

#InstaGuam
@tikiguam

HAGGAN or
HAGGAN BEDI
Green Sea Turtle

INDUSTRY RECOVERY REPORT

APRIL 1, 2022



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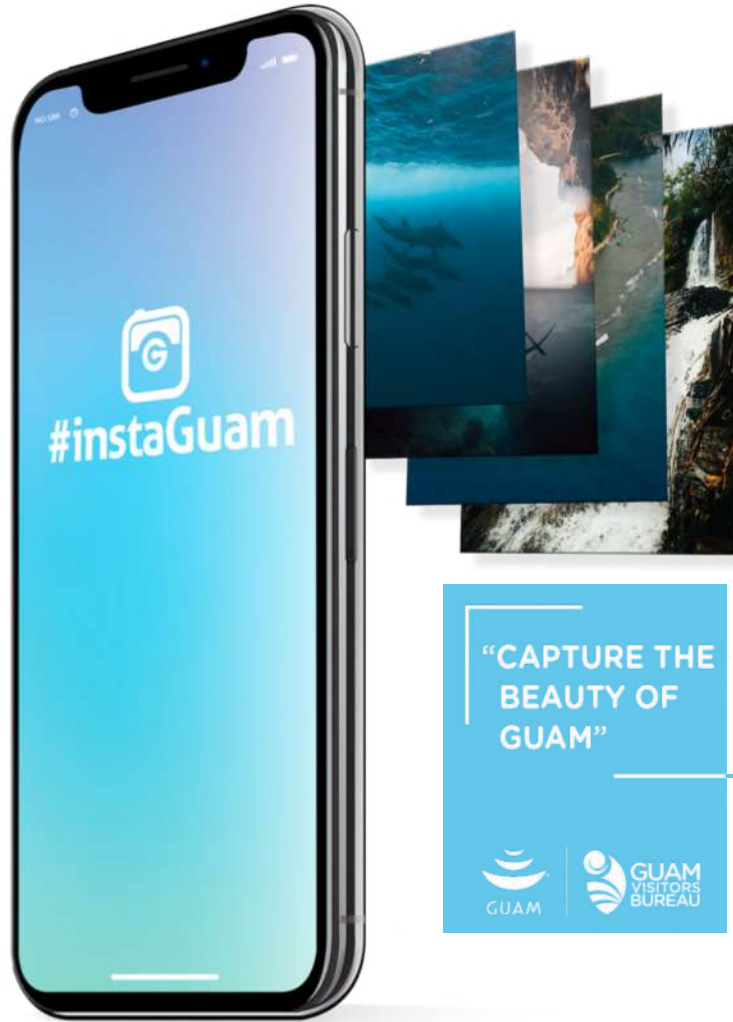
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DESTINATION UPDATES



WEEKLY PRIZE CONTEST

GVB encourages everyone to share and submit their best photos or videos for a chance to win weekly prizes. For more on the #InstaGuam weekly contest, go to visitguam.com/instaguam.



FANDANÑA FRIDAY



GUAM VISITORS BUREAU PRESENTS

Fandanña Friday!

FRIDAYS STARTING 5PM

Gov. Joseph Flores Memorial Park (Ypao)

Join us for some Great food by the beach & good fun in the sunset! See you in the park

For more information contact: 671-646-5278 or email info@visitguam.com



In partnership with the Department of Parks and Recreation (DPR) and local food trucks, the Guam Visitors Bureau (GVB) is proud to announce a free family-friendly event for the island community to enjoy - **Fandanña Friday**. Governor Joseph Flores Memorial Park (Ypao Beach) will play host to this event every Friday at 5 p.m.



"Fandanña means to get together in CHamoru and we invite everyone to get together on Friday evenings at Ypao... We'll see you at the park!"

~ GVB President & CEO Carl T.C. Gutierrez

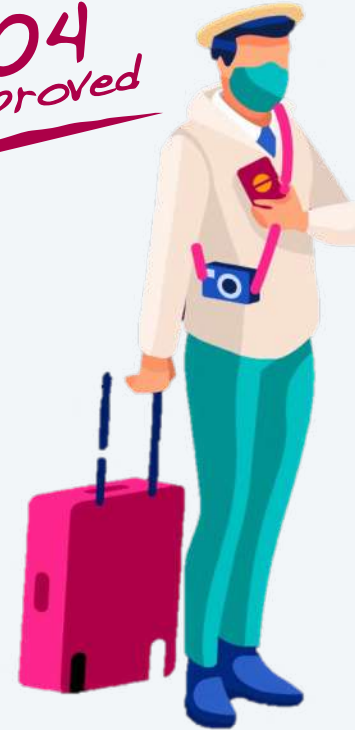
SAFE TRAVELS STAMP PROGRAM



THE GUAM SAFE TRAVELS STAMP PROGRAM HAS BEEN REVAMPED

The World Travel & Tourism Council (WTTC) created the first ever global safety and hygiene stamp. This stamp enables travelers to recognize destinations around the world that have adopted standardized health and hygiene protocols. The approved businesses are also featured on GVB's consumer site, [visitguam.com](https://www.visitguam.com) in English, Japanese, Korean, and Chinese. The Safe Travels Stamp certificate is valid through December 31, 2022.

104 approved



Go to [guamvisitorsbureau.com](https://www.guamvisitorsbureau.com)

- Select **Tools & Resources** on the menu, then click on **Safe Travels**
- Click on the **Safe Travels Application Form** and fill in the required information
- **Upload your company logo** along with **6-10 photos** that best showcase your business
- Read and agree to the **Safe Travels Pledge** and click **Submit**

- Safe Travels is globally recognized & instills a level of confidence and trust in both the tourism trade and international visitors
- FREE of charge to all eligible businesses

APPLY TODAY
[Click here](#)

FREE PCR TESTING FOR VISITORS



GUAM

PCR TESTING FOR VISITORS

Thank you for choosing Guam as your travel destination! You can get a free PCR test before your return home.

- 1 Book an appointment with participating clinics.** More information on participating clinics are on www.visitguam.com/pcr.
- 2 Go to clinic for PCR test.** You will need to do the following:
 - Complete GVB's Patient Consent Form
 - Provide passport, driver's license or birth certificate
 - Provide copy of flight confirmations
- 3 Wait for clinic to deliver results and any other documents required.**

For more information, please visit: www.visitguam.com/pcr

For more info, please visit: www.visitguam.com/pcr



GUAM

PCR TESTING FOR VISITORS

Håfa Adai Valued Guam Tourism Partners!

GVB is pleased to restart its PCR testing program for visitors upon their return home. This program aims to alleviate the COVID-19 testing cost in this new age of travel. We hope this will be a key competitive advantage to attract more visitors to Guam.

Restart: Monday, February 28, 2022 **End:** Friday, September 30, 2022

General Information

- GVB will cover the cost of **one PCR test per person, per week**.
- This program is for PCR tests only.
- Clinics will provide test results and other necessary health documentation within **48 hours** to the patient.
- Visitors must book their appointment directly with participating clinics.** Clinic information provided through the web pages listed below: (live on Feb 28)
 - English: visitguam.com/pcr
 - Japanese: visitguam.jp/pcr
 - Korean: welcometog Guam.co.kr/pcr
 - Traditional Chinese: visitguam.org.tw/pcr
- Each visitor is required to fill out a **Patient Consent Form** and provide other documents (listed below) to the clinics.
- Visitors are kindly requested to provide the following documents to the clinics:
 - Government-issued identification: passport, driver's license or birth certificate
 - Copy of arrival and departure confirmation (boarding pass or flight confirmation)

Participating Clinics

(5 clinics, at 7 locations in Guam)



‘Ei Quios Maise’ for your continued support. Program is subject to change.

GUAM VISITORS BUREAU
Tel: +1-671-646-5278
Ms. Margaret Sablan
margaret.sablan@visitguam.com

Mr. Brian Borja
brian.borja@visitguam.com

At this time, booking window is open until April 30, 2022 with the private clinics.

FROM OUR PRESIDENT & CEO, CARL T.C. GUTIERREZ

GUTIERREZ: DECENTRALIZING TOURISM, HIGHLIGHTING CULTURAL HOTSPOTS

Håfa Adai! Last week you may have caught wind of Inalåhan receiving \$95,000 from the Guam Visitors Bureau for the purchase and installation of a large, outdoor video billboard. Or maybe you read about an all-Japanese CHamoru-style cultural dance troupe piquing travelers' curiosity about Guam as the dancers toured Japan garbed in ancient CHamoru and Spanish-era costumes. Perhaps you even saw published photos of a stone-slinging contest at Hospital Point.

GVB is overjoyed to recognize each of these and other Mes CHamoru events and activities as fine examples of revivalist CHamoru culture attracting attention outside the center of gravity: our tourism industry's high-density commercial capital — the resort-lined, ocean-side subdistrict of Tumon. Each instance helps shatter destructive myths that have disrespected ancestral ways and clogged up the visitor industry with an “us vs. them” mentality for too many decades. These myths include the following destructive presumptions:

- That the Southern villages “aren't worth” revitalizing.
- That the CHamoru culture is somehow “too inferior” to ever be celebrated by Guam's former invaders and occupiers.
- That it's a “waste of time” to revive ancient CHamoru survival skills in the form of art, sports, life skills and entertainment.

Nonsense! These are all priceless assets that Guam has the authority and mounting drive and ambition to breathe new life into!



#InstaGuam
@cass_venture



MARKET INTELLIGENCE REPORT

As of April 1 and may be subject to change.



ARRIVAL PROTOCOLS

JAPAN

JAPANESE NATIONALS

NO QUARANTINE

- Traveler entering/returning to Japan from Guam (a non designated country/region) AND has received three vaccination doses AND is negative at airport is exempted from quarantine.

REQUIREMENTS

- 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)
<https://www.mhlw.go.jp/content/000807572.pdf> (Japanese)
<https://www.mhlw.go.jp/content/000807573.pdf> (English)
- 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)

QUARANTINE

Traveler entering/returning to Japan from Guam (a non designated country/region) AND *has not* received three vaccination doses is subject to a a 7-day home quarantine (if the voluntary test on day 3 is negative, an exemption is made from further isolation).

FOREIGN NATIONALS NEW ENTRY INTO JAPAN

(A) Foreign nationals eligible to this measure

- (1) Foreign nationals newly entering Japan for a short-term stay (less than three months) for purposes including business or employment and foreign nationals newly entering Japan for a long term stay (Except for tourist purposes)..
- (2) Foreign nationals fall under (1) and those who have receiving organizations located in Japan

**Refer to application for Visa for foreign Nationals eligible for Phased Measured toward Resuming Cross-Border Travel:*

https://www.mofa.go.jp/ca/fna/page22e_000921.html

Information Source:

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

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

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

TRAVEL RESTRICTIONS BY MARKET

SOUTH KOREA

NO QUARANTINE

- Fully vaccinated in Korea (14-180 days) or boosted can re-enter Korea without quarantine (as of March 21, 2022).
- Foreigners fully vaccinated other than Korea (14-180 days) or boosted can enter Korea without quarantine (as of April 1, 2022).

REQUIREMENTS

- All travelers entering Korea (nationals and foreigners) must have a negative PCR test 48-hours prior to departure to Korea and K-ETA (only foreigners).
- Upon arrival must take a PCR test within 24 hours and antigen test on day 6 or 7 (covered by the Korean government).
- Foreigners must register their travel information, vaccination records, and PCR test to KDCA's website Q-Code before entering Korea. <https://cov19ent.kdca.go.kr/>
- Fully vaccinated in Korea that had tested positive but recovered must present positive result and official documentation of recovery before boarding their flight. If recovered within 10-40 days, no PCR test is required to return to Korea. If recovered past 40 days a negative PCR test result within 48-hours before departure is required.

QUARANTINE

Unvaccinated nationals (including unvaccinated children 6-11 years old) will be required to [self-quarantine](#) for seven (7) days.

