

**#InstaGuam**  
Photo credit: Melissa Wang



# INDUSTRY RECOVERY REPORT

AUGUST 19, 2022



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# DESTINATION UPDATES

# COVID-19 VISITOR TESTING PROGRAM



Thank you for choosing Guam as your travel destination!  
You can get a free COVID-19 test before your return home.

[visitguam.com/covidtest](https://www.visitguam.com/covidtest)



## TESTING SITES

Local residents or any visitor can qualify for this free COVID-19 testing program



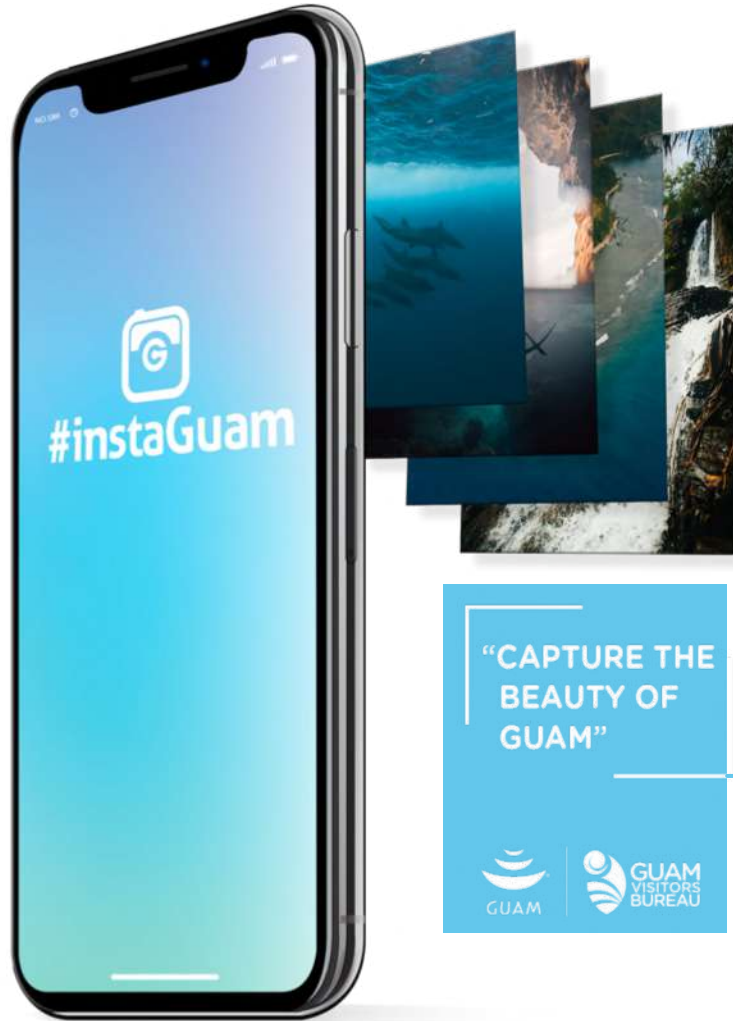
- 1 Download and complete the **COVID TEST FORM**
- 2 Provide a copy of your photo ID (passport, driver's license, or birth certificate)
- 3 Please take your test 48 hours before your departure
- 4 Proceed to the location of your choice to complete your test (testing done on a walk-in basis)
- 5 Pick up your test results within **24 - 48 hours**



Country	Type of Test Administered	Required Timeframe
South Korea	Antigen	Must test within <b>1 day</b> of departure.
Japan	PCR	Must test within <b>72 hours</b> of departure flight.
Taiwan*	PCR	Must test within <b>48 hours</b> of departure.
Philippines**	Antigen	Must test within <b>24 hours</b> prior to departure time.
	PCR	Must test within <b>48 hours</b> prior to departure time.
FSM	PCR	Must test within <b>72 hours</b> of departure.
U.S.A.	N/A	<i>No longer require COVID-19 testing for re-entry.</i>
CNMI	N/A	<i>No longer require COVID-19 testing for re-entry.</i>
Palau	N/A	<i>No longer require COVID-19 testing for re-entry if fully vaccinated and boosted.</i>
RMI	N/A	<i>Not open for visitors until October.</i>

\*Effective on July 14, Taiwan does not require a negative PCR test results for Taiwan passport holders, ARC holders, and transit passengers in order to enter Taiwan.

\*\*COVID-19 testing is not required if traveler is boosted (over the age of 18 years old) or fully vaccinated (12 to 17 years old). Travelers below 12 years old are not required to take a COVID-19 test if they are accompanied by a parent or guardian who is boosted.



“CAPTURE THE  
BEAUTY OF  
GUAM”



## 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](https://www.visitguam.com/instaguam).



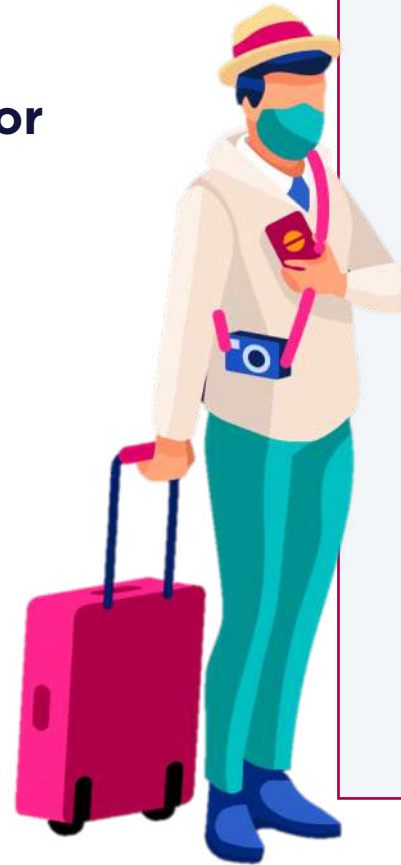


## Guam Safe Travels Stamp instills a level of confidence and trust for your visitors and locals.

**APPLY**  
[Click here](#)

Approved businesses are featured on GVB's consumer site, [visitguam.com](http://visitguam.com) in English, Japanese, Korean, and Chinese.

The Safe Travels Stamp certificate is renewed yearly; current certificates valid through December 31, 2022.



Go to [guamvisitorsbureau.com](http://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**



# MARKET INTELLIGENCE REPORT

As of August 18 and may be subject to change.





# TRAVEL 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 7-day home quarantine (if the voluntary test on day 3 is negative, an exemption is made from further isolation).

Information Source:

[https://www.mofa.go.jp/ca/fna/page4e\\_001053.html](https://www.mofa.go.jp/ca/fna/page4e_001053.html)

[https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/0000121431\\_00209.html](https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/0000121431_00209.html)

[https://www.mofa.go.jp/ca/fna/page4e\\_001053.html](https://www.mofa.go.jp/ca/fna/page4e_001053.html)

### FOREIGN NATIONALS

#### (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](https://www.mofa.go.jp/ca/fna/page22e_000921.html)

#### **NEW ENTRY PROTOCOL EFFECTIVE FROM AUGUST 15, 2022**

- The Ministry of Foreign Affairs has announced a method by which you can always return to Japan without having to take a PCR test 72 hours before your return while in Guam if you have a negative certificate issued in Japan.

Information source:

[https://www.anzen.mofa.go.jp/info/pcwideareaspecificinfo\\_2022C069.html](https://www.anzen.mofa.go.jp/info/pcwideareaspecificinfo_2022C069.html)

- This is a policy unique to a destination where short stays of three days and two nights or four days and three nights are possible, but it is a welcome sign that overseas travel within three to four hours of Japan will become far more common than in the past, and that the frontiers of domestic and international travel demand will be widened.

## SOUTH KOREA

### NO QUARANTINE

- All travelers are exempt from quarantine regardless of vaccination status.
- Travelers are encouraged to register their travel information through the Quarantine COVID-19 Defense (Q-Code) system BEFORE traveling to S. Korea, in order to streamline the airport arrival process.
- Unvaccinated nationals (including unvaccinated children 6-11 years old) are no longer required to self-quarantine for seven (7) days as of June 8.

