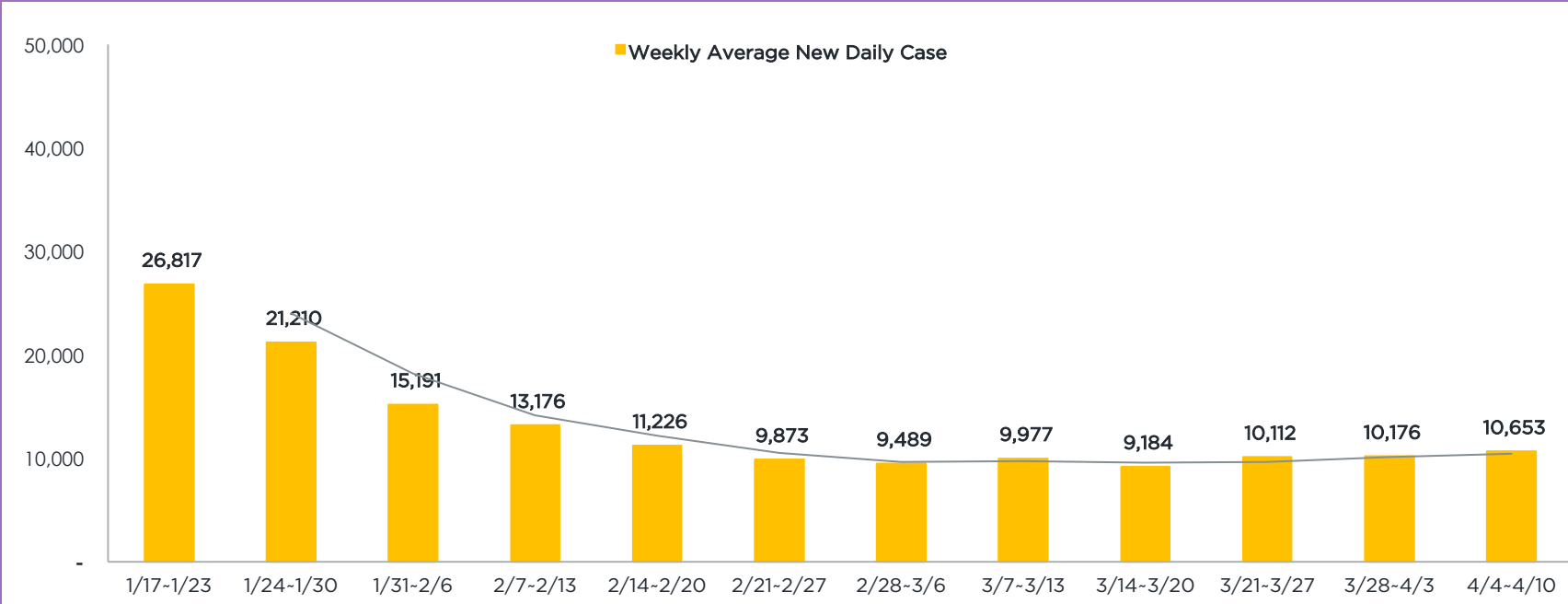
COVID-19

CASES:
30.9M

ACTIVE:
0.58%

AS OF APR 10, 2023

COVID-19 STATUS: COMPARISON WEEK BY WEEK



Source: Central Disaster and Safety Countermeasures Headquarters

DAILY CASE

The number of daily infections are hovering 10,000 throughout April, continuously showing the downward trend since January.

WEEKLY CASE

South Korea posted a slight uptick in new COVID-19 cases, as a rise in unmasked gatherings increased amid warmer weather.

MONTHLY CASE

The steady virus trend came as South Korea is preparing for the next post-pandemic phase, in which it will treat the disease as endemic.

CURRENT SITUATION

With most health restrictions having been lifted, the government is closely monitoring daily virus caseloads as outdoor leisure activities have risen across the country.

SPECIFIC ISSUES IN KOREA

KOREA MOVES TO SHORTEN COVID-19 ISOLATION PERIOD TO 5 DAYS

The government is considering shortening the mandatory COVID-19 isolation period to five days from the current seven in May at the earliest, as part of efforts for the transition to an endemic phase.

Along the way, the COVID risk alert will be reduced from "serious" to "caution" in late April, when the World Health Organization is expected to declare the end of the "public health emergency of international concern."

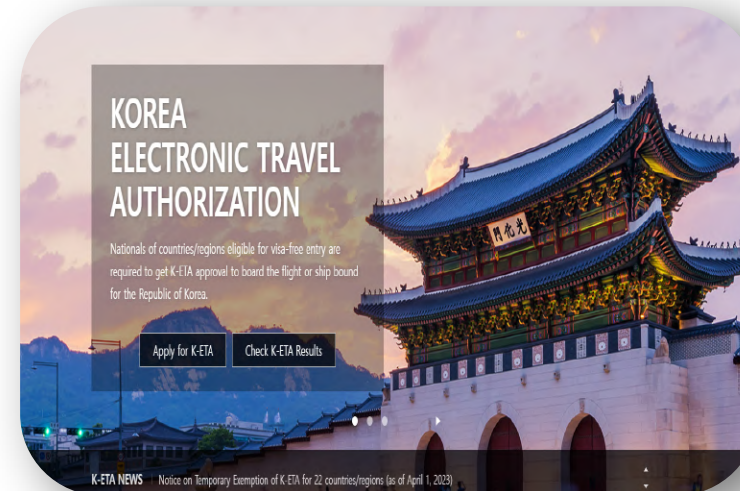


SPECIFIC ISSUES IN KOREA

S. KOREA TO ALLOW ONLINE PERMIT-FREE ENTRY FOR TOURISTS FROM 22 NATIONS INCLUDING U.S.

South Korea will exempt people from 22 visa-waiver nations including U.S., Japan and Taiwan, from mandatory online travel permits and transit visa requirements by the end of 2024 if they visit the country for sightseeing and attending events.

It is as part of efforts to attract more foreign tourists and boost domestic demand, aimed at attracting 10 million foreign tourists this 2023 and revitalizing the economy amid an economic slowdown.



TRAVEL TRADE UPDATE

YANOLJA'S ACQUISITION OF INTERPARL APPROVED BY FAIR TRADE COMMISSION

Yanolja's acquisition of Interpark's travel business has been approved by the Fair Trade Commission, without any corrective measures.