NO QUARANTINE

FULLY VACCINATED IN KOREA

- Children 5 years old and below are exempted
- Must present negative PCR result taken 48-hours before departure
- Must register COOV app

FULLY VACCINATED IN KOREA RECENTLY RECOVERED FROM COVID

- Must show positive result, official documentation of recovery
- Recovered between 10-40 days no PCR test is requested before boarding
- Recovered after 40 days, PCR result taken 48-hours before boarding is required

FULLY VACCINATED IN ANOTHER COUNTRY

- Must present negative PCR result taken 48-hours before departure
- Must register KCDA's Q-Code and complete K-ETA - Only Foreigners

TAIWAN

QUARANTINE

- All travelers will be quarantined for 10 days at a self paid facility or home isolation
- Practice self-health management for 7 days and take a rapid antigen self test on the 2nd and 4th day

REQUIREMENTS

- All travelers who arrive at an airport in Taiwan must present a certificate of a negative COVID-19 RT-PCR test taken within two days (calendar days) prior to the flight schedule time to the airline staff
- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://hdhq.mohw.gov.tw>
- Those who enter Taiwan shall arrange quarantine accommodation (a quarantine hotel or group quarantine facility where they plan to stay at their own expense) before visiting the country. Such travelers must also state that they have met related requirements by making relevant affidavits on the Quarantine System for Entry.

TRAVEL RESTRICTIONS BY MARKET



PHILIPPINES

NO QUARANTINE

- Fully vaccinated nationals / foreign nationals
- Children below 12 years who cannot be vaccinated shall follow quarantine protocols of the parent or accompanying adult/guardian

REQUIREMENTS

- Negative RT-PCR test result taken within 48 hours prior to departure from Guam
- OR a negative laboratory-based antigen test result taken within 24 hours prior to departure from Guam
- All inbound passengers shall register with the One Health Pass prior to arrival in the Philippines
- Self-monitor for any sign or symptom until the 7th day from arrival

FACILITY-BASED QUARANTINE

Unvaccinated, partially vaccinated, unverified nationals are subject to a facility-based quarantine until release of negative results (5th day swabbing); self-monitor until 14th day of arrival.

Travelers are considered Fully Vaccinated if:

- They received 2nd dose series or single dose vaccine for more than 14 days prior to departure from country of origin
- Vaccine is included in EUA list or compassionate special permit (CSP) issued by the Philippine Food and Drug Administration OR EU listing of WHO

Accepted proofs of vaccination:

- World Health Organization (WHO) International Certificate of Vaccination or Prophylaxis; OR
- VaxCertPH; OR
- National/state certificate of the foreign government, including original CDC vaccination cards for those vaccinated in the US

Entry Testing and Quarantine Protocols for Foreign Nationals arriving from Abroad effective 10 February 2022 per IATF Resolution No. 160-B:

<https://aganapcg.dfa.gov.ph/79-advisories/1987-psa-2022-003>

MARKETS AT-A-GLANCE

JAPAN

- New cases nationwide decreased by 16% from the last week; measures to prevent the spread of infection were lifted on March 21
- Government continues its efforts to promote the use of the 3rd shot; expect to reach 40% soon
- Most package, agent-organized tours cancelled until late-April to end of May; Jalpak and Tobu Top Tours until May 31
- ✈️ • **Flight operation:**
 - United: UA197 daily operation
UA827/UA874 available from May 7 to June 2, 2022
UA136, UA150 suspended until June 2
UA172 suspended until June 23
UA178 suspended until May 24
UA166 suspended until July 31
 - JAL: suspended until May 31
 - Tway: suspended until April 30
 - JEJU: suspended until April 30
- Shown in appendix: outbound stats; SNS performance summary, content calendar, creative submissions, weekly Guam, TikTik FAM groups and social listening results

SOUTH KOREA

- South Korea's new daily COVID-19 cases have shown a downward trend some 11 weeks after the worst wave of the pandemic
- Korea approves 2nd COVID-19 pill Lagevrio
- COVID-19 has infected 20% of Korea's population
- Korea's home shopping industry hits all-time high with package tours
- ✈️ • **March-May airline seat capacity shown in appendix**
- SNS weekly activities and marketing content calendar shown in appendix

TAIWAN

- Taiwan to buy two million doses of Novavax COVID vaccine
- Two more foreign guests at Smart City Summit & Expo test positive
- Taiwan adjusts policy on triaging of COVID-19-positive travelers
- COVID-19 vaccination booking site to close April 1
- Show in appendix: CECC updates, restriction to citizens/non-citizens entering Taiwan, airline routes, and April social media content calendar
- Marketing activities include: dinner with ANTOR & TATA new chairwoman Ms. Lo; DAC 2022 Spring Wine party attendance; lecture at Chung Yuan University; and participation at the 2022 ASOA Investment and Trade Seminar in Taichung

PHILIPPINES

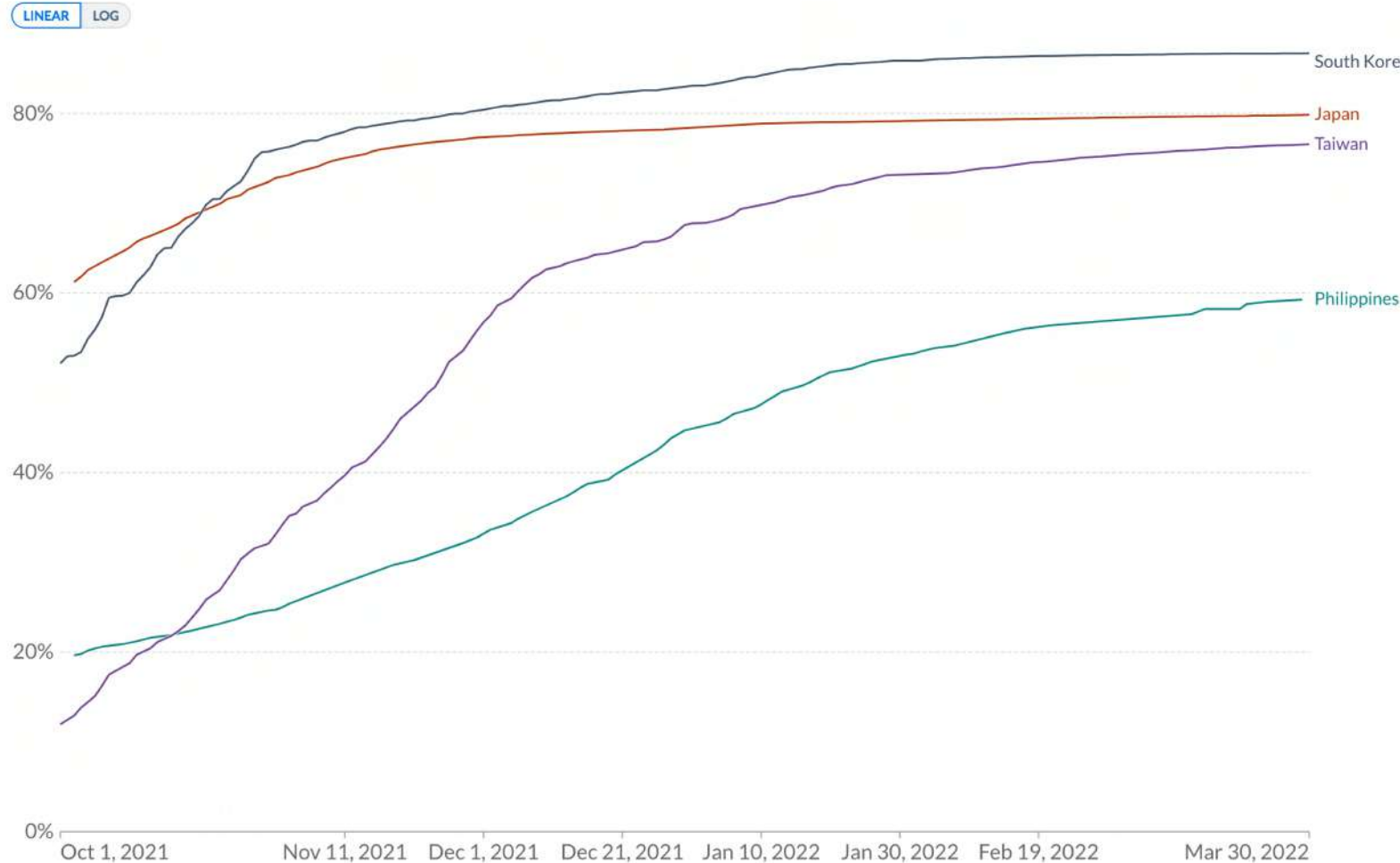
- DOH eyes 2nd booster shot for some sectors by mid-April
- Philippines allows entry of fully vaccinated foreigners without exemption document
- Two years after the COVID-19 pandemic, most parts of the country have fully reopened, with the Duterte government pressed to usher in a "new normal"
- DOH: All regions in the Philippines now minimal risk for COVID-19 and if health protocols followed, daily COVID-19 cases may drop to 70 by end-April
- US & the Philippines kick off their largest-ever military drills
- Passengers at NAIA terminal 4 likely to hit 1.5M this year
- ✈️ • **Philippine Airlines -four flights per week; United Airlines -daily flights in April**
- Status of U.S. visa services and social media insights shown in appendix

DETAILS ARE FOUND IN THE APPENDIX

MARKETS AT-A-GLANCE

Share of people who completed the initial COVID-19 vaccination protocol

Total number of people who received all doses prescribed by the initial vaccination protocol, divided by the total population of the country.



Our World in Data

86.71%
44.48M

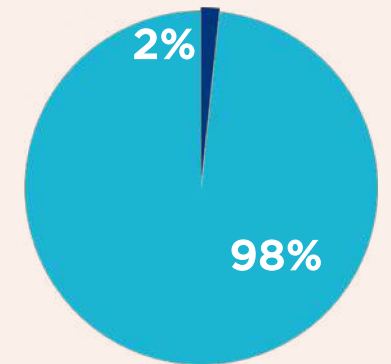
79.85%
100.65M

76.56%
18.26M

59.26%
65.53M

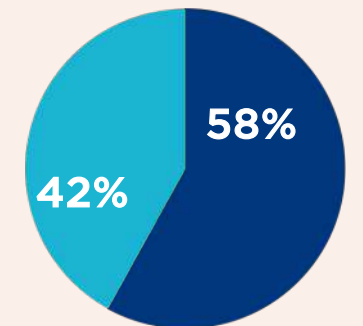
GUAM
135,958 Fully Vaccinated

COVID-19 CASES



Active In-Active

BOOSTER



Have yet to receive
Received booster

APPENDIX

As of April 1, 2022 and
may be subject to change.



#InstaGuam
@_labowski_

JAPAN

JAPAN COVID-19 NEWS

HIGHLIGHTS

- The number of new cases nationwide decreased by 16% from the last week to about 277,000.
- The number of infected people per 100,000 population is about 215 in Japan, and about 317 in Tokyo. (3/20-3/26)
- The number of infected patients has been steadily decreasing, and measures to prevent the spread of infection were lifted on March 21.