### REQUIREMENTS

- All travelers entering Korea (nationals and foreigners) must have a negative PCR test 2 days prior to departure OR a negative antigen test 1 day prior to departure and K-ETA (only foreigners)
- Self Administered tests are not accepted
- All travelers must take a PCR test within 1 day of arrival in Korea; foreigners and nationals must upload their travel information, and a [negative PCR/Antigen test result to KDCA's website Q-Code before entering Korea. https://cov19ent.kdca.go.kr/](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/Antigen test is required to return to Korea. If recovered past 40 days, must present negative PCR result taken 2 days before departure a or negative antigen test taken 1 day before departure

- Children 5 years old and below are exempted from pre-departure COVID-19 tests for reentry into Korea.
- All others must present negative PCR result taken 2 days before departure or a negative antigen test taken 1 day before departure

### FULLY VACCINATED IN KOREA RECENTLY RECOVERED FROM COVID

- Must show positive result, official documentation of recovery
- Recovered between 10-40 days no PCR/Antigen test is requested before boarding
- Recovered after 40 days, must present negative PCR result taken 2 days before departure a or negative antigen test taken 1 day before departure

### FULLY VACCINATED IN ANOTHER COUNTRY

- Must present negative PCR result taken 2 days before departure a or negative antigen test taken 1 day before departure
- Must register KCDA's Q-Code and complete K-ETA - Only Foreigners



## TAIWAN


### QUARANTINE

- All travelers are required to undergo a 3-day quarantine and a 4-day self-initiated epidemic prevention following the end of quarantine.

### REQUIREMENTS

- All travelers (aside from Taiwanese passport, ARC residents, and transiting passengers for international flights) have to take a PCR 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.
- Passengers from the U.S. (included Guam), Canada, New Zealand and Australia will be tested for COVID-19 upon arrival in Taiwan using a **saliva test** rather than a nasal swab.
- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://hdhq.mohw.gov.tw>.
- Those who enter Taiwan shall confirm quarantine program (book a quarantine hotel in advance; or if traveler plan to quarantine at home or a residence of their family or friends, should make sure the principle of one person per residence is met)

[Click here for more info](#)



Effective July 14<sup>th</sup>, Taiwan is no longer requiring PCR negative test 2 days before their arrival flight for Taiwan nationals, ARC residents, and international transiting passengers.

## 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

- All arriving passengers must register to [One Health Pass portal](#) within 48 hours prior to departure.
- Filipino and foreign nationals aged 18 and above who have received primary series of COVID-19 vaccine, and at least one (1) COVID-19 booster shot administered at any time prior to departure do NOT need a pre-departure COVID-10 test.
- If not boosted, a negative RT-PCR test taken within 48 hours or negative antigen test taken within 24 hours prior to departure from the country of origin is required.
- Self-monitor for any sign or symptom until the 7<sup>th</sup> 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 14<sup>th</sup> day of arrival.

- Negative RT-PCR test taken within 48 hours or negative Antigen test taken within 24 hours prior to departure from the country of origin. Not applicable to children below 3 years old.
- Facility-based quarantine until the release of the negative results, testing will be on the 5th day.
- Shall self-monitor for any sign or symptom until the 14th day from arrival.



## OTHER MARKETS

### PALAU

#### REQUIREMENTS (as of 01 July 2022, Directive No. 100-22)

- All travelers **must be fully vaccinated** against COVID-19, except those under 18 years of age.
- At least 14 days must have passed from second dose of vaccine; vaccines must be approved by US Food and Drug Administration or the World Health Organization (exception Medigen).
- All travelers are advised to practice social/physical distancing, wear a mask over the nose and mouth when within six feet of others, and avoid large indoor gatherings for fourteen (14) days prior to travel to the Republic.
  - Unvaccinated individuals under 18 years of age must adhere to above requirements.

#### ISOLATION & QUARANTINE

- Any person proven or strongly suspected to be infected with COVID-19 shall be isolate for a period deemed necessary by MHHS at a government designated facility or at home at the discretion of the Director of Public Health.
  - The isolation rooms of Belau National Hospital shall be reserved for infected persons in need of critical care.
- Any person determined to have been in close contact with someone with COVID-19 shall self-monitor for a period of 10 days and follow guidelines as deemed necessary by the Ministry of Health.

### THAILAND


#### REQUIREMENTS (as of 01 July 2022)

- All travelers aged 18 and older must be fully vaccinated against COVID-19 with an approved vaccine at least 14 days before travel to Thailand OR present a negative RT-PCR or professional ATK (antigen) COVID-19 test result issued within 72 hours before departure.
  - If unvaccinated traveler does not present negative test, traveler will be required to pay for and take a COVID-19 test on-site.
  - Travelers aged 5-17 unaccompanied must get vaccinated with at least one dose of an approved vaccine at least 14 days before traveling to Thailand OR present a negative COVID-19 test result issued no more than 72 hours before departure. (\*exempted if traveling with parents that meet requirement). Under 6 years are exempt from test.
- Medical insurance and “Thailand Pass” not required.
- Masks are not required.
- All travelers must undergo entry screening including body temperature check and presentation of documents.


# MARKETS AT-A-GLANCE




## JAPAN

- COVID-19 cases are finally on the decline; medical shortages are occurring
- Vaccination rate for third dose is low, currently at 63.6%; mass vaccination sites for third vaccination are being set up
- The Ministry of Foreign Affairs announced a method by which you can return to Japan without having to take a PCR test 72 hours before your return while in Guam if you have a negative certificate issued in Japan; policy unique to a destination where short stays of three days and two nights or four days and three nights are possible
- Refer to appendix for resumption of package, agent-organized tours
- **Flight operation is unchanged:**
  - United: UA197 daily operation  
UA827 (except Wed) and UA150 available from July 1; UA874 available from May 8; UA136 and UA166 available from Aug 1; UA172 and UA178 now suspended until Oct 1 
  - JAL: available from Aug 1
  - Tway: now suspended until Oct 1
  - JEJU: now suspended until Oct 1
- Shown in appendix are: travel agent co-op ads; news pickups; SNS performance summary and posts; content calendar; social listening updates; Weekly Guam

## PHILIPPINES

- Department of Health to ease curbs when booster shots reach 24 million
- Still no basis to allow boosters for kids ages 5 to 11: DOH
- 20M COVID-19 vaccine doses gone to waste
- U.S. Embassy in the Philippines updates shown in appendix
- **Philippine Airlines and United Airlines fly daily in August** 
- Social media monitoring shown in appendix

## SOUTH KOREA

- Daily confirmed cases recorded the highest in 17 weeks in which resurgence of COVID-19 is expected to reach the peak this week
- S. Korea to allow PCR test reservations nationwide, increase hospital beds
- Sixth COVID-19 wave might be smaller but longer
- Japan urges highest level of vigilance as Omicron drives a record surge
- China's Hainan expands COVID lockdowns to quell outbreak
-  **August through October airline outbound seat capacity details shown in appendix: August 44,039, September 33,144, and October 35,864**
- Shown in appendix are: SNS weekly activity and content calendar