The commission's assessment said that the acquisition does not raise concerns about limiting competition in related markets for online booking platforms, online air ticket booking and issuing. Yanolja plans to leverage Interpark's strengths in concert and air tickets to offer various travel services and expand into the global market.



HAWAII CONSIDERS VISITOR CHARGE TO COMBAT ENVIRONMENTAL COST OF TOURISM

Hawaii may become the first U.S. state to introduce a tourism fee to alleviate the effects of overcrowding and to restore the environment.

Hawaiian Governor Josh Green originally pitched a \$50 fee for tourists to enter the state while there are concerns about the legislation being unconstitutional. Hawaii lawmakers are considering legislation that would require tourists to pay for a yearlong license or pass to visit state parks and trails.



KOREA MARKET INTELLIGENCE

APRIL AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,160
	KE423	DAILY	19:35	01:05+1	4,140
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ641	DAILY	09:15	14:45	5,670
	LJ643	DAILY	08:35	14:10	5,670
T'way Air	TW303	DAILY	08:30	14:00	5,670
TOTAL					40,650

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	WED/THU/SAT/SUN (April 21 ~ Daily)	21:35	02:45+1	4,158
Jin Air	LJ647	DAILY	08:00	13:15	5,670
TOTAL					9,828

TOTAL OUTBOUND SEAT CAPACITY: 50,478 SEATS

KOREA MARKET INTELLIGENCE

MAY AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,432
	KE423	DAILY	19:35	01:05+1	4,278
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	DAILY	08:35	14:10	5,585
T'way Air	TW303	DAILY	08:30	14:00	5,859
TOTAL					42,005

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:45+1	5,859
Jin Air	LJ647	DAILY	08:00	13:15	5,859
TOTAL					11,718

TOTAL OUTBOUND SEAT CAPACITY: 53,723 SEATS

KOREA MARKET INTELLIGENCE

JUNE 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	4,140
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ641	DAILY	09:15	14:45	6,078
	LJ643	DAILY	08:35	14:10	5,292
T'way Air	TW303	DAILY	08:30	14:00	5,670
TOTAL					40,680

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:45+1	5,670
Jin Air	LJ647	DAILY	08:00	13:15	5,670
TOTAL					11,340

TOTAL OUTBOUND SEAT CAPACITY: 52,050 SEATS

KOREA MARKETING ACTIVITIES



관정부관광청, 국내 스포츠 전문가 초청해 다이빙-사이클 등 시범 소개

2023.03.29 23:54:00, 9월 - 2023.03.29 23:55:00 | 1페이지 2페이지

▶ **TTL News**

관정부관광청, 스포츠 전문가 대상 팸투어 성료

2023.03.29 15:59 | 1페이지 2페이지

▶ **Digital Times**

관정부관광청, 2023 스포츠 팸투어 성료

4월 1일 15:59 | 1페이지 2페이지

▶ **Gukje News**

관정부관광청, 국내 스포츠 전문가 대상 팸투어 성료

사이클 기자 pgsen99@chosun.com | 기사입력 2023.03.29 10:45

▶ **Digital Chosun Ilbo**

▶ **TTL News** ▶ **Digital Times** ▶ **Gukje News** ▶ **Digital Chosun Ilbo**

관정부관광청, 스포츠 전문가 초청 팸투어 실시...스포츠 시장 활성화 기대

2023.03.29 10:28 | 1페이지 2페이지

▶ **Tour Korea**

관정부관광청, 스포츠 전문가 대상 팸투어 성황리 마치

2023.03.29 14:45 | 1페이지 2페이지

▶ **Biz World**

관정부관광청, 스포츠 전문가 대상 팸투어 성료...글로벌 스포츠 시장 활성화 스타트

4월 1일 15:59 | 1페이지 2페이지

▶ **Discovery News**

스포츠의 성지 '말'...전문가들도 인정

스포츠 기자 | 2023.03.29 09:00 | 1페이지 2페이지

▶ **The Korea Travel Times**

▶ **Tour Korea** ▶ **Biz World** ▶ **Discovery News** ▶ **The Korea Travel Times**

GVB to successfully accomplish '2023 Guam Sports FAM Tour'