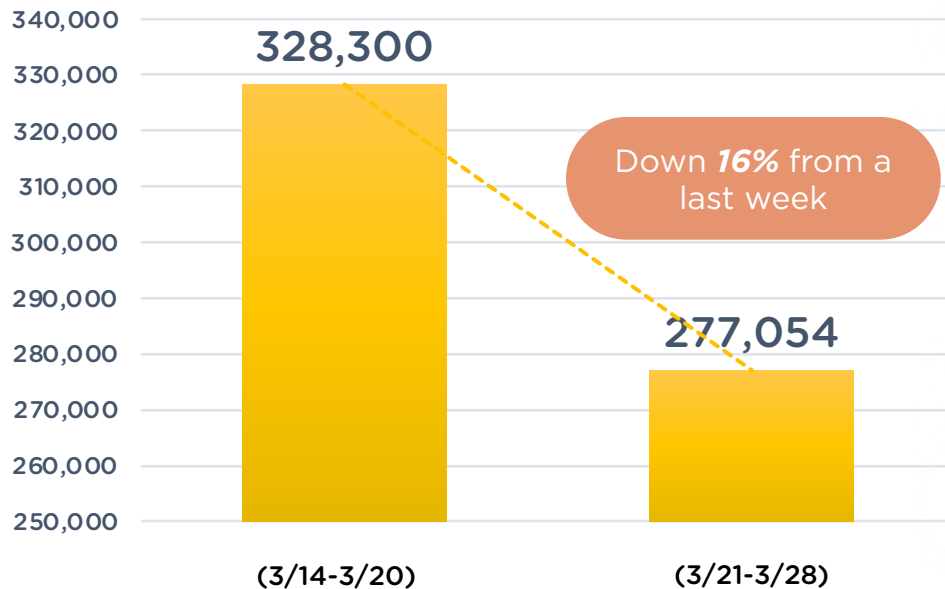


The number of infected people per 100,000 population:

NATIONWIDE
215
TOKYO
317

Total for last 7 days

Nationwide



Area / New cases	Mar 14-20	Mar 21-28	Changes (#) vs LW	Changes (%) vs LW
Tokyo	53,125	45,266	-7,859	85%
Osaka	28,607	22,837	-5,770	80%
Aichi	18,424	16,007	-2,417	87%
Fukuoka	14,434	12,367	-2,067	86%
Nationwide	328,300	277,054	-51,246	84%

Created based upon data from NHK (Japan Broadcasting Corporation)

Confirmed COVID-19

Cases: 6,452,108

6.4% active (415,942)

AS OF MAR 31, 2022

HIGHLIGHTS

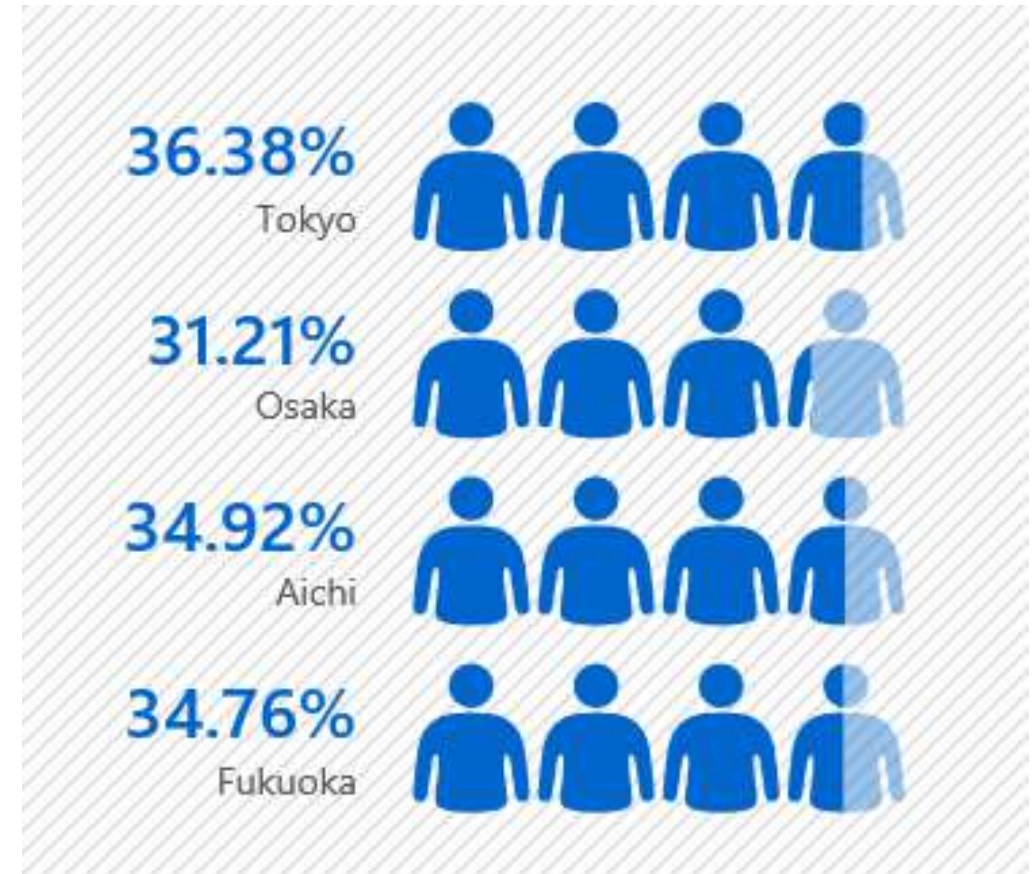
- The government continues its efforts to promote the use of the 3rd shot.
- The 3rd shot inoculation is progressing well. We expect to reach 40% soon.

VACCINATION UPDATE

Total number of vaccination: <i>250,187,988</i>	Nationwide 3 rd shot: 47,382,326 (37.4%)
1st & 2 nd doses administered: 102,258,371 (80.7%) 100,547,291 (79.4%)	Senior Citizens (+65): 1st: 33,182,343 (92.8%) 2nd: 33,071,172 (92.5%)

(3/25)

NATIONWIDE: 3RD SHOT



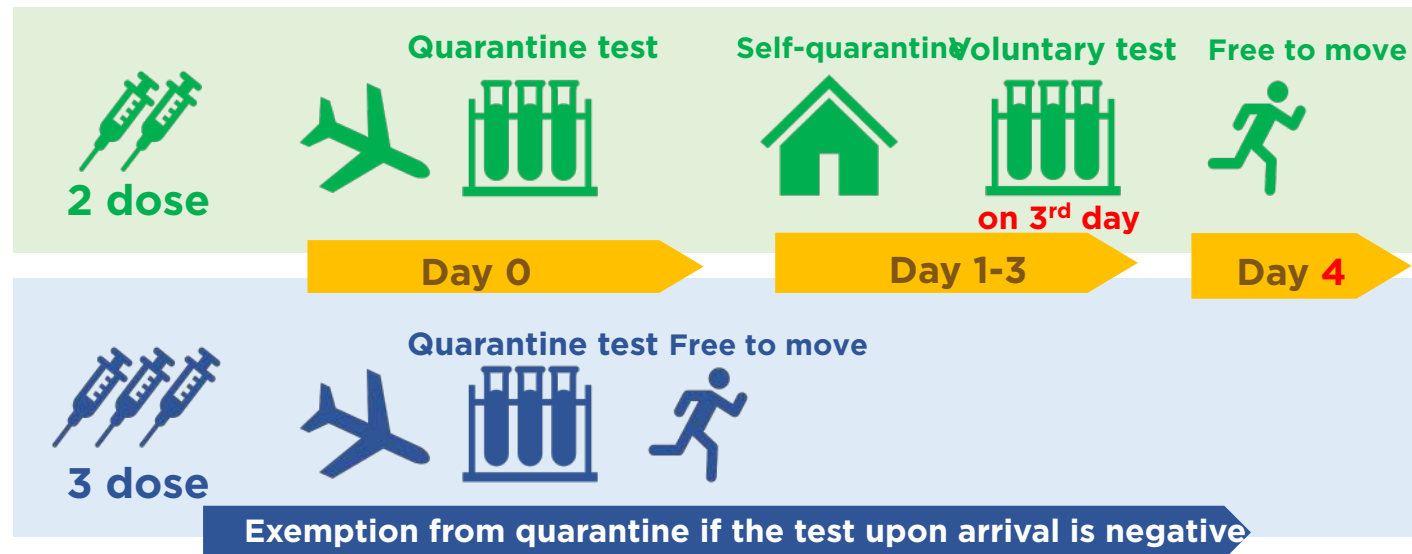
Created based upon data from Prime Minister's Office of Japan

ENTRY PROTOCOLS

HIGHLIGHTS

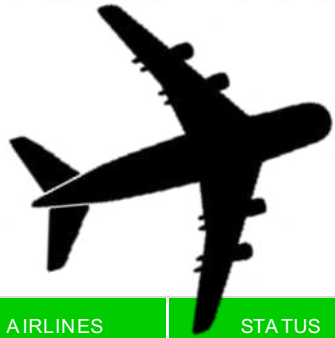
- As of March 1, those returning from the U.S. (including Guam) who have completed their third inoculation are exempt from quarantine if they are negative upon their return, while those who have completed their second or lower inoculation will be quarantined at home for 3 days.
- Effective April 1, the daily entry limit for new foreigners other than for tourism purposes will be relaxed to 10,000.

Effective from March 1 for those returning to Japan




In the shortest possible time, assuming a negative result

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION

AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from May 7, 2022 to June 2, 2022	UA827	NRT	11:15 / 16:05	UA828	6:55 / 9:55	Daily	166
	Available	UA 197	NRT	17:30 / 22:20	UA 196	13:05 / 16:05	Daily	166
	Available from May 7, 2022 to June 2, 2022	UA874	NRT	21:05 / 1:45 +1	UA 873	17:05 / 19:50	Daily	166
	Suspended until June 2, 2022	UA 136	NGO	11:20 / 15:55	UA 137	7:30 / 10:20	Daily	166
	Suspended until June 23, 2022	UA 172	NGO	20:50 / 1:25 +1	UA 171	17:00 / 19:55	Daily	166
	Suspended until June 2, 2022	UA 150	KIX	11:05 / 15:45	UA 151	7:10 / 10:10	Daily	166
	Suspended until May 24, 2022	UA 178	KIX	20:50 / 1:20 +1	UA 177	16:50 / 19:50	Tue, Thu, Sat	166
	Suspended until July 31, 2022	UA 166	FUK	11:50 / 16:50	UA 165	07:40 / 10:50	Daily	166
	Suspended until May 31, 2022	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Daily	199
	Suspended until April 30, 2022	TW 311	KIX	10:45 / 15:10	TW 312	16:10 / 19:00	Daily	189
	Suspended until April 30, 2022	7C3174	KIX	10:10 / 14:50	7C3173	15:50 / 18:20	Daily	189
		7C3184 (Tue)		10:10 / 14:50	7C3183 (Fri)	15:50 / 18:20		

PACKAGED SALES

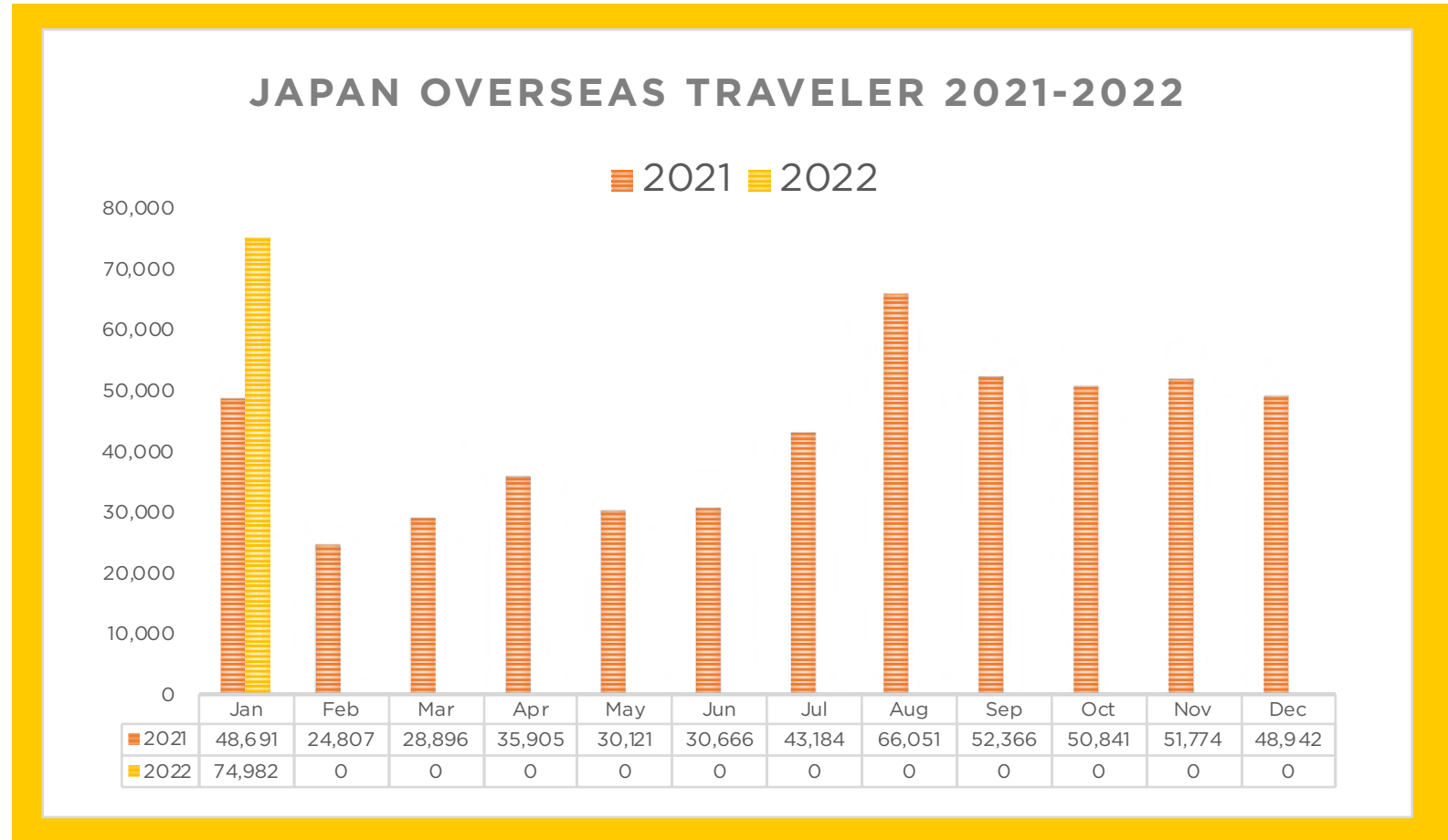
TOUR SELLING (RESUMES)	FIT
 MAY 6	*
 MAY 15	*
 APRIL 26	*
 MAY 31	*
 APR 30	*
 MAY 31	*
 APR 30	*

JAPAN MARKET INTELLIGENCE

OUTBOUND STATISTICS

- The number of Japanese departing the country in January 2022 was 74,982, the highest number since April 2020. This is an increase of 54.0% compared to 48,691 in the same month last year (January 2021), but -94.6% compared to 1.38 million in 2019.