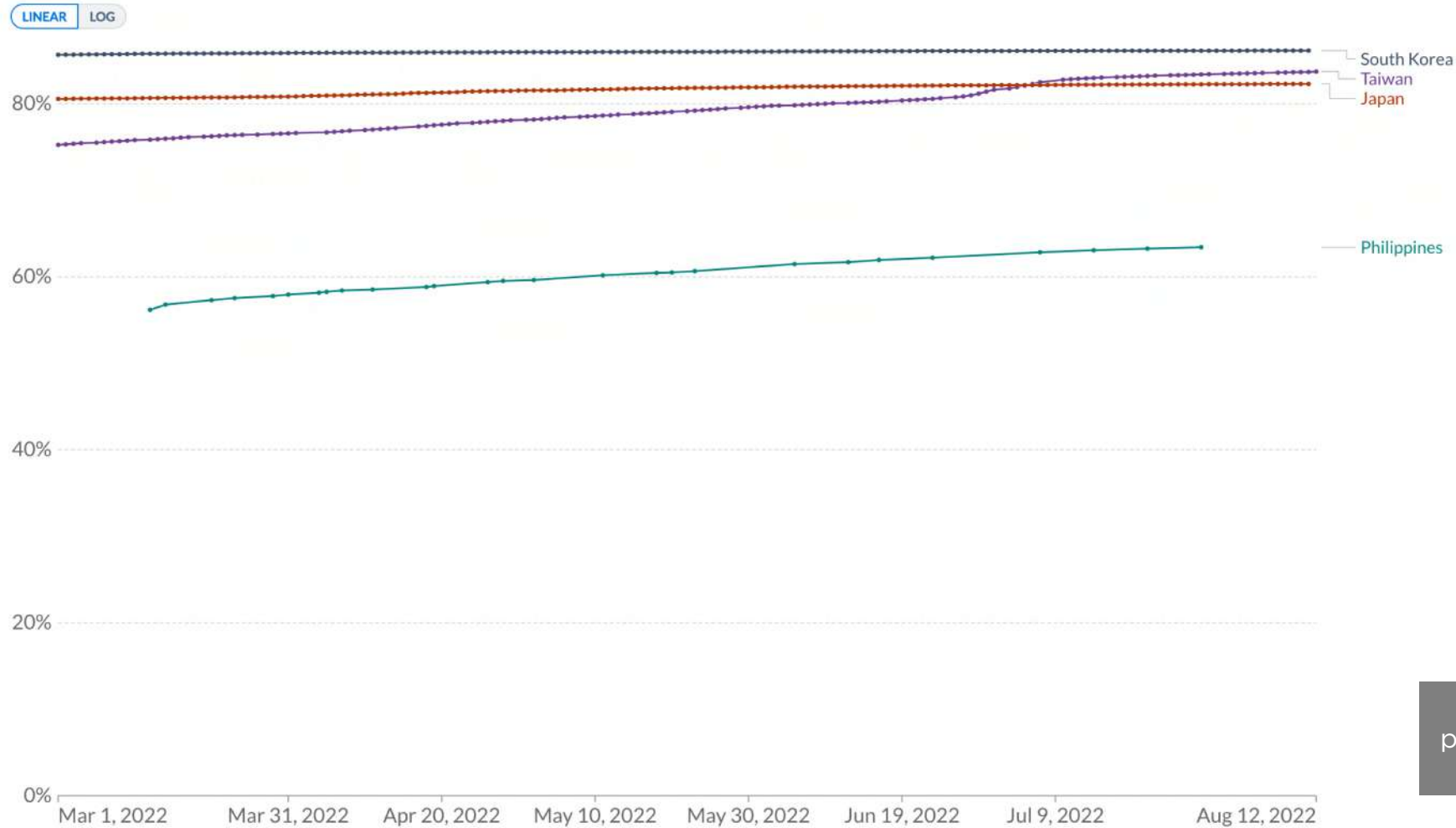
## TAIWAN

- Taiwan to lift pre-flight PCR test requirement for all arriving travelers
- COVID-19 community screening to be suspended from August 11
- Taiwan eases COVID-19 rules for transit passengers at Taoyuan Airport
- CECC to ease two policies before lifting quarantine for arrivals
- Taiwan adds two domestic BA.5 subvariant cases
- Taiwan grants EUA to Pfizer-BNT vaccine for children under five
- Japan tour operators visit Taiwan for the first time in two years
- Shown in appendix are: restrictions for entering Taiwan, CECC updates, NR monitoring, and social media calendar
- Starlux Airline charter flight to Guam on Aug 15-19
- GTO had a con call with Super Taste and meetings with travel media Ciao, Guam TECO senior advisor, and AMCHAM

DETAILS ARE FOUND IN THE APPENDIX

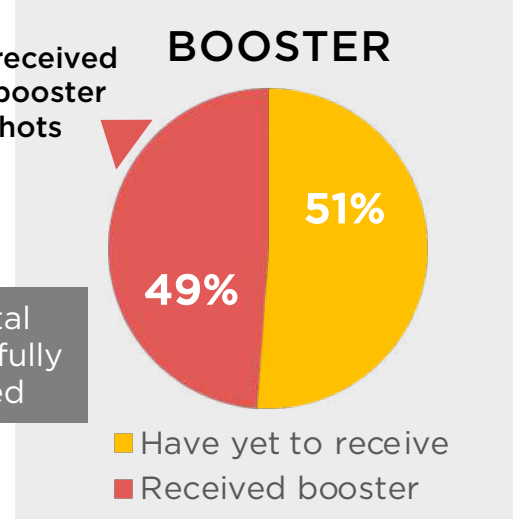
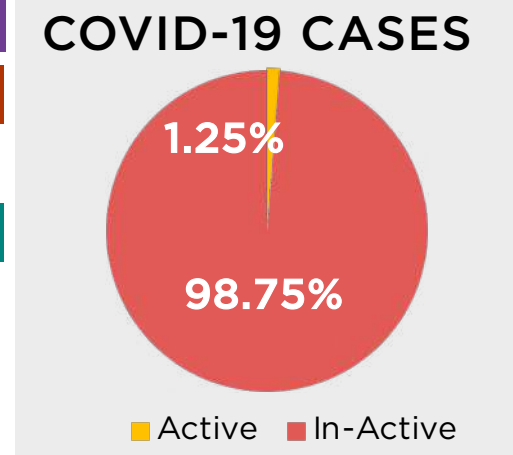
# MARKETS AT-A-GLANCE

**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.



*Increase of vaccinated people have slowed down in the source markets.*

**GUAM**  
 139,777  
 Fully Vaccinated



91% of total population fully vaccinated

# APPENDIX

As of August 18, 2022 and may be subject to change.

**#InstaGuam**  
Photo credit: Chun Jiang



# JAPAN



# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The number of infected people in Japan is finally on the decline. However, the public's willingness to act is reserved due to the medical shortages that are occurring.
- The number of infections per 100,000 population was 1,103 in Japan and 1,323 in Tokyo, about 1.37 million over the past week, a 9% decrease from last week.



The number of infected people per 100,000 population:

NATIONWIDE

**1103**

TOKYO

**1323**

Total for last 7 days

**Confirmed  
COVID-19**

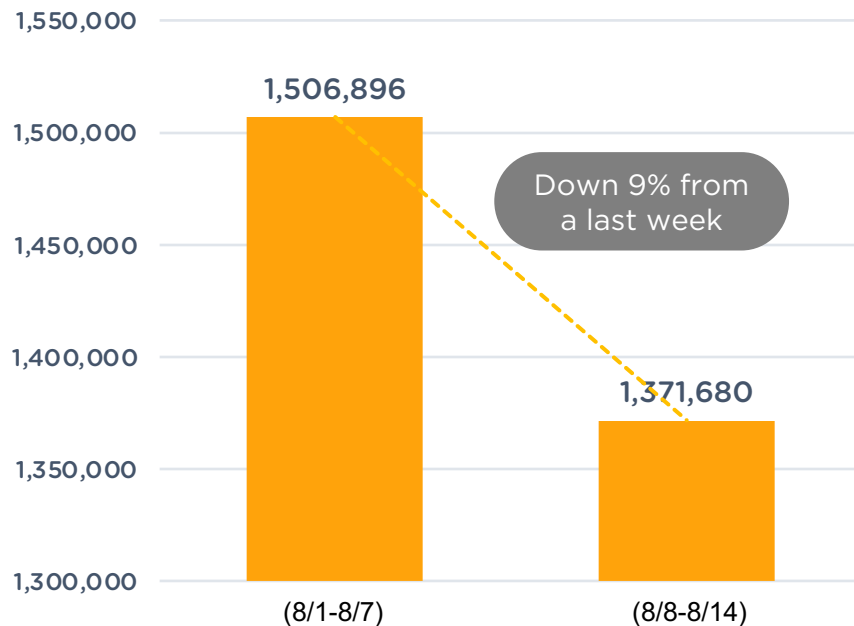
**CASES:  
15.95M**

**ACTIVE:  
11.95%**

AS OF AUG 18, 2022



## Nationwide



Area / New cases	August 1-7	August 8-14	Changes (#) vs LW	Changes (%) vs LW
Tokyo	222,129	179,403	-42,726	81%
Osaka	140,006	121,360	-18,646	87%
Aichi	100,461	87,971	-12,490	88%
Fukuoka	82,227	74,296	-7,931	90%
Nationwide	1,506,896	1,371,680	-135,216	91%