MEDIA MONITORING - PRESS RELEASE ON MARCH 29

KOREA MARKETING ACTIVITIES



▶ Discovery News

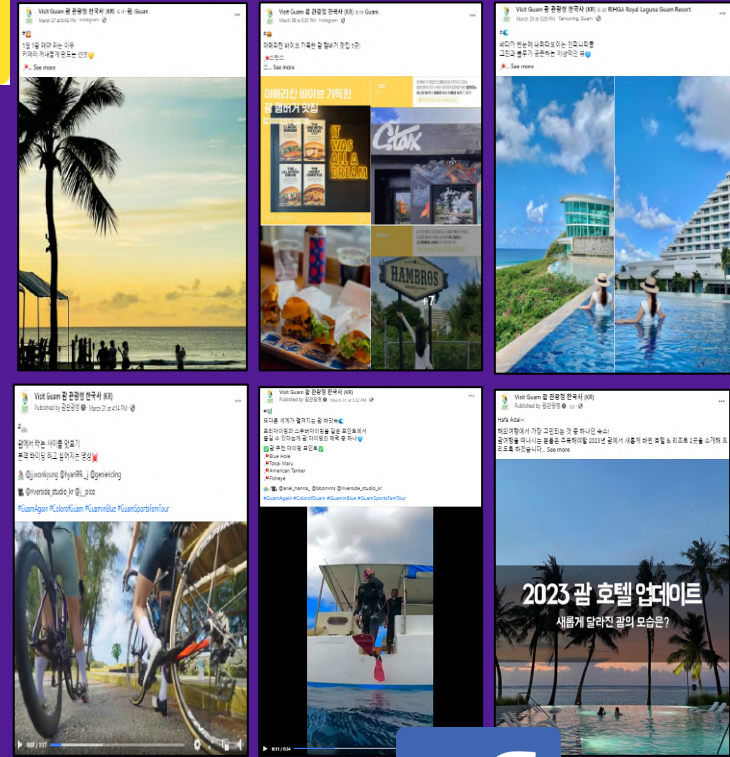
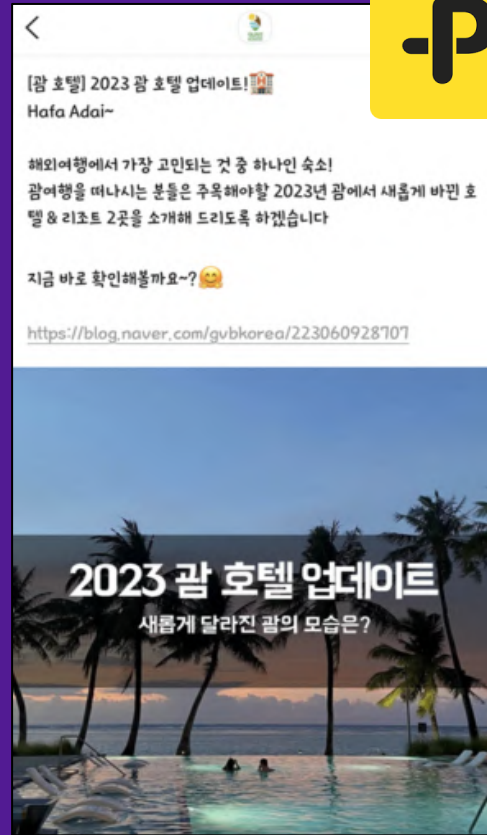
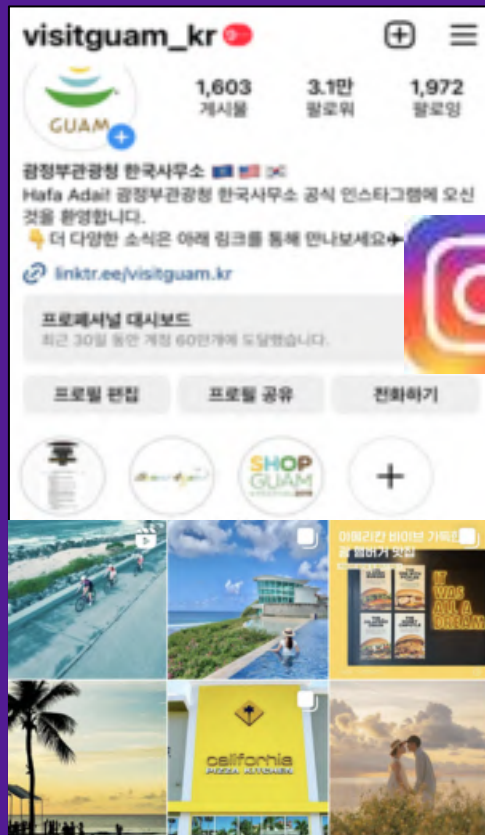


▶ Digital Chosun Ilbo

GVB to hold '2023 Guam Ko'Ko' Race' marathon

MEDIA MONITORING – PRESS RELEASE ON APRIL 10

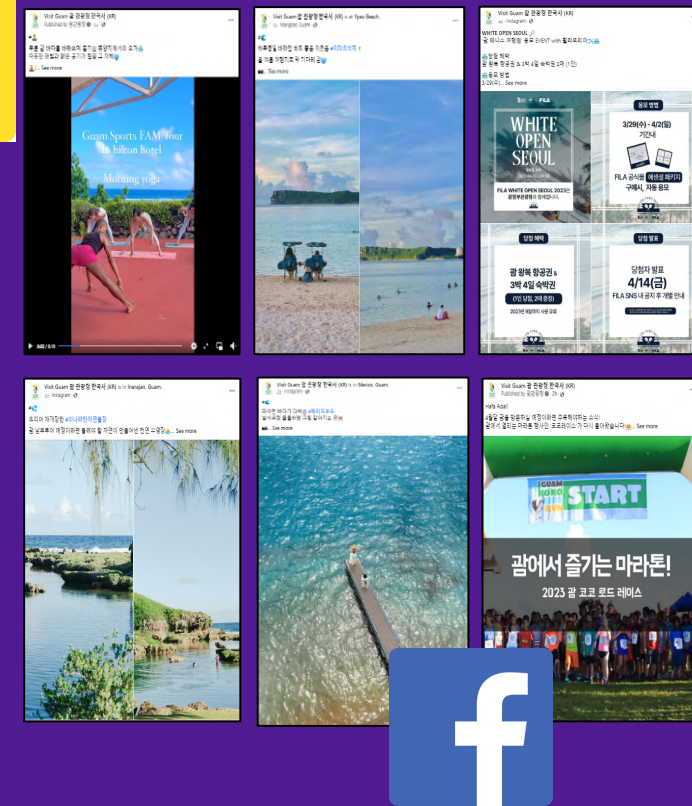
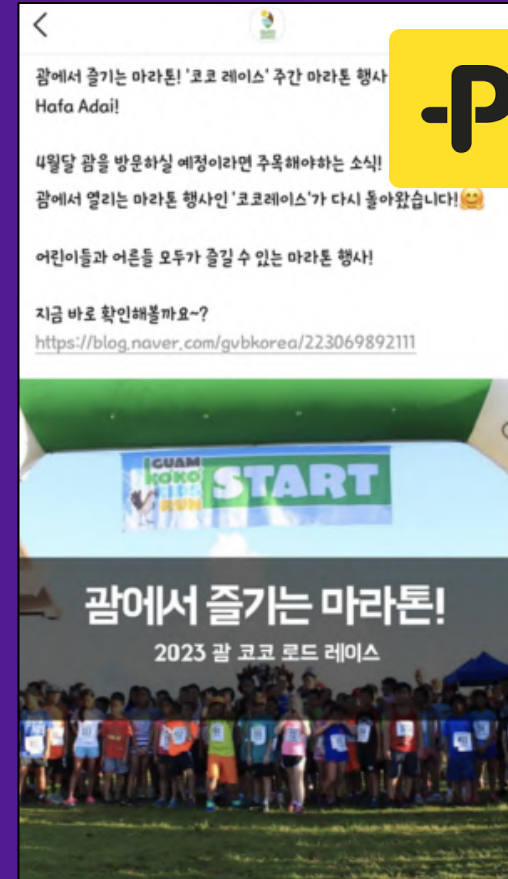
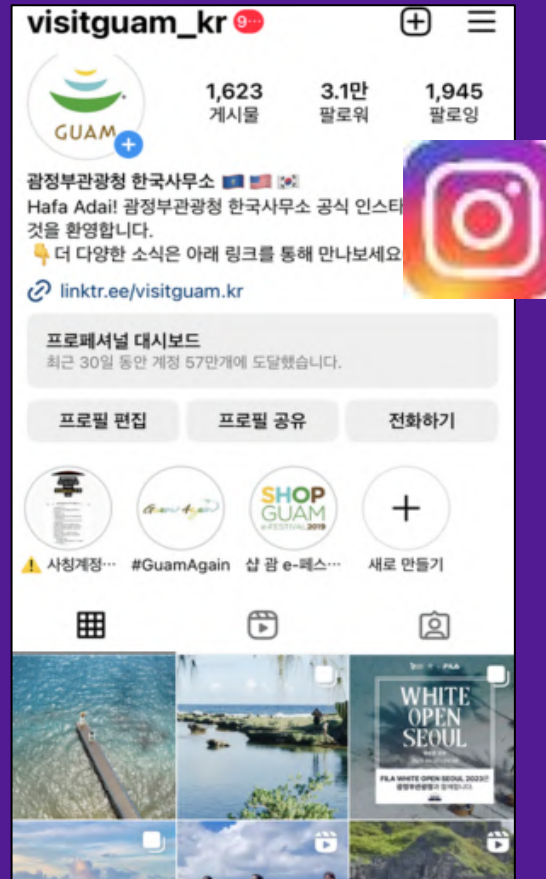
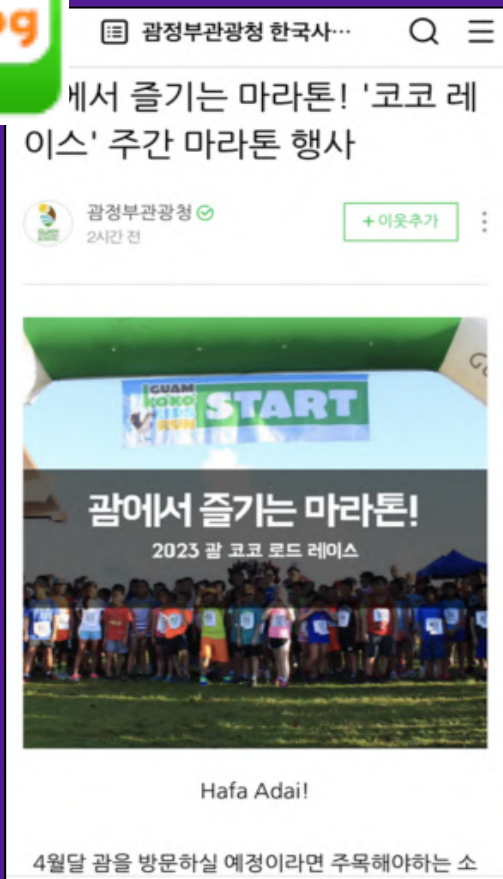
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: MARCH 27 - MARCH 31