	2021	2022	Changes (%)
Jan	48,691	74,982	54%
Feb	24,807	n/a	n/a
Mar	28,896	n/a	n/a
Apr	35,905	n/a	n/a
May	30,121	n/a	n/a
Jun	30,666	n/a	n/a
Jul	43,184	n/a	n/a
Aug	66,051	n/a	n/a
Sep	52,366	n/a	n/a
Oct	50,841	n/a	n/a
Nov	51,774	n/a	n/a
Dec	48,942	n/a	n/a
Total	512,244	74,982	n/a

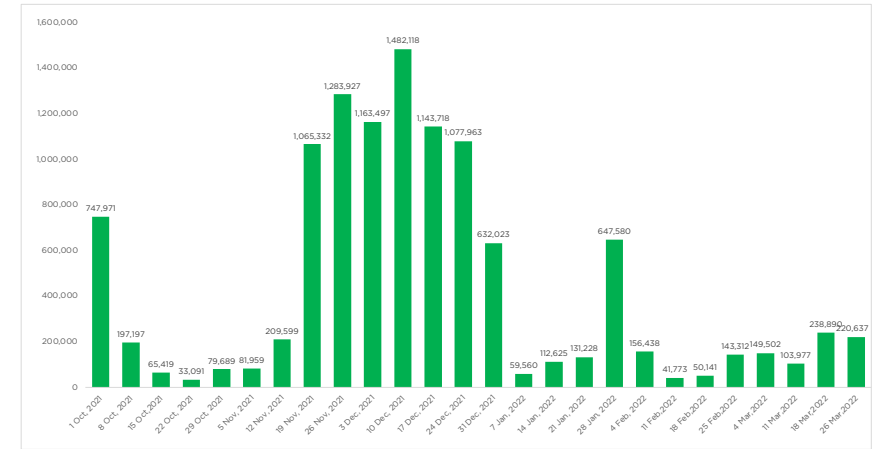


JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- Followers increased this week with both Reach and engagement were strong.
- On TikTok, we were able to post good content (the difference between McDonald's in Japan and Guam) for the first time in a while, which resulted in a large reach.



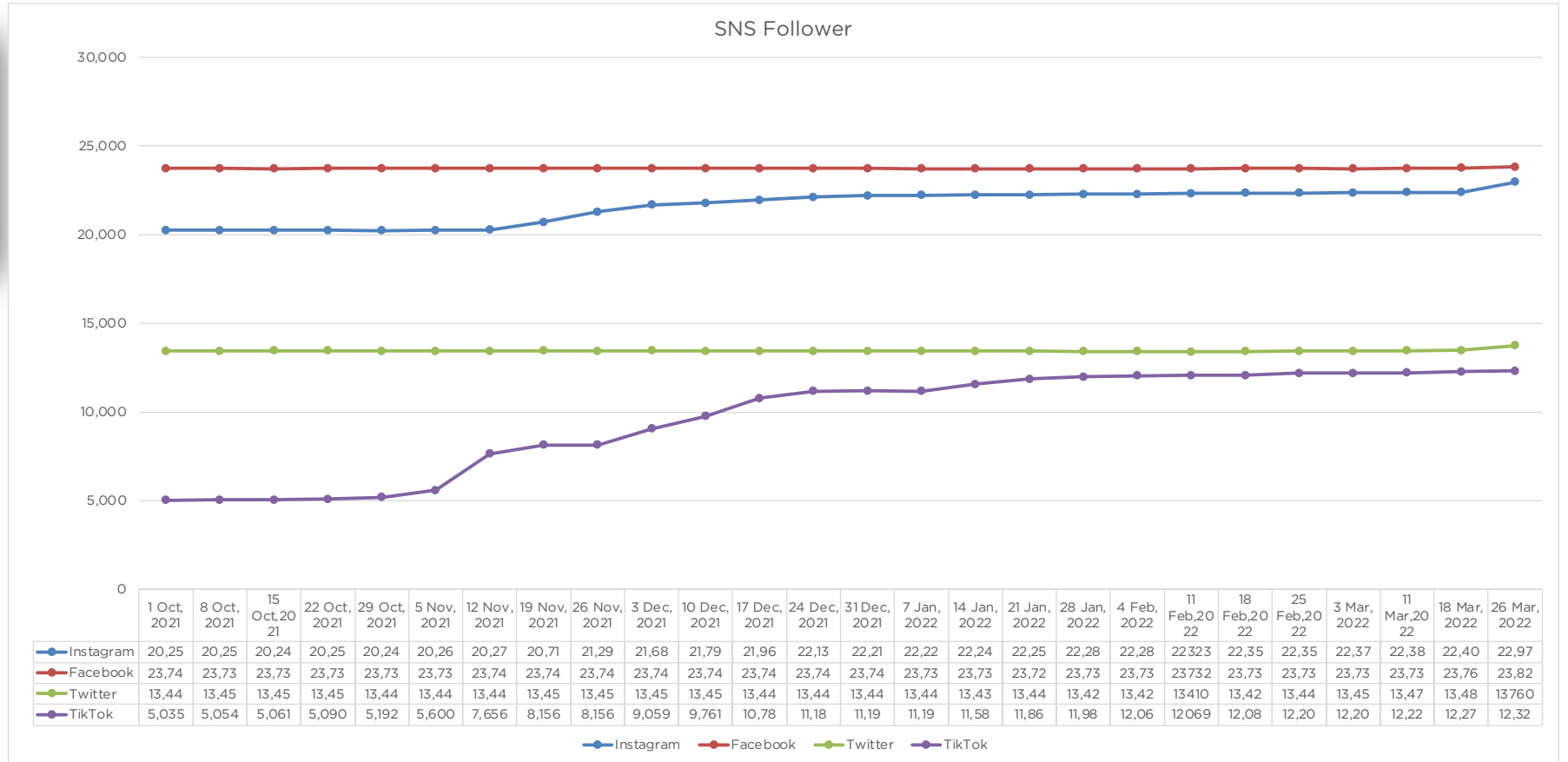
SNS	follower		Week Reach		Week Engagement	
	18 Mar,2022	25 Mar,2022	18 Mar,2022	25 Mar,2022	18 Mar,2022	25 Mar,2022
	22,402	22,971	14,029	18,729	1,227	2,147
	2.54%		33.50%		74.98%	
	23,769	23,821	7,249	4,332	1,408	1,032
	0.22%		-40.24%		-26.70%	
	13,485	13,760	85,712	71,276	3,851	3,890
	2.04%		-16.84%		1.01%	
	12,274	12,328	131,900	127,300	4,700	7,742
	0.44%		-3.49%		64.72%	
	1,650	-	1,650	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	5,497	5,314	13,846	13,835	0:01:50	0:01:46
	-3.33%		-0.08%		-3.64%	

SNS REACH

JAPAN MARKETING ACTIVITIES



SNS FOLLOWERS



JAPAN MARKETING ACTIVITIES



SNS CONTENT CALENDAR: MARCH - APRIL

March 2022							
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
SNS	28 Ambassador Fam HypeGOLF Fam	1 Ambassador Fam HypeGOLF Fam	2 Ambassador Fam HypeGOLF Fam	3 Ambassador Fam HypeGOLF Fam	4 Ambassador Fam HypeGOLF Fam	5	6
Instagram	Story	Free PCR Program Story	Story	Weekly GUAM Story	Weekly GUAM Story		
Facebook	workcation	Free PCR Program	webinar information	Weekly GUAM	Weekly GUAM		
Twitter	Photo Shooting	Free PCR Program	webinar information	Weekly GUAM	Weekly GUAM		
Tiktok	workcation	Photo Shooting	Photo Shooting	Photo Shooting	Photo Shooting		
LINE							
SNS	7 #Campaign	8 #Campaign	9 #Campaign	10 #Campaign	11 #Campaign	12	13
Instagram		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM	workcation blog	Ambasador InstaLive
Facebook		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM		
Twitter		50 Things to do in GUAM	Twitter Comic	Weekly GUAM	Weekly GUAM	workcation blog	
Tiktok			Which is Guam Quiz				
LINE							
SNS	14	15	16	17	18	19 Tabi salad Expo	20 Tabi salad Expo
Instagram				Weekly GUAM		Tabisalad Expo	Tabisalad Expo
Facebook		BG Tours Guam	Tabisalad EXPO information	Weekly GUAM	UA : Gather Animal Crossing	Tabisalad Expo	
Twitter	GUAM Daily Life	GUAM Daily Life	GUAM Daily Life	Weekly GUAM	UA : Gather Animal Crossing	Tabisalad Expo	
Tiktok		BG Tours Guam		Vaccination Certificate App.			
LINE		Differences between McDonald's in Japa			Guam Supermarket Information		
SNS	21 Vernal Equinox Day Tabi salad Expo	22 TikTok Fam	23 TikTok Fam	24 TikTok Fam	25 TikTok Fam	26 TikTok Fam	27
Instagram	Tabisalad Expo	TikTokFam	TikTokFam	TikTokFam	TikTokFam	TikTokFam	
Facebook				WeeklyGUAM	WeeklyGUAM		
Twitter		50 Things to do in GUAM	GUAM Daily Life	Weekly GUAM	Weekly GUAM		
Tiktok		GUAM Daily Life		GUAM Daily Life	GUAM Daily Life		
LINE							
SNS	28	29	30	31	1	2	3
Instagram		TikTokFam	TikTokFam	TikTokFam	TikTokFam		
Facebook		50 Things to do in GUAM		WeeklyGUAM	WeeklyGUAM		
Twitter		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM		
Tiktok				Weekly GUAM	Weekly GUAM		
LINE							