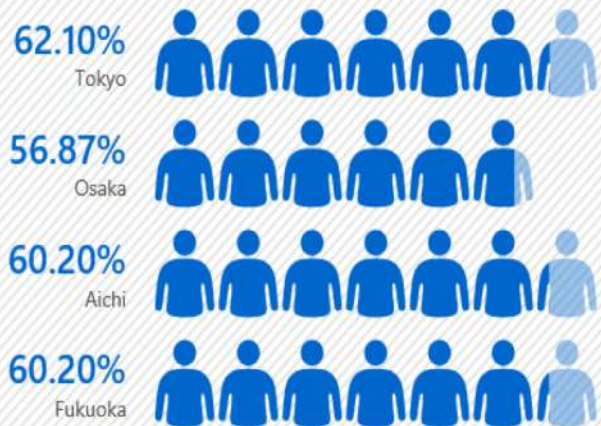
Created based upon data from NHK (Japan Broadcasting Corporation)

# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The progress rate for the third dose of vaccination is still low, currently at 63.6%.
- Due to the rapid increase in the number of infected patients, mass vaccination sites for the third vaccination are being set up.

## NATIONWIDE 3<sup>RD</sup> SHOT



## VACCINATION UPDATE (8/12)

Total number of  
vaccination:  
**304,884,921**

1st & 2<sup>nd</sup> doses  
administered:  
**103,990,493**  
(82.1%)  
**102,563,292**  
(81.0%)

Nationwide 3<sup>rd</sup> shot:  
**80,549,481**  
(63.6%)

Nationwide 4<sup>th</sup> shot :  
**17,781,655**  
(-%)

## ENTRY PROTOCOLS

### HIGHLIGHTS

- The Ministry of Foreign Affairs of Japan has lowered the level of its "Overseas Travel Safety Information" to "Level 1."
- The government has raised the daily entry limit to 20,000 people since June 1. For those returning from low-risk areas such as North America (including Guam), there is no inspection upon arrival and no waiting period, regardless of whether or not there is a vaccination certificate.
- **PCR testing (negative proof) within 72 hours prior to local departure remains mandatory.**
- **From June 12, submission of a negative PCR test certificate upon departure from Japan will no longer be required.**

### VALID FOR ENTRY INTO JAPAN FROM GUAM JUNE 1



**(Regardless of vaccination status / For both Japanese and foreigners)**

## ENTRY PROTOCOLS

**For overseas travel of 3 days or less, a negative certificate prior to departure from Japan will be valid.**

- On August 15, the Ministry of Health, Labor and Welfare revised the operation of the COVID-19 negative certificate required upon return to Japan from overseas.
- The Ministry has revised the practice so that a certificate obtained in Japan before leaving Japan is considered valid as long as the specimen was collected within 72 hours prior to leaving the destination country.
- If your scheduled flight is delayed and you will be leaving the country beyond the expected 72 hours, you do not need to reacquire the specimen as long as the new flight is within 24 hours beyond the 72 hours from the date and time of specimen collection.






72hrs

### EXAMPLE ITINERARY

Friday	10:00 A.M. 5:00 P.M. 10:00 P.M.	PCR TEST Departure from Japan to Guam Arrival in Guam
Saturday	ALL DAY	In Guam
Sunday	ALL DAY	In Guam
Monday	7:00 A.M. 10:00 A.M.	Departure from Guam to Japan Arrival in Japan





# JAPAN MARKET INTELLIGENCE

## PACKAGED SALES

PACKAGE TOURS	FIT
 Sales resume for departures on JULY 1	*
 Sales resume for departures on MAY 15	*
 Sales resume for departures on JUNE 1	*
 Sales resume for departures on AUG 1	*
 Suspended until AUG 21	*
 Sales resume for departures on JUNE 1	*
 Sales resume for departures on APRIL 27	*

## AIRLINE OPERATION



AIRLINE S	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from Jul 1, 2022 (Except Wed)	UA827	NRT	11:15 / 16:05	UA828	6:55 / 9:55	Mon, Tue, Thu, Fri, Sat, Sun	166
	Available	UA197	NRT	17:30 / 22:20	UA196	13:05 / 16:05	Daily	166
	Available from May 8, 2022	UA874	NRT	21:05 / 1:45 +1	UA873	17:05 / 19:50	Sun	166
	Available from Aug 1, 2022 (Mon, Fri)	UA136	NGO	11:20 / 15:55	UA137	7:30 / 10:20	Mon, Fri	166
	Suspended until October 1, 2022	UA172	NGO	20:50 / 1:25 +1	UA171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed, Fri, Sun)	UA150	KIX	11:05 / 15:45	UA151	7:10 / 10:10	Wed, Fri, Sun	166
	Suspended until October 1, 2022	UA178	KIX	20:50 / 1:20 +1	UA177	16:50 / 19:50	Tue, Thu, Sat	166
	Available from Aug 1, 2022 (Thu, Sun)	UA166	FUK	11:50 / 16:50	UA165	07:40 / 10:50	Thu, Sun	166
	Available from Aug 1, 2022 (Thu, Sun)	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Thu, Sun	199
	Suspended until October 1, 2022	TW311	KIX	10:45 / 15:10	TW312	16:10 / 19:00	Daily	189
	Suspended until October 1, 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		

Created based upon data from official announcements on each company's website



# JAPAN MARKETING ACTIVITIES

## TRAVEL AGENT CO-OP AD

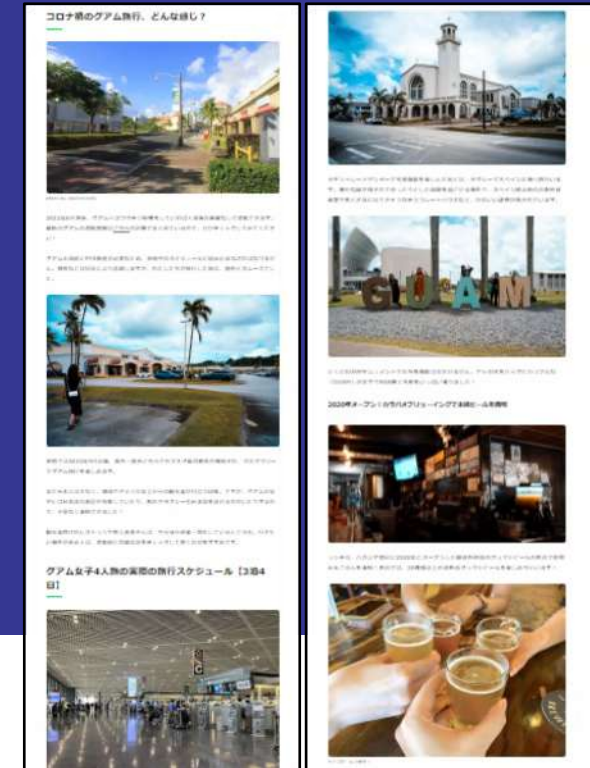
### HANKYU TRAVEL INTERNATIONAL

- GoGo Guam Campaign products are now on sale on the dedicated page!
- Now offering cash back of 5,500 yen for passport application fee.



### REIWA TRAVEL

- GoGo Guam Campaign measures include the launch of a product with a ¥15,000 coupon. Distribution of Guam travel blog by employees.



株式会社 令和トラベル

# JAPAN MARKETING ACTIVITIES

## TRAVEL AGENT CO-OP AD

### RAKUTEN TRAVEL

- GoGo Campaigns Joint Projects Advertising Article Distribution
- “Guam connoisseurs recommend this little-known way to enjoy Guam!”