#GUAMAGAIN #COLOR OF GUAM: GUAM HOTEL UPDATES & #GuaminYellow

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: MARCH 27 – MARCH 31
 #GUAMAGAIN #COLOR OF GUAM: GUAM HOTEL UPDATES & #GuaminYellow

KOREA MARKETING ACTIVITIES

GVB KOREA – April Content Calendar

GVB KOREA – April Content Calendar							
Information/Notice/Card News		Guam's Scenery		IG Reels		Event	
Instagram Reels / Story		Naver Blog/Kakao		Instagram Feed / Facebook		EVENT	
Week 1				WEDNESDAY	THURSDAY	FRIDAY	April 1 SATURDAY
	April 2 SUNDAY	April 3 MONDAY	April 4 TUESDAY	April 5 WEDNESDAY	April 6 THURSDAY	April 7 FRIDAY	April 8 SATURDAY
Week 2		Ko'Ko Road Race IG Reels #Sports FAM Tour UGC	IG Reels #Sports FAM Tour UGC	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	
	April 9 SUNDAY	April 10 MONDAY	April 11 TUESDAY	April 12 WEDNESDAY	April 13 THURSDAY	April 14 FRIDAY	April 15 SATURDAY
Week 3		Healthy Dessert Places Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	
	April 16 SUNDAY	April 17 MONDAY	April 18 TUESDAY	April 19 WEDNESDAY	April 20 THURSDAY	April 21 FRIDAY	April 22 SATURDAY
Week 4		Blog Event IG Event	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	Card News #ColorofGuam New Restaurant in Guam	IG Reels #ColorofGuam Weekly highlight	
	April 23 SUNDAY	April 24 MONDAY	April 25 TUESDAY	April 26 WEDNESDAY	April 27 THURSDAY	April 28 FRIDAY	April 29
Week 5		Scuba Diving Points Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	Card News #ColorofGuam Scuba Diving Points	IG Reels #ColorofGuam Weekly highlight	

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

TAIWAN



TAIWAN RECORDS 675 NEW COVID-19 CASES, 175 DEATHS OVER PAST WEEK

Taipei, March 30 (CNA) Taiwan reported 675 new COVID-19 cases and 175 deaths from the disease from March 24 to March 30, according to the Central Epidemic Command Center (CECC) Thursday.



The 675 infections reported over the last week involved only moderate and serious cases because people with mild symptoms were no longer requested to self-report by the CECC. All but three of the 675 cases were domestically transmitted, the CECC said.

Also on Thursday, the CECC announced that it would expand the use of the prophylaxis antibody Evusheld to prevent infected at-risk individuals from developing severe symptoms. According to the CECC data, Taiwan has 7,128 doses of Evusheld in stock, which will expire on Nov. 30.

12th ROUND OF NAME-BASED RATIONING SYSTEM FOR AT-HOME COVID-19 RAPID TEST KITS TO BEGIN ON APRIL 1

On March 30, the Central Epidemic Command Center (CECC) announced that the 12th round of the name-based rationing system for at-home rapid test kits will begin on April 1 to increase access to rapid tests.

The CECC pointed out that as there is a stable supply of rapid tests, each round of the rapid test distribution system lasts for a month. In each round, people who have a National Health Insurance card or Resident Certificate are eligible to purchase rapid tests at NHI-contracted pharmacies or public health centers. Each eligible individual can purchase up to six packs of rapid tests (30 test kits) at a time or different times (no limit) and can have a person purchase on their behalf. One pack (five test kits) is still priced at NT\$500.