JAPAN MARKETING ACTIVITIES



514 Like

777 Like

1018 Like

1430 Like

538 Like



243 Like

51 Like

56 Like

100 Like

76 Like

76 Like



708-88578



88 Like

56 Like

101 Like

56 Like

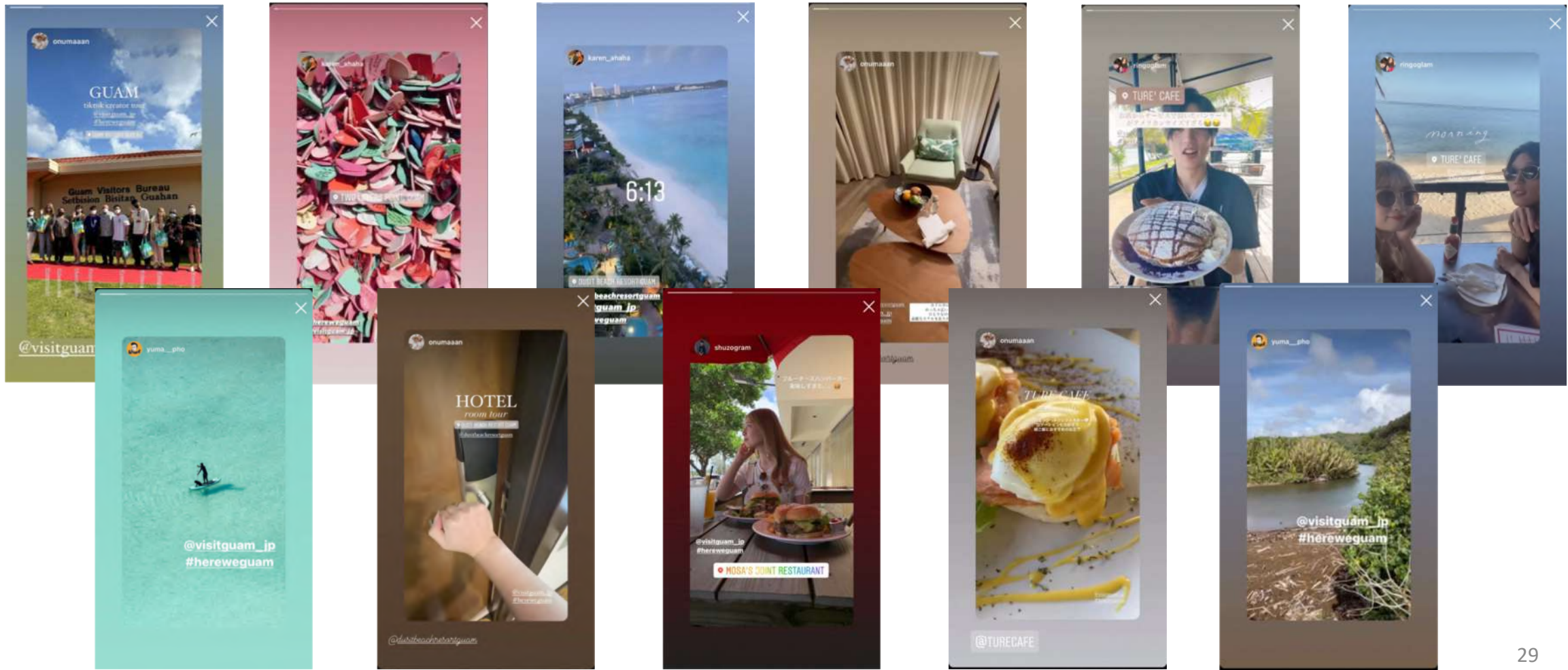
77 Like

69 Like

62 Like

JAPAN MARKETING ACTIVITIES

TIKTOK FAM : TikTok Fam was held on 3/22-26.
Five groups of six influencers traveled to Japan, with a total of over 970,000 TikTok followers. They uploaded their stories during their stay, which will be uploaded to TikTok and Youtube as soon as they finish editing after their return.



JAPAN MARKETING ACTIVITIES

RINGOTIKTOK / RINGOGLAM

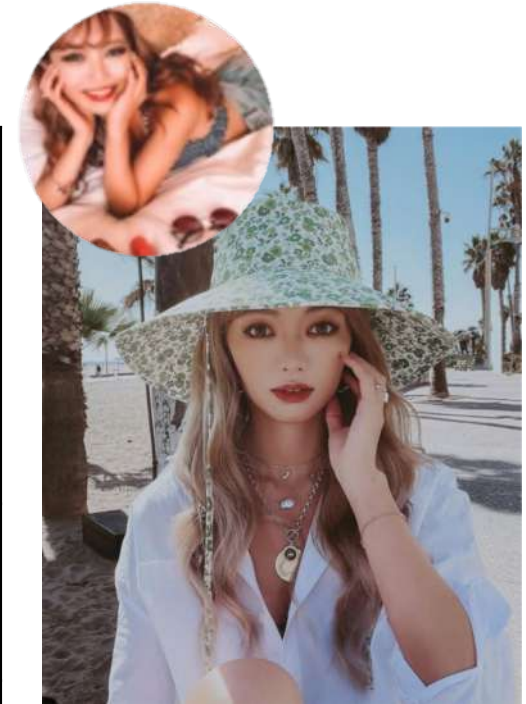


SNS	<p>TikTok:460,000 https://www.tiktok.com/@ringotiktok</p> <p>Instagram:25,000 https://www.instagram.com/ringoglam/</p> <p>Youtube channel: https://www.youtube.com/c/%E6%9E%97%E6%AA%8E%E3%83%81%E3%83%A3%E3%83%B3%E3%83%8D%E3%83%AB</p>
TikTok Follower Attribute	<p>18-24:89% 25-34:10% 35-:1% Male: 35% Female: 65%</p>
Expected outcome	They have a strong following among their peers and their visits are expected to increase the number of customers.
What they do- basic condition (negotiable)	<p>5 TikTok posts 20 Instagram stories 1 Youtube Shorts</p>
Remarks	Secondary use is possible. Instead, creators are free to delete posted videos after 3 months.

Who they are?

A heartwarming couple account of a girlfriend who specializes in cute gestures and a talented Keio student.

ONUMAAAAN



SNS	<p>TikTok:280,000 https://www.tiktok.com/@onumaaaan</p> <p>Instagram:48,000 https://www.instagram.com/onumaaaan/</p> <p>Youtube channel: https://www.youtube.com/channel/UC3TXvymoTB1ALOT4y1Gqifg</p>
TikTok Follower Attribute	<p>18-24:67% 25-34:28% 35-:5% Male: 30% Female: 70%</p>
Expected outcome	Followers watch her as trustable reference to their next travel plan
What they do- basic condition (negotiable)	<p>5 TikTok posts 20 Instagram stories 1 Youtube Shorts</p>
Remarks	Secondary use is possible. Instead, creators are free to delete posted videos after 3 months.

Who they are?

- Japan's No.1 travel TikTok creator, who has been developing the world's most photogenic spots, was recently interviewed by Model Press.
- The No.1 travel creator in Japan and the "Rurubu of the TikTok world".

JAPAN MARKETING ACTIVITIES

EITO



Who they are?

- Producing content that generates empathy from the unique perspective of a former girl
- Versatile creator who can handle any genre
- Brilliant in multiple languages.

SNS	<p>TikTok:134,600 https://www.tiktok.com/@eitohara0828</p> <p>Instagram:50,000 https://www.instagram.com/eito0828/</p> <p>Youtube channel: https://www.youtube.com/channel/UC88qCWdzuAaOWh0fB-_GwGg</p>
TikTok Follower Attribute	<p>18-24:85% 25-34:15% 35-:0% Male: 40% Female: 60%</p>
Expected outcome	<p>The creator used to travel abroad three times a year before Corona. Expected to increase the number of customers with many female fans.</p>
What they do- basic condition (negotiable)	<p>5 TikTok posts 20 Instagram stories 1 Youtube Shorts</p>
Remarks	<p>Secondary use is possible. Instead, creators are free to delete posted videos after 3 months.</p>

KAREN



Who they are?

She posts funny stories about various situations as her own experiences. The gap between the two is interesting because of her cute visuals.

SNS	<p>TikTok:64,600 https://www.tiktok.com/@karen_ahaha</p> <p>Instagram:8,166 https://www.instagram.com/karen_ahaha/</p> <p>Youtube channel: https://www.youtube.com/channel/UCTaoZwtHkUC-aQSVlc3_Nrg</p>
TikTok Follower Attribute	<p>18-24:81% 25-34:15% 35-:4% Male: 50% Female: 50%</p>
Expected outcome	<p>She is mainly a comedian, but she has a strong following among her generation, and her visit is expected to increase the number of customers.</p>
What they do- basic condition (negotiable)	<p>5 TikTok posts 20 Instagram stories 1 Youtube Shorts</p>
Remarks	<p>Secondary use is possible. Instead, creators are free to delete posted videos after 3 months.</p>

JAPAN MARKETING ACTIVITIES

YUMA...PHO



SNS	TikTok; 41,400 https://www.tiktok.com/@yuma.pho Instagram:4,491 https://instagram.com/yuma__pho
TikTok Follower Attribute	18-24:84% 25-34:15% 35-:1% Male: 50% Female: 50%
Expected outcome	He also takes landscape pictures as his main business, and we expect to use them as materials for tourist spots.
What they do- basic condition (negotiable)	5 TikTok posts 20 Instagram stories
Remarks	Secondary use is possible. Instead, creators are free to delete posted videos after 3 months.

Who they are?

- A new way of posting videos on TikTok is to assault people of interest in the city and take photos of them.
- He posts his behind-the-scenes videos on TikTok.
- Watch out for more of his activities in the future!

WEEKLY GUAM: *Enjoy Chamorro month*

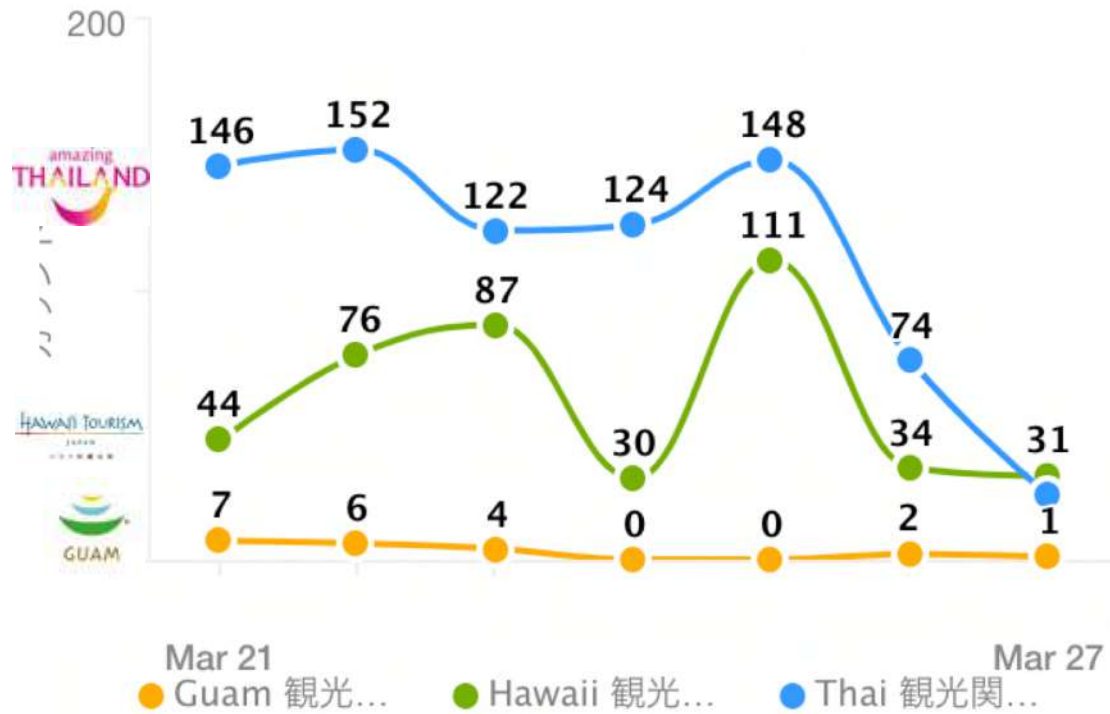


JAPAN MARKETING ACTIVITIES

SOCIAL LISTENING

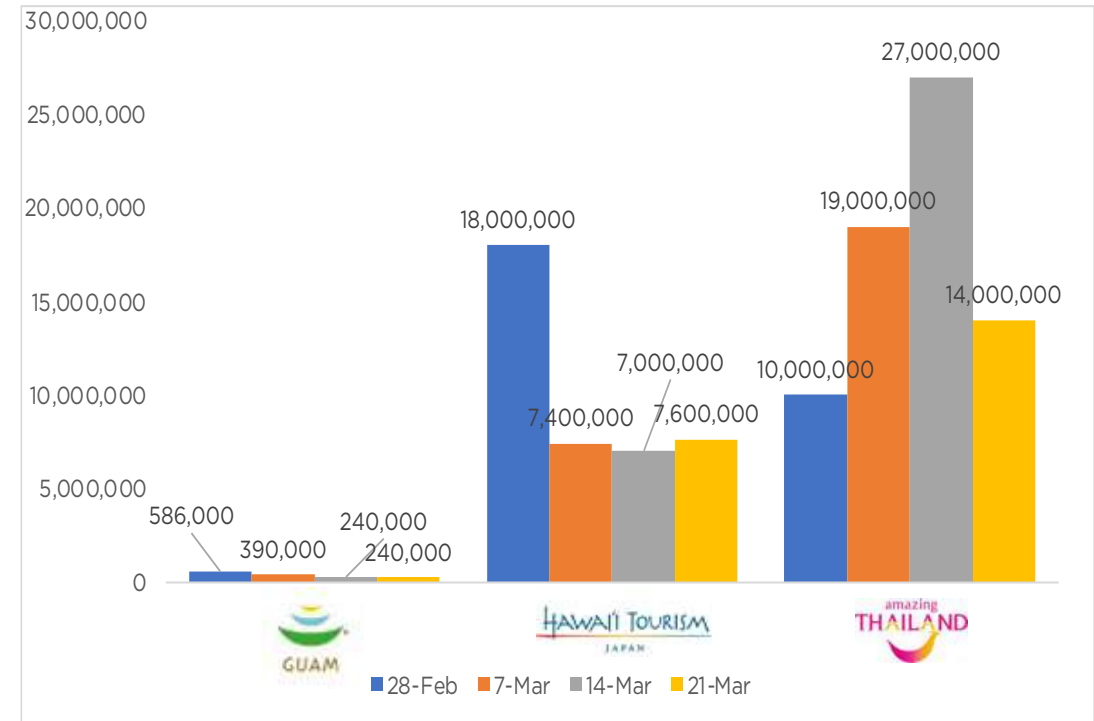
- SNS reach volume is still low amongst other destinations