**Rakuten Travel**

### WEEKLY GUAM



TaoTao Tasi Beach Dinner Show Resumes









# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- TikTok's 55 campaign hotel videos did well, increasing followers and reach.
- Increased site traffic thanks to the airing of TabiTabi sama-zu

SNS	follower		Week Reach		Week Engagement	
	6Aug,2022	13Aug,2022	6Aug,2022	13Aug,2022	6Aug,2022	13Aug,2022
	23,513	23,518	14,221	12,716	1,412	11,000
	0.02%		-10.58%		679.04%	
	24,033	24,038	7,879	9,578	1,376	1,194
	0.02%		21.56%		-13.23%	
	14,426	14,461	34,968	12,498	740	563
	0.24%		-64.26%		-23.92%	
	26,313	26,408	96,200	117,300	4,257	3,706
	0.36%		21.93%		-12.94%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	9,649	8,838	22,926	21,022	0:02:05	0:01:59
	-8.41%		-8.30%		-4.80%	



# JAPAN MARKETING ACTIVITIES

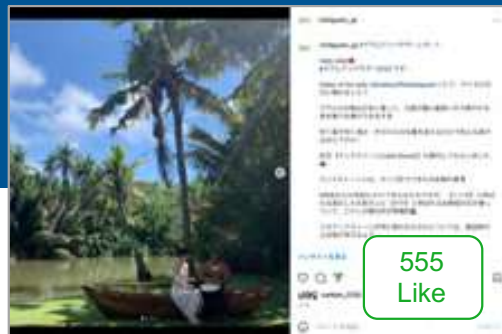
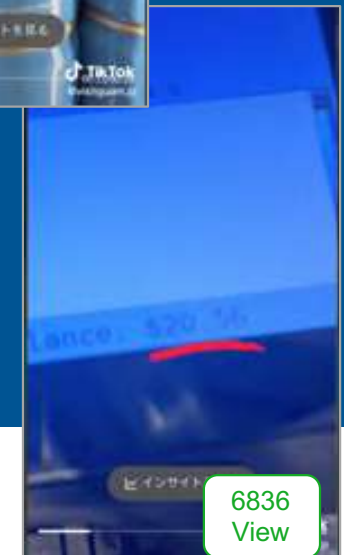


Aug, 2022							
Week1	1	2	3	4	5	6	7
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / 55 campaign						
Event:	Go Go ! Guam Roadshow 2022						
Other			tiktok: #Hereweguam	Weekly GJAM		TabiTabi sama zu ONAIR	
Week 2	8	9	10	11	12	13	14
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event:							
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week 3	15	16	17	18	19	20	21
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event:							
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week 4	22	23	24	25	26	27	28
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event:							
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week5	29	30	31				
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event:							
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		



# JAPAN MARKETING ACTIVITIES

## SNS POST- HIGHLIGHTS



# JAPAN MARKETING ACTIVITIES

## NEWS PICKUP

### RKB NEWS (TV) AUGUST 2, 2022



GoGo GUAM  
Roadshow in  
Fukuoka  
(1) 5:27~5:29  
(2) 6:39~6:41

### WING TRAVEL PRESS AUGUST 5, 2022

GVB, in collaboration with KabuK Style, operator of the travel-related subscription service "HafH," launched the "Subscription to Guam Fair" on August 2.





## NEWS PICKUP

### SANYO NEWSPAPER AUGUST 3, 2022

- GVB Director Visits Governor Ibaraki to Cooperate in Reviving Okayama-Guam Route



<https://www.sanyonews.jp/article/1292083>

### SHIZUOKA NEWSPAPER AUGUST 6, 2022

#### 静岡空港、グアム便就航意欲 現地局長、静岡県に協力要請

2022.8.6

政治部 杉崎素子

米領グアム政府観光局のカール・T・C・グティエレス局長が5日、日本との観光就航55周年に合わせたプロモーション「GOGO GUAMキャンペーン」のため、静岡県庁に京極仁志スポーツ・文化観光部長を訪問した。「日本の地方都市からも多くの人に来てもらえるよう努力したい」と静岡空港のグアム便就航実現に意欲を示し、県に協力を求めた。



京極仁志部長（右）を訪問したグアム政府観光局のカール・T・C・グティエレス局長=5日午前、県庁

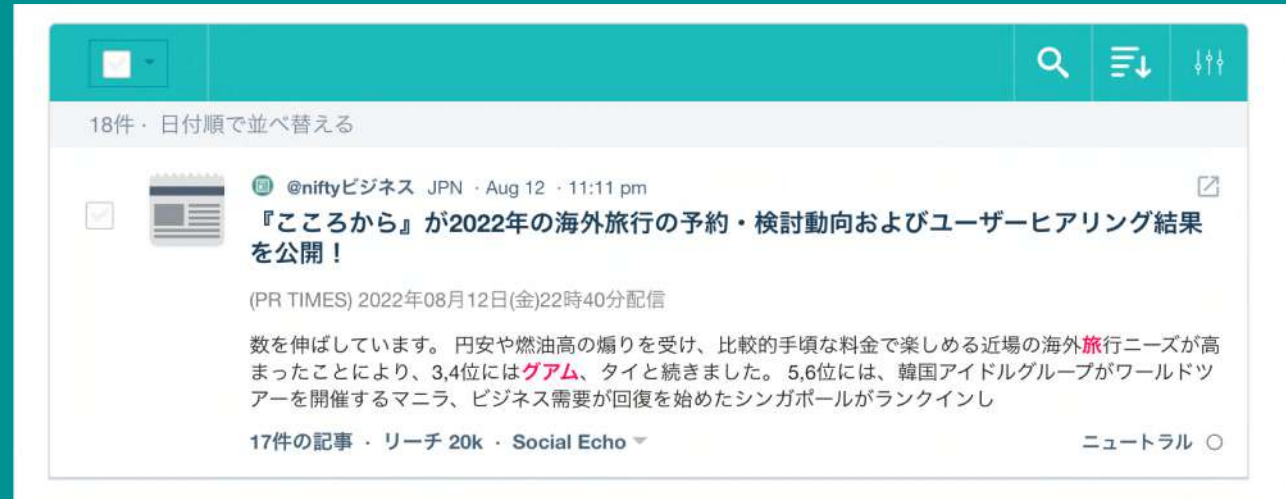
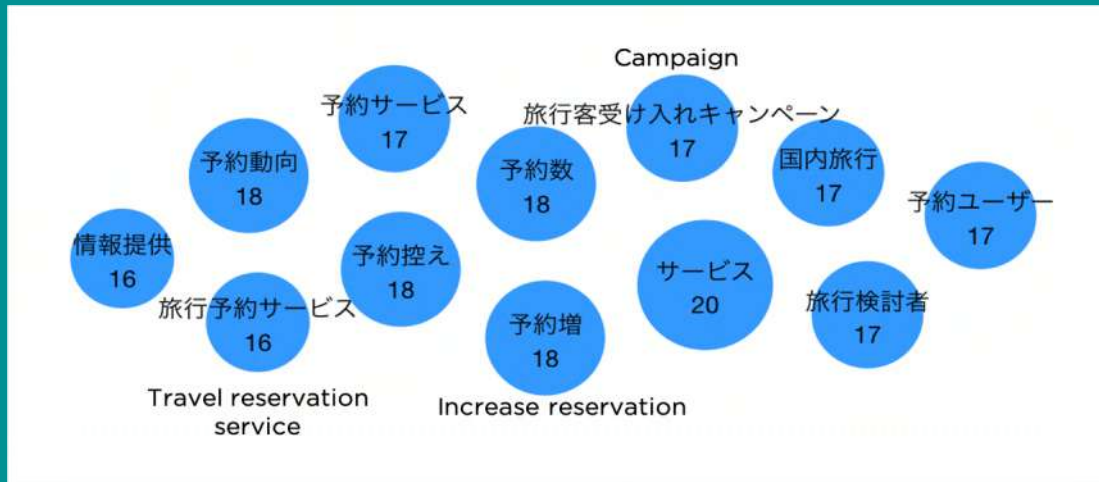
- Shizuoka Airport eager to start flights to Guam
- GVB Director General Requests Cooperation from Shizuoka Prefecture

アットエス - @S - JP  
Aug 6  
Potential reach: 2.9M  
MIV: \$848

# JAPAN MARKETING ACTIVITIES

## SOCIAL LISTENING

- Kokorokara releases trends and results of user interviews on international travel reservations and considerations for 2022!