COVID-19

CASES:
10.24M

ACTIVE:
0.42%

AS OF APR 13, 2023



THIRD WAVE OF OMICRON INFECTIONS CONTINUES TO SUBSIDE WITH AVERAGE OF 96 NEW DOMESTIC CASES (COMPLICATIONS) PER DAY; CECC CONFIRMS 30 NEW CASES OF OMICRON SUBVARIANTS

On March 30, the Central Epidemic Command Center (CECC) reported an average of 96 new confirmed cases of COVID-19 (with complications) per day from March 24 to 30 after relaxed pandemic prevention measures became effective on March 20. This average of moderate to severe cases per day was slightly lower than the daily average of 119 cases in the month prior to the implementation of the new epidemic prevention scheme. Also, there were three new imported cases.

The CECC also reported an average of 25 deaths per day in the last week, a number that was lower than the daily average of 34 deaths in the week before last week (March 17-23).

AIRLINE UPDATES



CHINA AIRLINES

- Operating April-June

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 (Daily)
- TPE to Seattle (five flights per week)
- TPE to Kuala Lumpur, Paris, Brisbane (four flights per week)

STARLUX AIRLINES

- Macau - Daily
- Penang - Daily
- Bangkok - Daily
- Osaka - Daily
- Tokyo - Daily
- Kuala Lumpur - Daily
- Ho Chi Minh City - Daily
- Manila - Monday, Wednesday, Saturday
- Singapore - Daily

Regulations on Entering Taiwan-1/3-Taiwan Nationals, Foreign Nationals


 National Immigration Agency
 Ministry of the Interior
 (Starting Mar. 25 2023 Taipei Time)

Traveler Type	History of Travel	Notes
R.O.C. (Taiwan) Nationals	Departure from any international port	Travelers who have experienced any COVID-19 symptoms should voluntarily contact quarantine stations. Such travelers should cooperate with health assessments and follow necessary instructions.

Traveler Type	Credentials		Notes
Foreign Nationals	Holders of ARC <ul style="list-style-type: none"> • ARC means R.O.C. (Taiwan) Resident Certificate <ol style="list-style-type: none"> Open to all purposes of entry Migrant workers must also hold re-entry permits 	<ol style="list-style-type: none"> Nationals of the visa-exempt entry scheme announced by Ministry of Foreign Affairs ^{*note2} Travelers who hold R.O.C. (Taiwan) Visa ^{*note2} 	<ol style="list-style-type: none"> Travelers who have experienced any COVID-19 symptoms should voluntarily contact quarantine stations. Such travelers should cooperate with health assessments and follow necessary instructions. For Visa-exempt entry scheme, Landing Visa, e-Visa, or general Visa application, please visit Bureau of Consular Affairs website for details. For Travel Authorization Certificate for Nationals from Southeast Asian Countries (Conditional Visa-Free Entry) Application, please visit National Immigration Agency website. Spouses and children of Taiwan nationals may travel and transit through the Mini-three-links.
	Non-ARC holders		

RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

COMPETITORS

Singapore: Through its official social media channels, Changi Airport has just announced that starting on April 3, the Free Singapore Tour Services will resume. The fascinating tours under three hours had been suspended for over two years due to the COVID-19 pandemic, but now travelers can choose from great tour options in under 3 hours. Eligible passengers – certain requirements must be met – can choose from the Changi Precinct Tour, The City Sights Tour, the Jewel Tour, and –starting in June this year – the Heritage Tour. At the airport, passengers will have three bus tour itineraries available that last 2.5 hours. Organizers expect to increase tour options to up to 9 experiences a day. (Apr 5)

Korea: Officials in South Korea will temporarily lift electronic travel authorization (K-ETA) requirements for 22 visa-free locations from April 1. The exemption will apply to Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Hong Kong, Italy, Japan, Macau, Netherlands, New Zealand, Norway, Poland, Singapore, Spain, Sweden, Taiwan, UK, and US. Authorities did not specify the duration of the exemption. Passport holders from other visa-free countries not included in the list must continue to apply for K-ETA at least 72 hours prior to entry. (Mar 30)




Hong Kong: As overseas tourists and large-scale events return to Hong Kong, Lan Kwai Fong has partnered with The Department of International Trade Promotion, Ministry of Commerce of Royal Thai Government to present a sensational Thai cultural celebration unlike any other. During mid-April each year, families and friends gather around to celebrate Songkran (Thai New Year) by having water blessing ceremonies and paying gratitude to their elders. The inaugural Thai SELECT Carnival 2023 will transform the Streets of Lan Kwai Fong into a mini-Thailand for one day only on Saturday, 22 April. (April 01)

Japan: Hainan Airlines said on Monday it plans to resume the route from Xi'an to Tokyo from April 12, and the frequency will be increased to three times per week starting on May 2 from once per week. China Southern Airlines said on Saturday that it will gradually resume several routes from Chinese cities to Tokyo and Osaka in Japan from April 1 due to rising demand and the recovery of the travel market. The routes to Japan operated by China Southern will reach 64 flights per week. Japanese airline All Nippon Airways also said it will restart its connections from Beijing and Shanghai to Tokyo from April 1. The route between two airports in Shanghai and Tokyo will offer one flight per day, and the route to Beijing will be increased to daily flights from April 10. (Apr 04)

RESORTS WORLD ONE ARRIVES AT KAOHSIUNG IN SOUTH TAIWAN FOR FIRST VOYAGE TO HONG KONG

Resorts World One cruise ship arrived on Tuesday (April 4) at Port of Kaohsiung for its voyage from the southern Taiwan port, CNA reported. Resorts World One has launched a Kaohsiung and Hong Kong dual home port itinerary starting from April. The cruise ship departs from Kaohsiung for Hong Kong twice a week. The 4-day, 3-night voyage departing from Kaohsiung on Monday will go to Hong Kong via Penghu, per CNA. Resorts World Cruises in the first company to set up dual homeports in Taiwan after the COVID-19 epidemic was lifted, company president Wu Mingfa said during a ceremony to mark the first voyage from Kaohsiung on Tuesday. According to Wu, Resorts World One will make 78 calls at Kaohsiung this year, which is expected to bring 140,000 international passengers and generate roughly NT\$1.68 billion (US\$55.55 million) in tourism dollars, he added, per CNA. (Apr 04)

TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
 CHINA AIRLINES	4/7 Solomon Lee, General Manager	<ul style="list-style-type: none"> • No updates for this week (Apr. 1 - Apr. 7) after confirming with China Airlines • Regarding the possibility of the resumption of direct flights to Guam, Mr. Lee said that due to the shortage of the fleet and manpower, it is still under evaluation.
	4/7 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> • No updates for this week (Apr. 1 - Apr. 7) after confirming with Eva Air • Regarding the resumption of direct flights to Guam, Mr. Wang said that at present, the company will focus on long routes and Northeast Asian routes, high-revenue destinations with cargo, transit and business needs, and the number of aircraft and crews is limited, so there is currently no plan to resume direct flights to Guam yet.
	4/7 Joyce Pan, Manager	<ul style="list-style-type: none"> • STARLUX will have a total of 22 charter flights to Guam from April to June. (Charter by Lion Travel) and Lion Travel decided to increase 8 more charter flights in July. :7/2,7/6,7/10,7/14, 7/18,7/22,7/26,7/30 • Regarding the resumption of the Guam flight, Mrs. Pan said that STARLUX has been discussing and will continue to be evaluated in the future.

TAIWAN MARKETING ACTIVITIES

TAIPEI CITY GOVERNMENT 2023 LANTERN FESTIVAL LIGHT DONATION MEETING

- Date: Mar 31
- Taipei City Government would like to donate “Brilliant Light of the Jade Hare” to a sister city and thus call a meeting for detail discussion. The striking 22-meter lantern is designed by the Taiwanese artist, Akibo Lee. It’s the first time that robot modeling technology is used to create a lantern at the festival. The robot is animated with lights and sounds every 30 minutes for about 3 minutes.
- Guam is on Taipei City Government’s top list as this year is the 50th anniversary for our sister tie and the US-Taiwan relation is getting closer these days. They proposed that when the light has been set in Guam, they can arrange a Mayor delegation group to visit Guam Government and the light.
- GTO responded that we will inform Guam of this opportunity but considering the light weighs 28 tons, the delivery fee, assembling fee, display fee will be very high, so GTO replied that the possibility Guam will accept should be low.



as of 14 Apr 2023

NR MONITOR

For the past week (Mar 27 - Apr 06), a total of 19 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 19
- Social Media: 0

星宇航空聯合雄獅旅遊 獨家推出關島包機



▲星宇航空與雄獅旅遊聯合推出獨家關島包機行程，打造多面向遊程體驗。

多面向主題產品適合各族群 全新機型執飛提供高品質旅程

標準豪華旅遊商機，星宇航空與雄獅旅遊強強聯手，自4/1起推出全台灣獨家「關島包機」行程，5天4夜最低只需29,900元起，6種旅遊產品組合提供更多面向的遊程體驗，不論小資團客出遊、新禧慶月或是家庭旅遊都適宜，早去晚回的班機行程，讓旅客們只需經過3.5小時的飛行時間就能抵達關島！



MEETING WITH TAIWAN-USA INDUSTRIAL COOPERATION PROMOTION OFFICE, TUSA, MOEA



- Date: Apr 7
- After the meeting on 3/27, TUSA asked to visit GTO again with their management team to learn Guam and ASOA businesses. Since Idaho had their Governor to attend TUSA' MOU event, TUSA would like to know if Governor of Guam will have a delegation consisting of traders or professionals in the tech industry to visit Taiwan in the future.
- TUSA proposed to have a theme of smart city for Guam and Taiwan to hold an event. It is for those who are in electric charging industry, 5G industry, solar energy, etc.
- TUSA confirmed to attend ASOA's monthly meeting on 4/14.



TAIWAN MARKETING ACTIVITIES

Social Media April Content Calendar							Accommodations
							Service
							Shopping
							Attractions/Activities/Festival
							Restaurants
							Guam Scenery
							Lucky Draw Event
							1-Apr-23
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					x		Guam KO'KO' Festival Lucky Draw Event
					x		
Week 2	2-Apr-23 SUNDAY	3-Apr-23 MONDAY	4-Apr-23 TUESDAY	5-Apr-23 WEDNESDAY	6-Apr-23 THURSDAY	7-Apr-23 FRIDAY	8-Apr-23 SATURDAY
	Guam KO'KO' Festival Lucky Draw Event	Guam KO'KO' Festival Lucky Draw Event	Guam KO'KO' Festival Lucky Draw Event	Guam KO'KO' Festival Lucky Draw Event	x	Guam Family Travel Promotion Lucky Draw Event	Guam Family Travel Promotion Lucky Draw Event
		Restaurants - Avenue Steak & Lobster		Attractions - Priest's Pools	x		Shopping - Guam Premier Outlet
Week 3	9-Apr-23 SUNDAY	10-Apr-23 MONDAY	11-Apr-23 TUESDAY	12-Apr-23 WEDNESDAY	13-Apr-23 THURSDAY	14-Apr-23 FRIDAY	15-Apr-23 SATURDAY
	Guam Family Travel Promotion Lucky Draw Event	Guam Family Travel Promotion Lucky Draw Event	Charter Flights Promotion	Attractions - Underwater World Guam	x	Guam KO'KO' Kids Fun Run	Guam KO'KO' Road Race
		Guam Scenery 1			x		
Week 4	16-Apr-23 SUNDAY	17-Apr-23 MONDAY	18-Apr-23 TUESDAY	19-Apr-23 WEDNESDAY	20-Apr-23 THURSDAY	21-Apr-23 FRIDAY	22-Apr-23 SATURDAY
	Accommodation - Hyatt Regency Guam	Guam Scenery 2		Restaurants - California Pizza Kitchen Guam	x	Smokin' Wheels Promotion	
					x	Activities - GVB Earth Day Beach Clean Up	
Week 5	SUNDAY	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Talo 'fo'fo Banana Festival Promotion		Accommodation - Pacific Islands Club	Crab Festival Promotion	x	Attractions - Fish Eye Marine Park	Charter Flights Promotion
Week 5	30-Apr-23 SUNDAY	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Guam Scenery 3						

PHILIPPINES



METRO MANILA'S COVID-19 POSITIVITY RATE RISES TO 6.5 PCT-OCTA



Metro Manila's COVID-19 positivity rate or the percentage of tests turning out positive for the virus rose in the past week, a think tank said Monday.