OF NEWS



SNS REACH

From 28 Feb - Weekly basis



JAPAN MARKETING ACTIVITIES

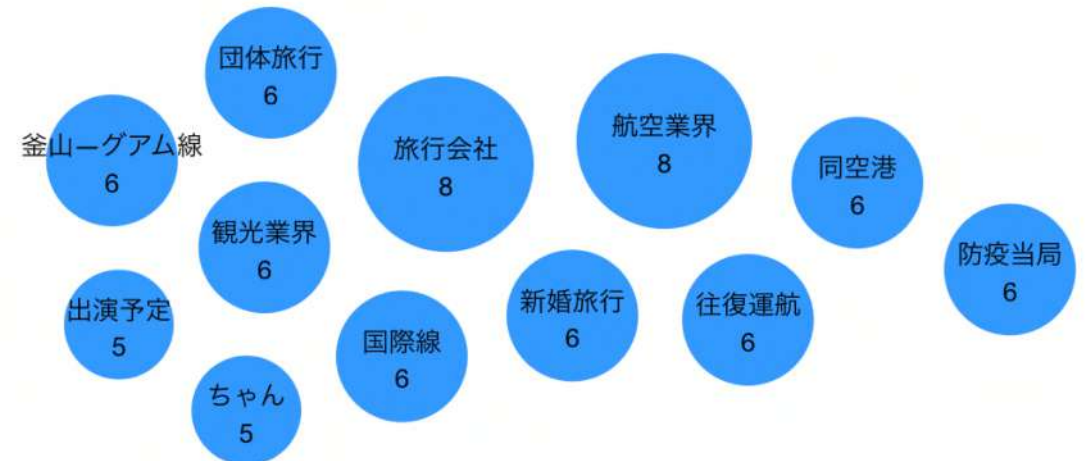
HEREWEGUAM PR/SOCIAL LISTENING

 Yahoo!ニュース Japan JPN · Mar 23 · 1:39 pm 

「海外旅行、今度こそ本当に行きます」...自主隔離免除で忙しくなった韓国の旅行会社

「入国者の隔離免除発表後、海外旅行商品に対する関心と問い合わせが増加しております。特にハネムーン商品や航空券などの一部の予約は目立って増えています。海外旅行への期待が高まっているようです」（ハナツアーのチョ・イルサン首席） 新型コロナウイルス大流行の長期化の直撃を受けた旅行 ...

断っていた名古屋線の運航を4月から再開することを決めた。東京、大阪、福岡線は増便する。日本は韓国
人旅行客に人気のある観光地のひとつだ。エア釜山（プサン）は釜山-グアム線、釜山-サイパン線の運航を
週1回から2回へと増やし、ジンエアは釜山-グアム線の運航を4月16日から再開する。済



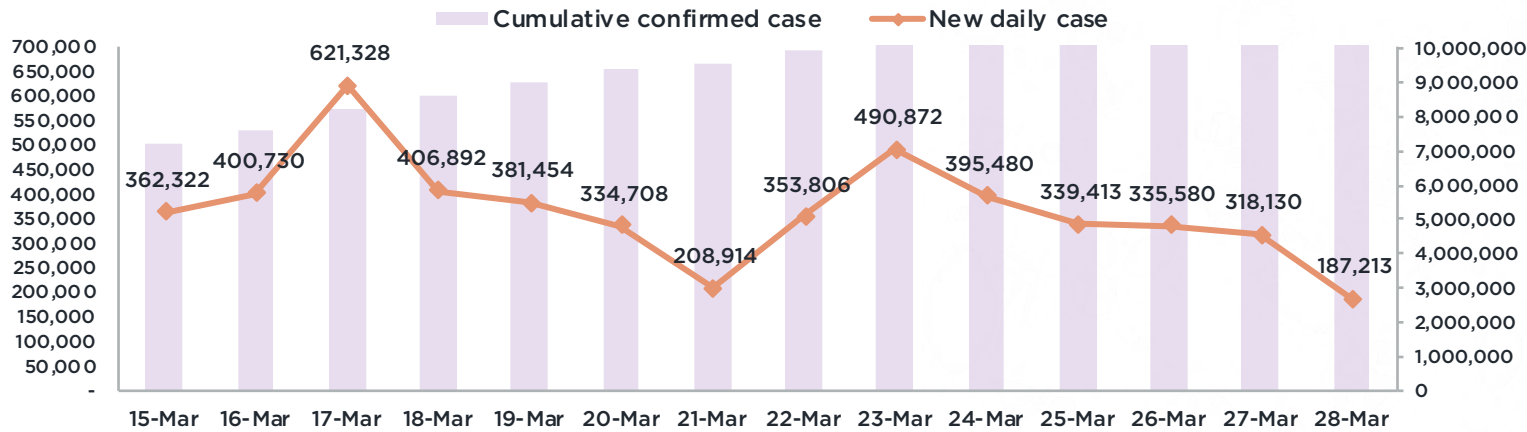
- Started showing travel related keywords

'I'll really go on an overseas trip this time'... Korean travel agents kept busy by voluntary quarantine exemptions.
<https://news.yahoo.co.jp/articles/52deaa6419b26bc1c7a00831c48b101d3e03f4f7>

SOUTH KOREA

KOREA COVID-19 NEWS

WEEKLY AVERAGE CASE



Source: Central Disaster and Safety Countermeasures Headquarters

HIGHLIGHTS

- South Korea's new daily COVID-19 cases have shown a downward trend some 11 weeks after the worst wave of the pandemic over the spread of the highly transmissible omicron variant.

Confirmed COVID-19

CASES: 12,774,956

N/A% active (N/A)

COVID-19 VACCINATION STATUS: FEB 26, 2021 – MAR 28, 2022

1ST DOSE ADMINISTERED

44,944,289
87.6% of total population
97.2% of 18 and older
96.3% of 60 and older

FULLY IMMUNIZED

44,472,644
86.7% of total population
96.3% of 18 and older
95.7% of 60 and older

BOOSTER SHOT

32,629,321
63.6% of total population
73.4% of 18 and older
89% of 60 and older

Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot
AstraZeneca	11,073,522 (24.6%)	9,240,285 (20.8%)	1,244 (TBD)
Pfizer	25,368,372 (56.4%)	26,967,159 (60.6%)	21,786,797 (66.8%)
Janssen	1,515,570 (3.4%)	1,515,570 (3.4%)	26,684 (0.1%)
Moderna	6,810,428 (15.2%)	6,635,122 (14.9%)	10,770,829 (33%)
NOVAVAX	97,534 (0.2%)	37,938 (0.1%)	38,077 (0.1%)
etc. (WHO-authorized)	78,863 (0.2%)	76,570 (0.2%)	5,690 (TBD)
Total:	44,944,289	44,472,644	32,629,321

AS OF MAR 31, 2022

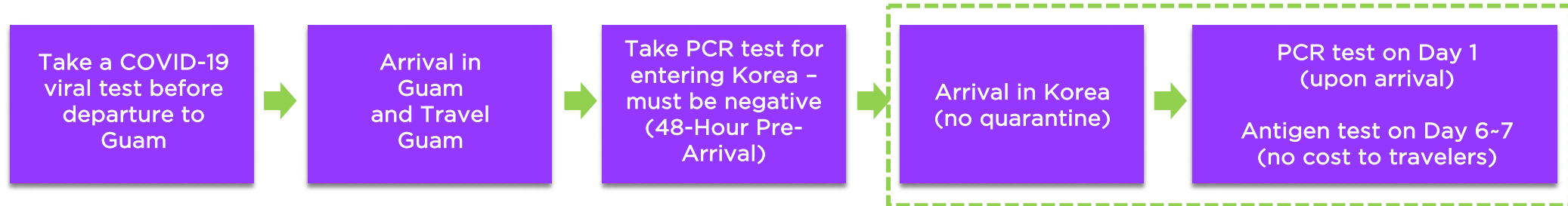
QUARANTINE PROTOCOL: TRAVEL BETWEEN KOREA-GUAM

APRIL 1, 2022~



- If I am Vaccinated in Korea (Nationals, Foreigners) or registered on COOV
- If I am Vaccinated in overseas and registered vaccination history via Q-code (Foreigners):

[Q-code - Quarantine covid19 defence \(kdca.go.kr\)](http://kdca.go.kr)



KOREA APPROVES 2ND COVID-19 PILL LAGEVRIO



The South Korean government has approved the emergency use of anti-COVID-19 pill Lagevrio, developed by US pharmaceutical company MSD. It is the second anti-coronavirus pill to be authorized by the country's health officials, an alternative treatment for high-risk patients who could not take the existing medicine due to certain illnesses.



COVID-19 HAS INFECTED 20% OF KOREA'S POPULATION

With Korea's cumulative total of COVID-19 cases exceeding 10 million, or 20 percent of the total population, expectations are rising that the pandemic has peaked, and cases will dwindle as in other parts of the world. Other countries that those felt the Omicron wave earlier than Korea have seen cases decline after having more than 20 percent of their population infected with COVID-19.

KOREA'S HOME SHOPPING INDUSTRY HITS ALL-TIME HIGH WITH PACKAGE TOURS

Overseas travel is expected to be activated in earnest with the announcement of quarantine lift measure, which is effective from March 21, and the subsequent marketing promotions of diverse travel agencies.

INTERPARK TOUR



- Sold "Europe package tour" at Lotte Home Shopping
- It reached 5,700 calls and 2,500 orders in an hour; the order expected to result in around \$18 billion.

KYOWON KRT



- Sold "Philippine Clark Golf Tour" at Lotte Home Shopping, recording 5,000 calls and \$700 million in an hour.
- Broadcasted "Hawaii Package Tour" at CJ On Style, recording 1,200 calls and \$9 billion in order.
- Sold "Europe package tour" with Very Good Tour at CJ On Style

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	KE113	THU/SUN	9:00	14:20	2,152
Jin Air	LJ641	TUE/WED/FRI/SUN (Apr 15~)	9:10	14:35	2,646
T'way	TW301	WED/SAT (Apr 23~)	18:00	23:40	567
TOTAL					5,365

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT (Apr 30~)	08:05	13:05	220
Jin Air	LJ773	TUE/SAT (Apr 16~)	08:00	13:00	945
TOTAL					1,165



TOTAL OUTBOUND SEAT CAPACITY (APRIL): 6,530 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	KE113	WED/THU/SAT/SUN	9:00	14:20	4,573
Jeju Air	7C3102	THU/SUN (May 1-)	9:00	14:30	1,701
Jin Air	LJ641	TUE/WED/FRI/SUN	9:10	14:35	3,402
T'way	TW301	WED/THU/SAT/SUN	18:00	23:40	3,213
Air Seoul	RS101	WED/SAT (May 14-)	08:15	13:35	975
TOTAL					13,864

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,980
Jin Air	LJ773	TUE/SAT	08:00	13:00	1,701
Jeju Air	7C3154	THU/SUN	09:30	15:00	1,512
TOTAL					5,193



TOTAL OUTBOUND SEAT CAPACITY (MAY): 19,057 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	KE113	WED/THU/SAT/SUN	9:00	14:20	4,842
Jeju Air	7C3102	WED/THU/SAT/SUN	9:00	14:30	3,402
Jin Air	LJ641	DAILY	9:15	14:40	5,670
T'way	TW301	DAILY	18:00	23:40	5,670
Air Seoul	RS103	DAILY	08:15	13:35	5,850
TOTAL					25,434

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,760
Jin Air	LJ773	TUE/SAT	08:00	13:00	1,512
Jeju Air	7C3154	THU/SUN	09:30	15:00	1,701
TOTAL					4,973



TOTAL OUTBOUND SEAT CAPACITY (JUNE): 30,407 SEATS

KOREA MARKETING ACTIVITIES

SNS WEEKLY ACTIVITY: MAR 21 - MAR 25

#GuamAgain | GOLF IN GUAM



관정부관광청 한국사...