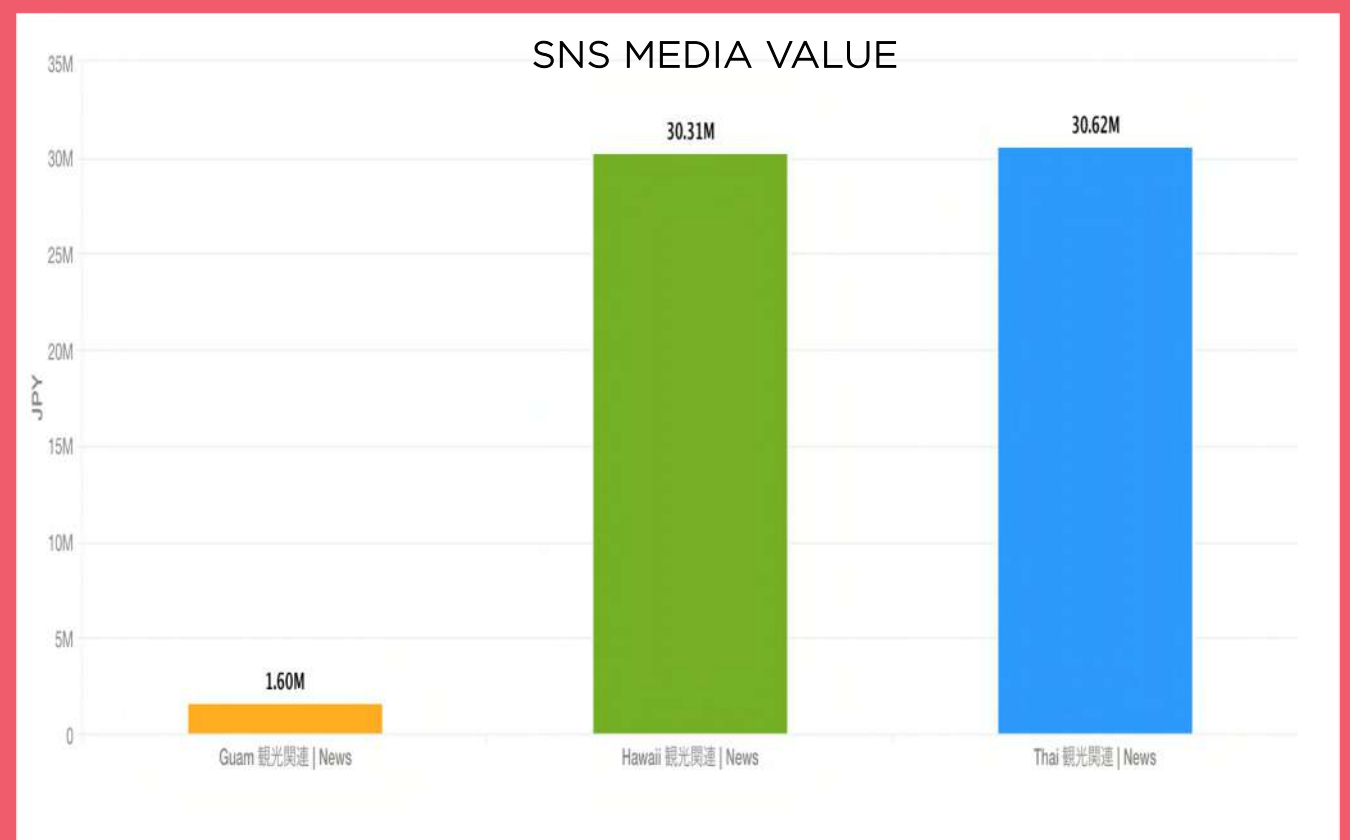
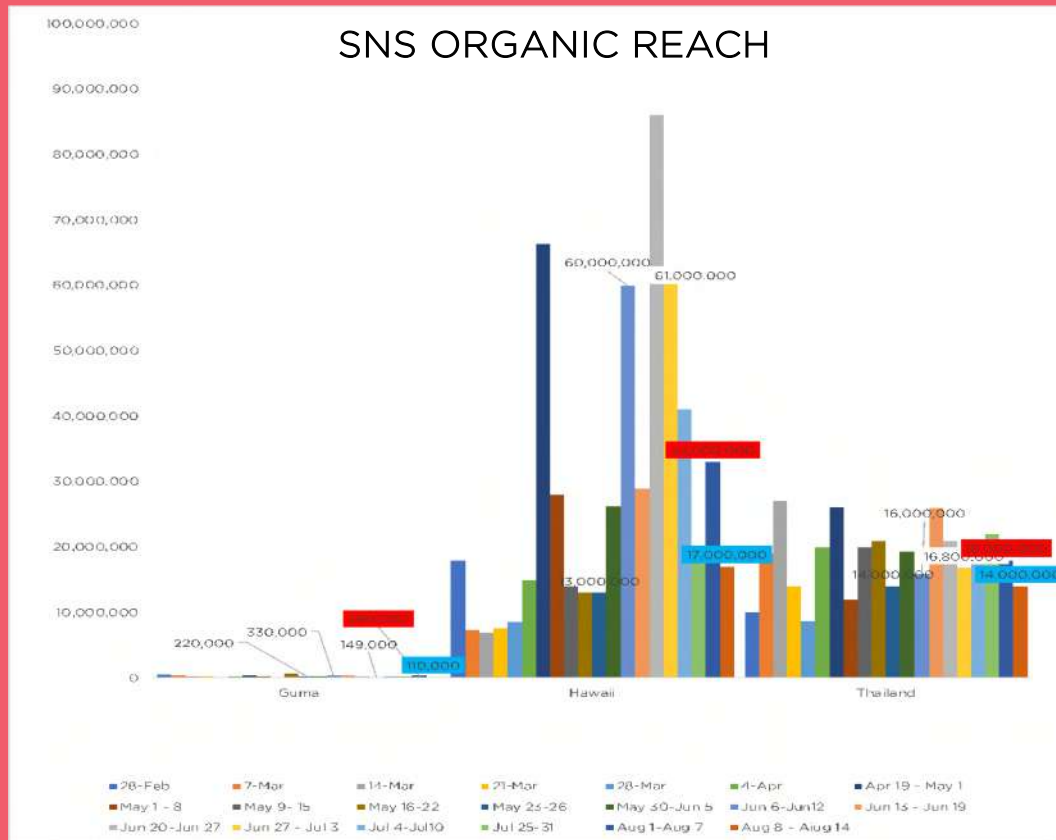
- The number of visitors is increasing. Guam and Thailand followed in third and fourth place due to the growing need for relatively affordable, nearby overseas travel fuelled by the weak yen and high fuel prices.



# JAPAN MARKETING ACTIVITIES

## SNS PERFORMANCE

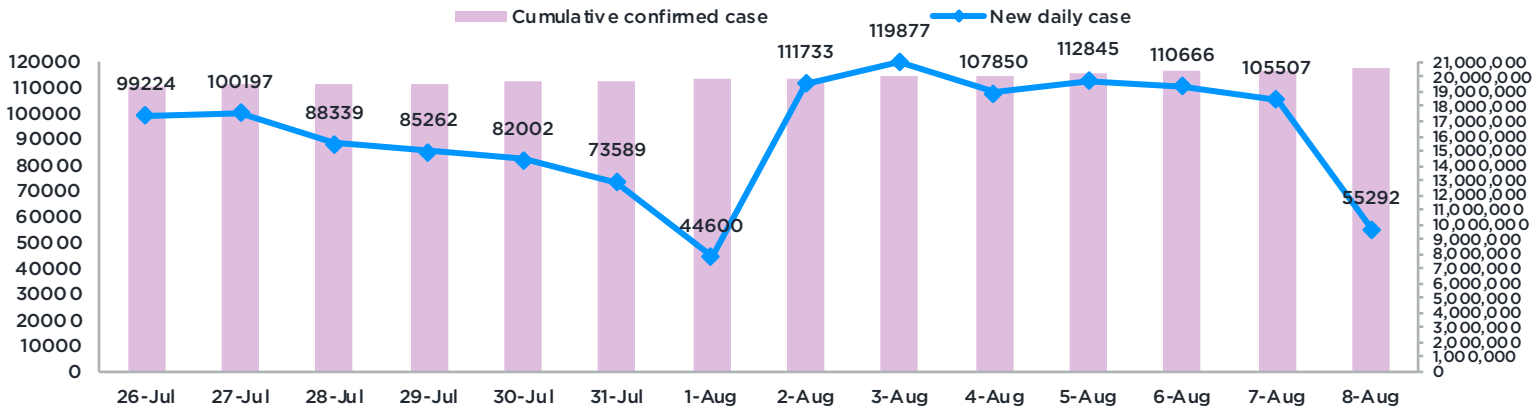
- Overall leery on SNS decreased due to the Bon Festival.