According to Dr. Guido David of OCTA Research, the capital region's positivity rate increased to 6.5 percent on April 8 from 4.4 percent recorded on April 1.

The World Health Organization recommends a 5-percent threshold for COVID-19 positivity rate. Last week, the Department of Health said the increase in COVID-19 cases was not a cause for concern as hospital admissions were manageable.

Since the start of the pandemic, the country has tallied 4,083,678 coronavirus infections. The death toll stood at 66,420. To date, more than 79.1 million are fully vaccinated against COVID-19.

Cebu Pacific set to reach 129% of pre-COVID network and capacity in its Cebu hub in Jun.

LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	
OPEN	OPEN	OPEN	
CONFIRMED	7 DAY ROLLING AVE	DEATHS	FULLY VACCINATED
4,078,994 35,298 per million	+157 ▲ +45% vs prev week	66,272 573.5 per million	- 0.00% of pop.

Source: Cases - John Hopkins University (2023-03-21). Retrieved from OurWorldInData.org

DOH POSTS 1,944 NEW COVID-19 CASES OVER HOLY WEEK

The number of new COVID-19 cases recorded in the Philippines in the past week reached nearly 2,000, according to the Department of Health's (DOH) data on Monday.

There were 1,944 infections reported from April 3 to April 9, 2023, more than the 1,721 cases from March 27 to April 2.

Recent daily case average also went up by 13% from the previous 246 to 278. The DOH also recorded 179 new cases on Monday, bringing the country's overall total to 4,083,842.

PHILIPPINES MARKET INTELLIGENCE

AIRLINES



Manila-Guam-Manila

- Daily

PR110 Depart MNL 22:05 / Arrive GUM 03:55

PR111 Depart GUM 05:30 / Arrive MNL 07:25



Manila-Guam-Manila

- Daily

UA184 Depart MNL 22:55 / Arrive GUM 04:45

UA183 Depart GUM 20:00 / Arrive MNL 21:50

▶ SUPER DEALS TO MANILA

ROUNDTrip ALL-IN FARES			
ROUTE		ECONOMY CLASS	BUSINESS CLASS
Origin	Destination	As low as	As low as
Guam	Manila	USD 389	USD 909
Guam	Cebu (via Manila)	USD 509	USD 1,139
Guam	Davao (via Manila)	USD 539	USD 1,179

Booking Period: Book now until December 31, 2023
 Travel Period: January 1-March 15, 2023 / July 1-December 10, 2023

CHANGES IN PAL'S MANILA (NAIA) TERMINALS

UPDATED! Travel Advisory

Starting April 16, 2023, Philippine Airlines flights to and from Hanoi, Ho Chi Minh City (Saigon), Phnom Penh, and Singapore will depart from and arrive at **Terminal 1** of Manila's Ninoy Aquino International Airport (NAIA), along with PAL flights to the United States, Guam, Canada and Bali.

Please check the flight terminal assigned to your flight before proceeding to the airport, to ensure a hassle-free departure and arrival.

To Guam (GUM)

Flight N°.	Departure	Arrival	Aircraft	Frequency	To/From
UA 184*	22:25	04:25 ⁺¹	B737	Mon/Wed/Thurs/Sat/Sun	MNL
UA 192	22:40	02:30 ⁺¹	B737	Tues/Fri	ROR
UA 192	03:10	06:10	B737	Wed/Sat	MNL

*UA184 - 23:50 / 06:10⁺¹ - Tues/Fri

From Guam (GUM)

Flight N°.	Departure	Arrival	Aircraft	Frequency	To/From
UA 183	19:15	21:10	B737	Daily	MNL
UA 193	18:55	22:55	B737	Tues/Fri	ROR
UA 193	20:55	22:55	B737	Tues/Fri	MNL

PAL BACK TO FULL FLIGHT CAPACITY BY MID-2023

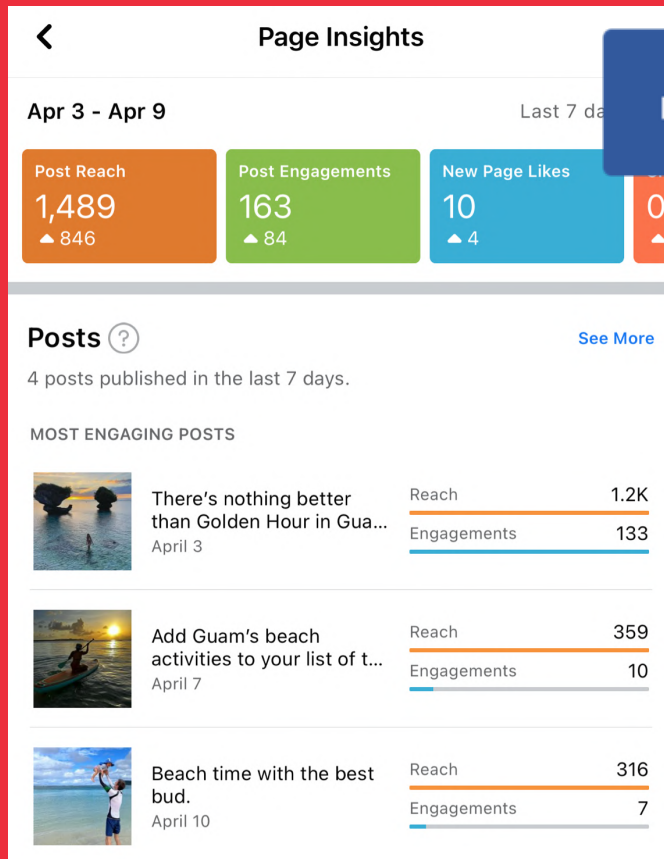
The head of Philippine Airlines (PAL), President and Chief Operations Officer, Stanley K. Ng, expects the country's flag carrier to return to full flight capacity by the middle of 2023.

According to Mr. Ng, the airline is at 90 percent flight capacity, but it still has fewer aircrafts than it did before the pandemic.

The airline is focusing on building lounges in airports, getting parts for its aircraft and investing in a Customer Relation Management (CRM) system for the airline, Ng, said.