관 골프 여행 모음집! 2022 관 안전 인증 사업장

관정부관광청 2022. 3. 22 16:31

관 골프 클럽 모음집
2022 관 안전 인증 사업장

visitguam_kr

1,361 게시물 2.1만 팔로워 2,000 팔로잉

관정부관광청 한국사무소 Hafa Adai! 관정부관광청 한국사무소 공식 인스타그램에 오신 것을 환영합니다. 더 다양한 소식은 아래 링크를 통해 만나보세요! linktr.ee/visitguam.kr

kwonow_님, joochnam_님 외 2명이 팔로우합니다

팔로잉 메시지 연락처

#GuamAgain 샵 관 e-레스...

관 골프 여행 모음집! 2022 관 안전 인증 사업장

하파데이

1년 365일 따뜻한 섬 관에서 즐길 수 있는 라운딩 활동 여행 그 자체인 관으로 골프 여행을 떠나볼까요?

오늘은 2022년 WTTIC 안전 여행 스탬프와 관 안전 인증 마크를 받은 관의 골프 클럽들과 각자의 특색을 소개해드립니다!

<https://blog.naver.com/gvbkorea/222679888029>

Visit Guam 관정부관광청 한국사

관 골프 여행 모음집! 2022 관 안전 인증 사업장

하파데이

1년 365일 따뜻한 섬 관에서 즐길 수 있는 라운딩 활동 여행 그 자체인 관으로 골프 여행을 떠나볼까요?

오늘은 2022년 WTTIC 안전 여행 스탬프와 관 안전 인증 마크를 받은 관의 골프 클럽들과 각자의 특색을 소개해드립니다!

Visit Guam 관정부관광청 한국사

관 골프 여행 모음집! 2022 관 안전 인증 사업장

하파데이

1년 365일 따뜻한 섬 관에서 즐길 수 있는 라운딩 활동 여행 그 자체인 관으로 골프 여행을 떠나볼까요?

오늘은 2022년 WTTIC 안전 여행 스탬프와 관 안전 인증 마크를 받은 관의 골프 클럽들과 각자의 특색을 소개해드립니다!

Visit Guam 관정부관광청 한국사

관 골프 여행 모음집! 2022 관 안전 인증 사업장

하파데이

1년 365일 따뜻한 섬 관에서 즐길 수 있는 라운딩 활동 여행 그 자체인 관으로 골프 여행을 떠나볼까요?

오늘은 2022년 WTTIC 안전 여행 스탬프와 관 안전 인증 마크를 받은 관의 골프 클럽들과 각자의 특색을 소개해드립니다!

KOREA MARKETING ACTIVITIES



GVB KOREA - March Content Calendar *Key Message: #GuamAgain Campaigns

Channels:
Instagram Story / Video
Naver Blog/ Facebook/Kakao
Instagram Feed Daily Uploads
SNS EVENT
Offline Event Notice

	February 28	March 1	March 2	March 3	March 4	March 5
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Baby Fair & Education Fair	#FromGuam UGC	#FromGuam FAMTour UGC	#GuamAgain Foodtrucks	#FromGuam Unique Cafe
	March 6	March 7	March 8	March 9	March 10	March 11
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Artworks in Guam	#GuamAgain Wall Paintings	#FromGuam FAMTour UGC	#GuamAgain Artworks in Guam	#FromGuam UGC
	March 13	March 14	March 15	March 16	March 17	March 18
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#FromGuam PCR test Announcement	#GuamAgain Scenery - Inarajan	Event	#GuamAgain Sightseeing Spot (Card News)	#GuamAgain Night Scenery
	March 20	March 21	March 22	March 23	March 24	March 25
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain 2022 WTTC Golf Clubs	#GuamAgain Golf - Onward Dream Hole	#FromGuam FAMTour UGC	#GuamAgain Golf	#GuamAgain Golf
	March 27	March 28	March 29	March 30	March 31	April 1
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Beaches in Guam	#FromGuam Beach	#FromGuam FAMTour UGC	#GuamAgain Beach(Card News)	#GuamAgain Beach

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

TAIWAN

TAIWAN TO BUY 2 MILLION DOSES OF NOVAVAX COVID VACCINE



Taiwan's Central Epidemic Command Center (CECC) confirmed on Thursday (March 24) that the country is in the process of purchasing two million doses of Novavax Inc.'s COVID vaccine.

CECC Advisory Committee on Immunization Practices (ACIP) convener Lee Ping-ing on Thursday said that a batch of the Novavax vaccine, which has been approved by the World Health Organization, is being purchased by Taiwan. CECC head also said that Taiwan is expected to buy two million doses of the vaccine through COVAX, but the timeframe for the completion of the purchase and distribution of doses is still uncertain.

TWO MORE FOREIGN GUESTS AT SMART CITY SUMMIT & EXPO TEST POSITIVE

Two other foreign guests who were invited to the ongoing Smart City Summit & Expo (SCSE) have tested positive for COVID-19, which has resulted in the quarantine of all overseas visitors to the event, Taipei Mayor Ko Wen-je said Wednesday.



As part of the COVID-19 prevention protocol for the five-day expo, the 30 foreign visitors had to be tested shortly after their arrival in Taiwan on Monday, and every other day after that, according to the Central Epidemic Command Center (CECC).

On Tuesday, one of the Belizean guests was confirmed to be infected, and seven other foreign visitors who had traveled in the same vehicle as her were placed in hotel quarantine, said Ko, whose city is co-hosting the expo.

Following the routine testing Wednesday of the other 22 visitors from abroad, two of them -- from Poland and Paraguay -- were found to be infected with COVID-19, Ko said at a press briefing.

CURRENT SITUATION

83 indigenous cases
7,061 total imported cases



Confirmed
COVID-19

CASES:
23,155

9.0%
active
(2,074)

AS OF MAR 31, 2022

worldometer

TAIWAN ADJUSTS POLICY ON TRIAGING OF COVID-19-POSITIVE TRAVELERS

CECC said Wednesday that it was making a change to the triaging of travelers who test positive for COVID-19 when they arrive at an airport in Taiwan.

Taiwan's current policy stipulates that travelers arriving from Europe, the United States, the Middle East, New Zealand, Australia, India, Southeast Asia, and South Korea can only leave the airport after receiving their COVID-19 results.



Of the arrivals who test positive, those aged 20-49 who have mild symptoms or are asymptomatic are sent to a government-run quarantine center or placed in a quarantine hotel, instead of being admitted to a medical facility, to reduce the burden on local hospitals.

Beginning Thursday, the policy will be expanded to those aged 18-59 who meet the same symptom-related conditions, CECC official Lo said at a press briefing.

The decision to expand the age group targeted by the policy was made in light of the increasing number of travelers testing positive at the airport, Lo said.

COVID-19 VACCINATION BOOKING SITE TO CLOSE APRIL 1

The bookings are open to people aged 18 and above who received their second vaccine dose on or before Jan. 9, the CECC said in a statement Tuesday.

Of the 4.742 million people who were eligible to get a booster shot from March 21-27, only 148,537, or 3 percent, made an appointment, according to the CECC.

Taiwan's 1922 COVID-19 vaccination booking website will begin accepting appointments on Wednesday for booster shots to be administered next week, after which it will close down, according to the CECC.



- CECC announced that it has begun devising plans for quarantine, moving towards reducing the 14-day quarantine to a 10-day quarantine followed by a 7-day self-health management. (Feb. 14)
- CECC announced that it will relax epidemic prevention measures from March 1 to March 31. Details about related regulations include: (Feb. 24)
 - A. Mask rules will be loosened.(for example, Masks may be removed when consuming food/beverages outside).
 - B. Consuming food and beverages will be allowed inside a vehicle such as train, ships, and domestic flights.
 - C. Stores, supermarkets, and markets: crowd control will not be required, and food sampling will be allowed.
 - D. Dining venues should: Toasting each table will be allowed at banquets.
 - E. Religious venues and religious gatherings or events: shall abide by epidemic prevention and control regulations issued by the Ministry of Interior.
- On February 24, CECC announced that quarantine for all arrivals will be reduced to 10 days starting on March 7, 2022

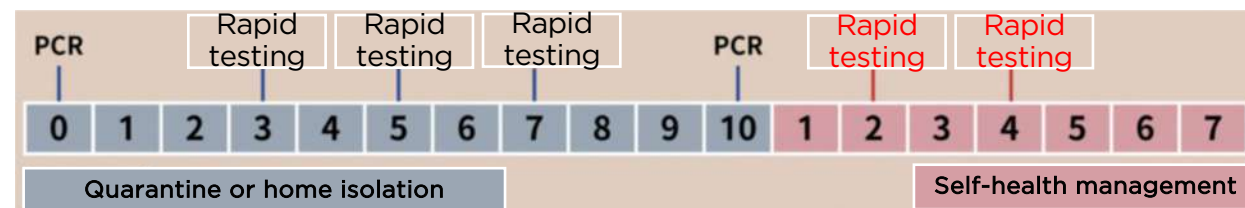
A. Required quarantine period and quarantine location:

- The number of days an arrival should quarantine will be shortened to 10 days, and the day of arrival counts as Day 0; a seven-day self-health management will be required starting the 11th day.
- The arrival should quarantine at home or a residence of his or her family or friends, and the principle of one person per residence should be observed.
- If the principle of one person per residence cannot be followed, the arrival should complete the 10-day quarantine at a quarantine hotel.
- Family members/household members who arrive on the same day may choose to quarantine together in their home or a residence of their friends or family or they may stay in the same quarantine quarter depending on their willingness and room types of the quarantine hotel where they stay.

B. Testing measures:

- PCR testing:
 - Arrivals will undergo a PCR test upon arrival (Day 0) as currently required.
 - Before the end of quarantine (the 10th day of quarantine), arrivals will undergo another PCR test at a hospital or a location arranged or designated by their local government. Those testing negative should continue to practice a seven-day self-health management after being released from quarantine.
- At-home rapid testing:

At-home rapid tests: Starting on March 17, a COVID-19 rapid antigen self-test will be mandatory on the 2nd and 4th day of the seven-day self-health management period that follows quarantine or home isolation.



TAIWAN COVID-19 NEWS

RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting March 7, 2022 Taipei Time)			
Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement upon Arrival
R.O.C. (Taiwan) National	Departure from any international port	Yes	1. a COVID-19 RT-PCR test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date) 2. strengthened quarantine measures *note1
Traveler Type	Credential	Eligible to Enter Taiwan?	Requirement
Foreign National	Holder of ARC (Resident visa not included)	Yes	1. a COVID-19 RT-PCR negative test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date) 2. strengthened quarantine measures *note1
	Non-ARC holder	Yes	1. Who obtains entry permission for emergency or humanitarian reason. 2. Spouse or underage child of Taiwan national. 3. Student who obtains permission by Ministry of Education. *note3 4. Spouse or underage child of a ARC holder*note4 5. Business traveler
	All others	No	

Note:

- All travelers are required to undergo 10-day quarantine after arrival. (the day of arrival counts as Day 0; a 7-day self-health management will be required starting the 11th day.) All travelers are required to arrange their location of quarantine prior to arrival and follow other regulations and instructions by Taiwan Centers of Disease Control.
- Effective 00:00 am, May 19, 2021, transit via Taiwan is temporarily suspended.
- Personnel on diplomatic /government official business, migrant workers, students, should follow instructions by Ministry of Foreign Affairs, Ministry of Labor, and Ministry of Education.
- ARC holder as migrant worker, student will not be applicable.

Travelers should use their mobile phone to log in the Quarantine System for Entry and to fill out the health declaration form prior to their departure. (<https://hdhq.mohw.gov.tw/>) Show confirmation message to quarantine staff. The confirmation message is required for entering Taiwan.