# SOUTH KOREA

# KOREA COVID-19 NEWS

## COVID-19 STATUS: JULY 26 - AUG 8, 2022



**HIGHLIGHT**  
 South Korea's daily confirmed cases recorded the highest in 17 weeks as of Monday in which resurgence of COVID-19 is expected to reach the peak throughout this week.

**Confirmed COVID-19**

**CASES: 21.68M**

**ACTIVE: 9.13%**

## COVID-19 VACCINATION STATUS: FEB 26, 2021 - AUGUST 8, 2022

**FULLY IMMUNIZED**  
**44,655,383**  
*87.0% of total population*  
*96.5% of 18 and older*  
*95.9% of 60 and older*

**BOOSTER SHOT**  
**33,490,506**  
*65.3% of total population*  
*74.6% of 18 and older*  
*90.0% of 60 and older*

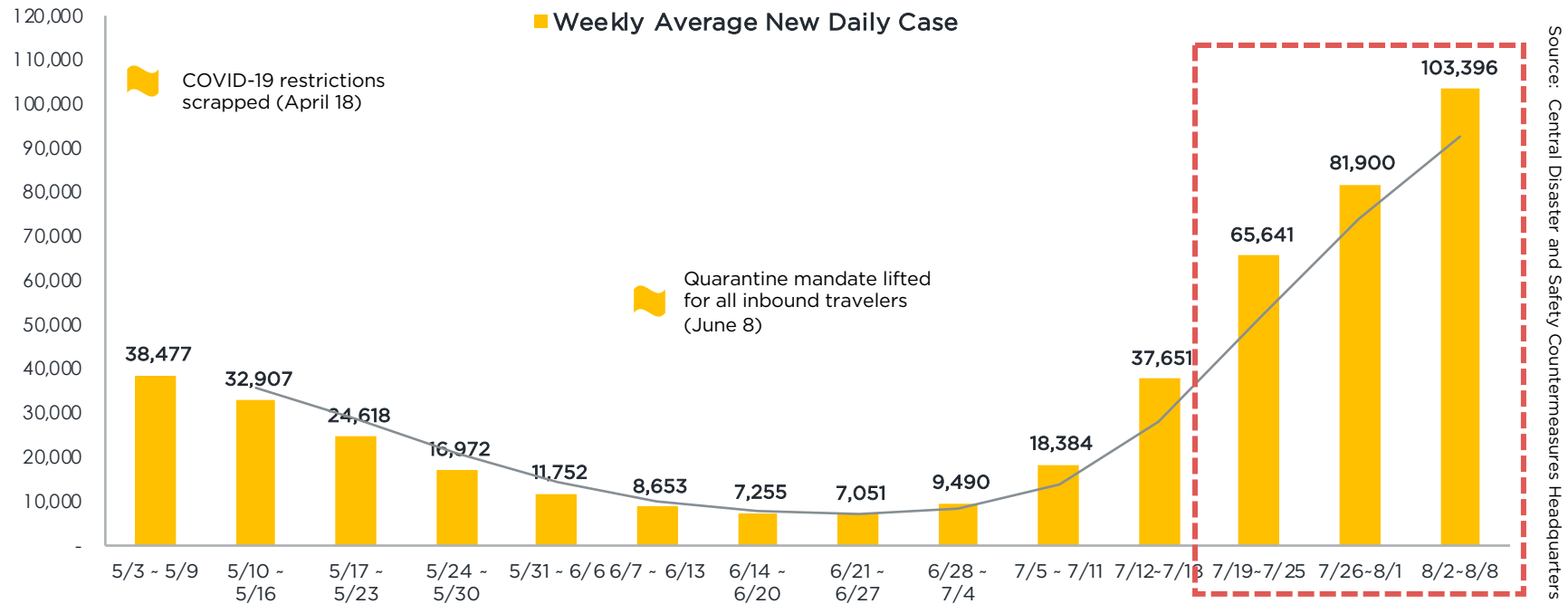
**2<sup>nd</sup> BOOSTER SHOT**  
**6,183,097**  
*12.0% of total population*  
*39.2% of 60+ and eligible pax*

Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot	2nd Booster Shot
	11,077,274 (24.6%)	9,243,868 (20.7%)	2,331 (TBD)	14 (TBD)
	25,470,064 (56.5%)	27,069,394 (60.6%)	22,477,314 (67.1%)	5,121,736 (91.6%)
	1,517,001 (3.4%)	1,517,001 (3.4%)	26,930 (0.1%)	24 (TBD)
	6,814,073 (15.1%)	6,640,017 (14.9%)	10,887,582 (32.6%)	662,987 (11.9%)
	127,493 (0.2%)	101,901 (0.1%)	88,288 (0.2%)	398,320 (7.1%)
etc. (WHO-authorized)	85,709 (0.2%)	83,202 (0.2%)	8,061 (TBD)	12 (TBD)
<b>Total:</b>	<b>45,091,614</b>	<b>44,655,383</b>	<b>33,490,506</b>	<b>6,183,097</b>

AS OF AUG 18, 2022



## COVID-19 STATUS: COMPARISON WEEK BY WEEK



### DAILY CASE

COVID-19 daily infections are bouncing back as the country is grappling with another wave of the COVID-19 pandemic.

### WEEKLY CASE

The pace of transmission has quickened due to the summer holiday season and continues to show a 'doubling phenomenon'.

### MONTHLY CASE

South Korea is on course to post its highest number of COVID-19 infections since May with 97% of the confirmed case being the first confirmed.

### PROJECTION

The health authorities expect the peak of resurgence to be within this week recording 150,000 confirmed cases per day.





## S. KOREA TO ALLOW PCR TEST RESERVATIONS NATIONWIDE, INCREASE HOSPITAL BEDS

The government will introduce a reservation system for PCR tests amid a resurgence of COVID-19 pandemic, currently testing the reservation system at a total of seven public health centers, which will be expanded to all public health centers nationwide in this month.

The government also noted it would continue to secure additional hospital beds, while recommending local hospitals to spend more on oral antiviral pills for critically ill COVID-19 patients.



## SIXTH COVID-19 WAVE MIGHT BE SMALLER BUT LONGER

New Covid-19 cases are hovering 100,000 recently as Korea's sixth virus wave struggles to peak.

However, health authorities and experts predict that the size of the current BA.5 wave would be smaller than the previous prediction of up to 300,000 new cases a day, yet the effect of summer vacation remains an unpredictable variable.



## JAPAN URGES 'HIGHEST LEVEL OF VIGILANCE' AS OMICRON DRIVES RECORD COVID-19 SURGE

Japan's government urged people to exercise caution amid fears that further surges could raise pressure on health services after the country reported a record number of Covid-19 cases in a new wave of infections driven by the highly transmissible BA.5 subvariant.

Accordingly, the government plans to roll out a new type of COVID-19 vaccine considered effective against the omicron variant as early as October.



## CHINA'S HAINAN EXPANDS COVID LOCKDOWNS TO QUELL OUTBREAK

China's Hainan, an island province dependent on tourism, locked down more areas on August 8 as it battles its worst COVID-19 outbreak after seeing very few cases the past two years compared with many other regions in the country.

The sharp increase in cases comes amid a pick-up in interest in tourism after China slightly eased curbs aimed at domestic travel and the measures will stay in place for varying periods, with the shortest scheduled for a few hours.