PHILIPPINES MARKETING ACTIVITIES



Page Insights

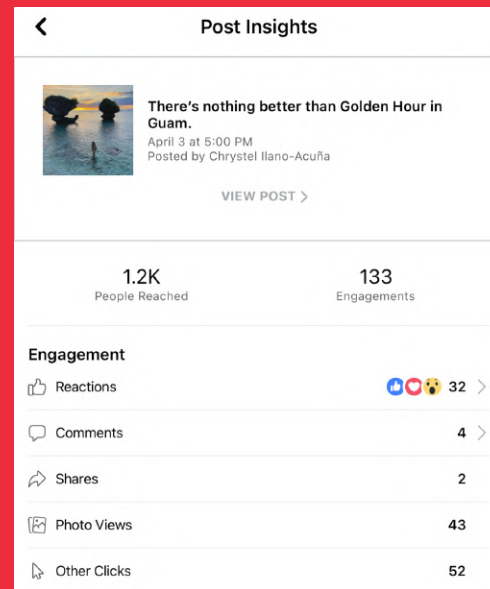
Apr 3 - Apr 9

Post Reach 1,489 ▲ 846	Post Engagements 163 ▲ 84	New Page Likes 10 ▲ 4
------------------------------	---------------------------------	-----------------------------

Posts (4 posts published in the last 7 days)

MOST ENGAGING POSTS

Post	Reach	Engagements
There's nothing better than Golden Hour in Guam... April 3	1.2K	133
Add Guam's beach activities to your list of t... April 7	359	10
Beach time with the best bud. April 10	316	7

Post Insights

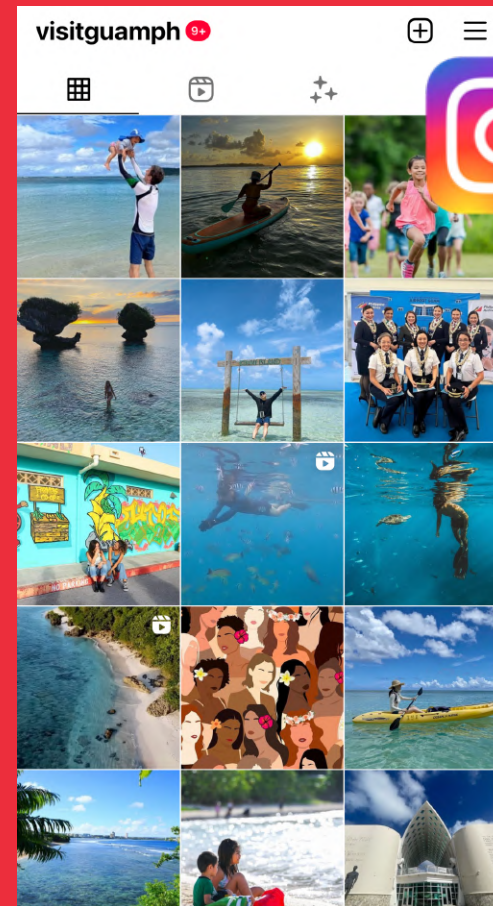
There's nothing better than Golden Hour in Guam.
April 3 at 5:00 PM
Posted by Chrystel Ilano-Acuña

VIEW POST >

1.2K People Reached	133 Engagements
------------------------	--------------------

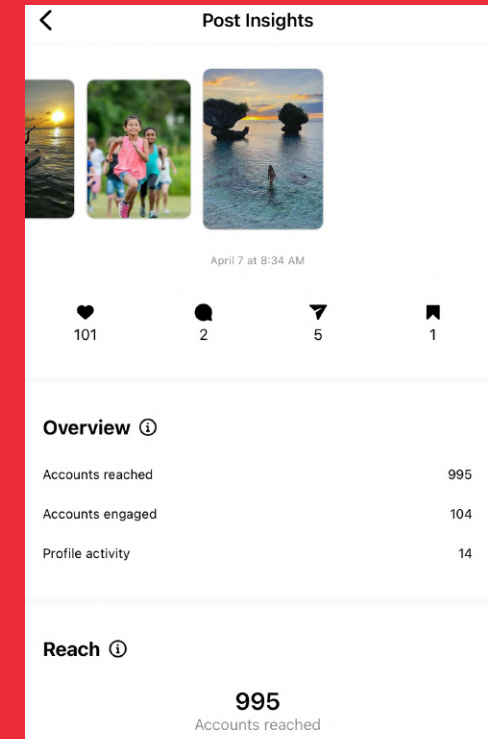
Engagement

- Reactions: 32 >
- Comments: 4 >
- Shares: 2
- Photo Views: 43
- Other Clicks: 52



visitguamph 9+

Grid of 12 photos showing beach scenes, people, and activities in Guam.

Post Insights

April 7 at 8:34 AM

101 likes, 2 comments, 5 shares, 1 save

Overview

- Accounts reached: 995
- Accounts engaged: 104
- Profile activity: 14

Reach

995
Accounts reached

MARKETING ACTIVITY: SOCIAL MEDIA

PHILIPPINES MARKETING ACTIVITIES

GVB PHILIPPINES - April Content Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						APRIL 1
						Welcome Summer UGC
APRIL 2	APRIL 3	APRIL 4	APRIL 5	APRIL 6	APRIL 7	APRIL 8
	GVB Events: Ko'ko' Races Promotion		Beach Activities: Paddling UGC		Sites: Beaches (Ypao) UGC	
APRIL 9	APRIL 10	APRIL 11	APRIL 12	APRIL 13	APRIL 14	APRIL 15
Sites: Puntan Dos Amantes UGC		Travel to Guam: 3.5 Hours Away (REEL)		Beaches: Golden Hour UGC		Travel to Guam: 10 Travel Tips (REEL)
APRIL 16	APRIL 17	APRIL 18	APRIL 19	APRIL 20	APRIL 21	APRIL 22
	GVB Events: GMIF Promotion		Travel to Guam: Family Summer Trip UGC		Sites: Sirena Park UGC	
APRIL 23	APRIL 24	APRIL 25	APRIL 26	APRIL 27	APRIL 28	APRIL 29
Activities: Shopping UGC		Beach Activities: Paddling UGC		Activities: Off-roading		Beach Activities: Jet skiing
APRIL 30						