Quarantine System for Entry

Mar. 7 2022
National Immigration Agency
Ministry of the Interior

MARKETING ACTIVITIES

AIR V&V PROMOTION - NR MONITOR

From Mar 19 to Mar 25, a total of 9 exposures are monitored.

As of Mar 25, a total of 57 exposures are monitored this month including:

- TV Exposure: 0
- Online Exposure: 56
- Social Media: 1

關島台灣辦事處 前進臺中推廣關島投資
文雅宗慶 2022.03.25



美國台商辦事處 (ASOA) 投資及貿易說明會 - 與會嘉賓合影 - 關島台灣辦事處駐台

TAIWAN MARKET INTELLIGENCE

AIRLINE UPDATES CURRENT ROUTE IN OPERATION

CHINA AIRLINES

- Routes scheduled for March-May



EVA AIR

- TPE to Seoul, Singapore, Hong Kong (four flights per week)
- TPE to Shanghai, LA, BKK, Jakarta, Tokyo, San Francisco, New York (three flights per week)
- TPE to Manila, Osaka, Seattle (two flights per week)
- TPE to Paris, Vancouver (one flight per week)



STARLUX AIRLINES

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



DINNER WITH ANTOR & TATA NEW CHAIRWOMAN MS. LO

- Date: **Mar 18**
- GTO attended ANTOR's dinner party and met new chairwoman Ms. LO and interacted with other ANTOR members.



DAC 2022 SPRING WINE PARTY

- Date: **Mar 21**
- GTO invited to Discovery America Committee's annual Spring Wine Party to interacted with fellow representatives from travel agencies, travel party as well as travel media.



TAIWAN MARKETING ACTIVITIES

LECTURE AT CHUNG YUAN UNIVERSITY INTERNATIONAL CULTURE COURSE

- Date: **Mar 23**
- Felix introduced the features and advantages of Guam to the 101 students of Chung Yuan University, as well as the characteristics of the University of Guam and its master and language courses.



2022 ASOA INVESTMENT AND TRADE SEMINAR - TAICHUNG

- Date: **Mar 24**
- GTO participated in ASOA Investment and Trade Seminar Taichung Session, not only to introduce Guam's MICE tourism but also to promote Guam's trade and investment environments (especially the excellent investment environment of Guam in the biotechnology industry) to the business operators and investors.
- A total of 20 business cards are obtained.



TAIWAN MARKETING ACTIVITIES

Social Media April Content Calendar

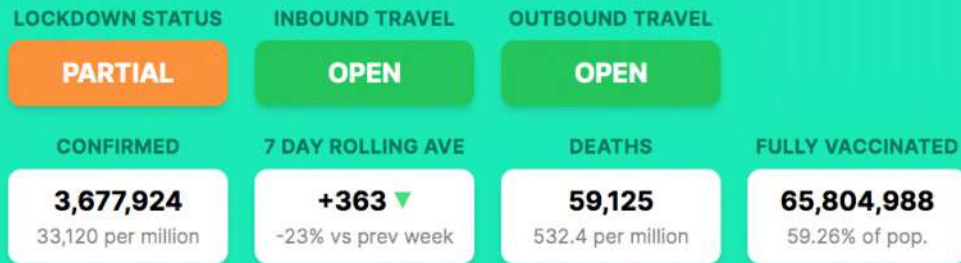
Stockholder:
Safe-Certified Accommodations
Safe-Certified Service Safe-Certified Shopping
Attractions and Activities
Safe-Certified Restaurants
Guam Scenery

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	1-Apr-22 FRIDAY	2-Apr-22 SATURDAY
Week 1						Guam Scenery 1	Safe-Certified Accommodations - Westin Hotels & Resorts
Week 2	3-Apr-22 SUNDAY	4-Apr-22 MONDAY	5-Apr-22 TUESDAY	6-Apr-22 WEDNESDAY	7-Apr-22 THURSDAY	8-Apr-22 FRIDAY	9-Apr-22 SATURDAY
		Children's day event	GVB-DestinationMarketing pic 1		x	Safe-Certified Restaurants- TGI Friday's	Guam Scenery 2
Week 3	10-Apr-22 SUNDAY	11-Apr-22 MONDAY	12-Apr-22 TUESDAY	13-Apr-22 WEDNESDAY	14-Apr-22 THURSDAY	15-Apr-22 FRIDAY	16-Apr-22 SATURDAY
		Safe-Certified Service - Spa Ayualam (Hotel Nikko Guam)	Safe Shopping - Tumon Sands Plaza	Guam Scenery 3	x	Safe-Certified Restaurants - Pika's Café	
Week 4	17-Apr-22 SUNDAY	18-Apr-22 MONDAY	19-Apr-22 TUESDAY	20-Apr-22 WEDNESDAY	21-Apr-22 THURSDAY	22-Apr-22 FRIDAY	23-Apr-22 SATURDAY
	Activities- Tasi Tours Inc.	GVB-DestinationMarketing pic 2		Safe-Certified Service - Rich Rent A Car	x	Guam Scenery 4	Activities- APRA DIVE & MARINE SPORTS
Week 5	24-Apr-22 SUNDAY	25-Apr-22 MONDAY	26-Apr-22 TUESDAY	27-Apr-22 WEDNESDAY	28-Apr-22 THURSDAY	April 29, 2022 FRIDAY	April 30, 2022 SATURDAY
		Safe-Certified Accommodations - Onward Mangilao Golf Club	Guam Scenery 5		x	Safe-Certified Restaurants - Submarina Guam	Activities- The Globe

PHILIPPINES

PHILIPPINES COVID-19 NEWS

ForwardKeys reports inbound issued tickets to Philippines now at 48% of pre-pandemic levels.



Source: Cases - John Hopkins University (2022-03-30). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2022-03-29). Retrieved from OurWorldInData.org

PHILIPPINES ALLOWS ENTRY OF FULLY VACCINATED FOREIGNERS WITHOUT EXEMPTION DOCUMENT

Beginning April 1, the Philippines will allow the entry of fully vaccinated foreigners to its borders even without an exemption document, Malacañang said on Friday, March 25. Acting deputy presidential spokesperson Kris Ablan, however, said that these foreigners will still need to comply with immigration and visa requirements. He added that foreign travelers should present “acceptable proof of vaccination” upon their entry to their country.

He added, “fully vaccinated foreign nationals are still required to present a negative result of an RT-PCR test taken within 48 hours or a negative laboratory-based antigen test taken within 24 hours prior to their departure from their country of origin or 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.” Children below 12 years old are exempted from this rule provided they are traveling with their fully vaccinated parents, Ablan said.

DOH EYES 2ND BOOSTER SHOT FOR SOME SECTORS BY MID-APRIL

Health workers, senior citizens, and people with comorbidities may begin receiving their fourth COVID-19 vaccine dose or second booster shot by the end of April, according to the Department of Health (DOH).

Health Undersecretary Myrna Cabotaje said the department has sought from the Food and Drug Administration an amendment to the emergency use authorization (EUA) for COVID-19 vaccines in the country, to allow their use as a fourth dose or second booster shot.

Cabotaje said the doses given so far to health workers and the vulnerable population “need ... to be strengthened with an additional shot, especially as we fight Omicron and the other variants of concern that may arrive.”



TWO YEARS LATER, WHAT'S CHANGED WITH COVID-19 IN THE PHILIPPINES?



Two years after the coronavirus pandemic shuttered the Philippines, most parts of the country have fully reopened, with the Duterte government pressed to usher in a “new normal” and jumpstart the road to recovery.

Vaccinations are in full swing, students have started returning to schools, while restaurants, cinemas, and stores have opened for business. Millions of Filipinos likewise appear ready to move beyond the pandemic.

But between then and now, over 57,000 Filipinos have died and more than 3.67 million more have gotten sick with COVID-19. Only 57% of all Filipinos have gotten fully vaccinated.

ALL REGIONS IN THE PHILIPPINES NOW MINIMAL RISK FOR COVID-19 – DOH

After reeling from the surge in infections driven by the highly contagious COVID-19 Omicron variant earlier this year, all regions in the country are now under minimal risk case classification, the Department of Health said on Tuesday, March 22. Minimal risk is the lowest case classification for COVID-19 in the country.



DOH: IF HEALTH PROTOCOLS FOLLOWED, DAILY COVID-19 CASES MAY DROP TO 70 BY END-APRIL

COVID-19 infections continue to drop in the country, and if the public will continue to comply with public health standards, daily cases are seen to drop to 70 by the end of April, the Department of Health (DOH) said on Tuesday, March 29. Health Undersecretary Maria Rosario Vergeire said that this projection is based on the status quo, which means that the country will retain the current mobility patterns and keep complying with the minimum public health standards and vaccinations. “Nationally, we will have daily cases of 70 to 268,” Vergeire said. However, if the public will not be compliant with health standards, daily infections may shoot up to 270.

US, PHILIPPINES KICK OFF THEIR LARGEST-EVER MILITARY DRILLS

Thousands of soldiers from the Philippines and the United States are participating in the largest-ever joint military drills in the archipelago nation, as the two longtime allies come closer amid fresh tensions in the disputed South China Sea.



The war games are the last under outgoing President Rodrigo Duterte, who previously threatened to cancel exercises and axe a key military deal with the US as he pivoted towards China.

Nearly 9,000 Filipino and American soldiers will take part in the 12-day training, starting on Monday, across the main island of Luzon, which is usually an annual affair but was cancelled or curtailed during the pandemic.

Philippine military chief General Andres Centino said at the opening ceremony in Manila that the largest round of the Balikatan war games reflected the “deepening alliance” between the two countries.

PASSENGERS AT NAIA TERMINAL 4 LIKELY TO HIT 1.5M THIS YEAR

Passengers at the newly reopened Ninoy Aquino International Airport (NAIA) Terminal 4 may likely reach 1.5 million annually should domestic carriers begin operating at full capacity, an executive of the Civil Aeronautics Board (CAB) said on Tuesday.

According to the Manila International Airport Authority (MIAA), the NAIA Terminal 4 was designed to accommodate 3 million passengers annually.

Upon Terminal 4’s reopening on Monday after being closed for operations for almost two years due to the pandemic, carriers CebGo, AirAsia Philippines and AirSWIFT began mounting their flights at this domestic terminal.



CebGo has 14 daily flights via Terminal 4; AirAsia has 11 and AirSWIFT has three, the MIAA confirmed on Tuesday.

“Based on the number of routes (at Terminal 4), we estimate that passengers may reach 30,000 weekly if (these) airline operators would have full operations there. The number may reach 1.5 million annually,” CAB Air Operating Rights Division chief Eldric Peredo said in a public briefing.

PHILIPPINES MARKET INTELLIGENCE



U.S. Embassy in the Philippines

STATUS OF U.S. VISA SERVICES - MARCH 2022

Routine visa services remain limited at the U.S. Embassy Manila. The embassy is currently processing visas dated Feb. 24, 2022. Wait times for interviews are long, except for immediate relative applicants. For nonimmigrant visas, the Embassy is prioritizing applicants with urgent travel needs.

<https://ph.usembassy.gov/visas/contactus/> for more detailed info.

Source: www.boundless.com/blog/covid-19-u-s-embassy-and-consulate-reopening/



Get family & friends off island to use this fun filter

<https://www.instagram.com/visitguamph/?hl=en>

MARKETING ACTIVITY: SOCIAL MEDIA




Facebook Page Insights (Mar 22 - Mar 28):

- Post Reach: 200.3k (▼ 18%)
- Post Engagements: 7,635 (▼ 5%)
- New Page Likes: 5 (▼ 67%)

Instagram Insights Overview (Mar 22 - Mar 28):

- You reached +23% more accounts compared to Mar 15 - Mar 21
- Accounts reached: 1,799 (+23%)
- Accounts engaged: 80 (+31.1%)
- Total followers: 4,458 (-0.2%)

Content You Shared (3 Posts):

- Post 1: "Renew your spirit and spend Holy ..." (March 24) - Reach: 1.2K, Engagements: 39
- Post 2: "Show off your best beach-ready ..." (March 29) - Reach: 140, Engagements: 7
- Post 3: "Add a bit of history and a bit of view ..." (March 23) - Reach: 319, Engagements: 4

AIRLINE SCHEDULE



UA 184 MNL-GUM
DAILY FLIGHTS



PR 110 MNL-GUM
4X WEEKLY
(M/W/SAT/SU)

- Beginning April 6 - May 16, 2022
- Friday flights canceled