# KOREA MARKET INTELLIGENCE

## AUGUST 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	DAILY	09:45	15:15	8,432
Jeju Air	7C3102	DAILY	09:00	14:30	5,481
	7C3104	WED/THU/SAT/SUN	10:40	16:05	3,213
Jin Air	LJ641	DAILY	09:40	15:05	7,287
T'way	TW301	DAILY	09:15	14:30	5,859
Air Seoul	RS103	DAILY	09:00	14:20	6,045
	RS105	2/w	08:40	14:40	1,755
<b>TOTAL</b>					<b>38,072</b>

### • 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	1,620
Jin Air	LJ773	3/w ~ 4/w	08:00	13:00	4,347
<b>TOTAL</b>					<b>5,967</b>

**TOTAL OUTBOUND SEAT CAPACITY: 44,039 SEATS**

# KOREA MARKET INTELLIGENCE

## SEPTEMBER AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	DAILY	09:45	15:15	8,160
Jeju Air	7C3102	DAILY	09:00	14:30	5,670
	7C3104	WED/THU/SAT/SUN	10:40	16:05	3,213
Jin Air	LJ641	DAILY	09:40	15:05	5,670
T'way	TW301	WED/THU/SAT/SUN	09:15	14:30	3,591
Air Seoul	RS103	WED/THU/SAT/SUN	09:10	14:20	3,510
<b>TOTAL</b>					<b>29,814</b>

### • 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	1,440
Jin Air	LJ773	2/w ~ 3/w	08:00	13:00	1,890
<b>TOTAL</b>					<b>3,330</b>

**TOTAL OUTBOUND SEAT CAPACITY: 33,144 SEATS**



# KOREA MARKET INTELLIGENCE

## OCTOBER AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113 -> KE421 ( October 30 ~ )	DAILY	09:15	14:35	8,432
Jeju Air	7C3102	DAILY	09:00	14:30	5,859
	7C3104	WED/THU/SAT/SUN	10:40	16:05	3,591
Jin Air	LJ641	DAILY	09:40	15:05	5,859
T'way	TW301	WED/THU/SAT/SUN	09:15	14:30	3,402
Air Seoul	RS103	WED/THU/SAT/SUN	09:10	14:20	3,510
TOTAL					30,653

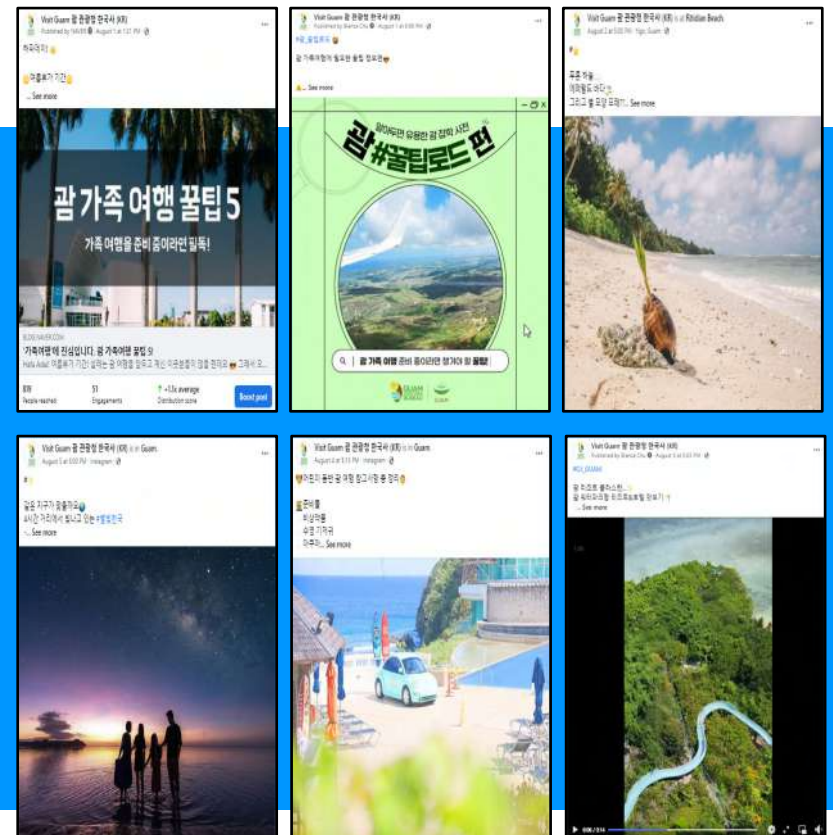
### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	Daily ( October 30 ~ )	22:00	03:00+1	378
Air Busan	BX614	TUE/SAT	08:05	13:05	1,980
Jin Air	LJ773	2/w ~ 3/w	08:00	13:00	3,213
TOTAL					5,211

**TOTAL OUTBOUND SEAT CAPACITY: 36,006 SEATS**

# KOREA MARKETING ACTIVITIES

## SNS WEEKLY ACTIVITY: AUG 1-5 #GuamAgain | TIPS FOR FAMILY TRAVEL TO GUAM



# KOREA MARKETING ACTIVITIES

<h2 style="text-align: center;">GVB KOREA - August Content Calendar</h2> <h3 style="text-align: center;">*Key Message: #GuamAgain Campaigns</h3>							Channels:	
							Instagram Story / Video	
							Naver Blog/ Facebook/Kakao	
							Instagram Feed Daily Uploads	
							SNS EVENT	
							Offline Event Notice	
		August 1	August 2	August 3	August 4	August 5	August 6	
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Tips for Family Trip	#GuamAgain Family Trip	#FromGuam UGC	#GuamAgain Family Trip	#GuamAgain IG Reels		
	August 7	August 8	August 9	August 10	August 11	August 12	August 13	
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Guam Hotel Highlights	#Guam Again Hidden Gems	#FromGuam UGC	#GuamAgain Hidden Gems	#GuamAgain IG Reels		
	August 14	August 15	August 16	August 17	August 18	August 19	August 20	
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Restaurants to visit during family trips	#FromGuam Hotel Instaspot	#FromGuam UGC	#FromGuam Hotel Instaspot	#GuamAgain IG Reels		
	August 21	August 22	August 23	August 24	August 25	August 26	August 27	
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Event	#GuamAgain Marine Activities	#FromGuam UGC	#GuamAgain Marine Activities	#GuamAgain IG Reels		
	August 28	August 29	August 30	August 31				
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Guam Hotel Pools	#FromGuam UGC	#FromGuam UGC				

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



# TAIWAN

## TAIWAN TO LIFT PRE-FLIGHT PCR TEST REQUIREMENT FOR ALL ARRIVING TRAVELERS

A pre-flight COVID-19 polymerase chain reaction (PCR) test requirement will be lifted for all travelers entering Taiwan after midnight on Aug. 14. The regulation requiring travelers to present a negative PCR test result taken within 48 hours of boarding their flight to Taiwan was previously lifted for Taiwan citizens and holders of alien resident certificates (ARC) on July 14 but was still required for foreign nationals without ARCs.

Although the CECC had decided to lift the pre-flight test requirement, mandatory on-arrival PCR tests, three days of quarantine, and four days of self-initiated epidemic prevention would remain in place. People who contract COVID-19 abroad will also still be prohibited from flying to Taiwan within seven days of the day they tested positive, according to the CECC.

Meanwhile, because Taiwan is expecting a spike in BA.5 subvariant cases in mid- to late-August, the CECC currently has no plans to open to foreign tourists or allow domestic tour groups to travel to other countries.



## COVID-19 COMMUNITY SCREENING TO BE SUSPENDED FROM AUGUST 11

Around 114 community-based COVID-19 screening stations mainly offering COVID-19 polymerase chain reaction (PCR) tests will be gradually closed from Aug. 11 as the recent local outbreak eases, the Central Epidemic Command Center (CECC) said Tuesday.

The stations, which have operated for more than a year, first assisting with COVID-19 rapid screening and then PCR tests, are taking up too much manpower at the current stage, said CECC spokesman Chuang Jen-shiang (莊人祥) at a press briefing.

The central government-subsidized stations are expected to be closed within a month, Chuang said, adding that local governments can apply to continue the service if they believe it to be necessary. In the future, anyone wanting a PCR test will have to go to a hospital, he said.

## Confirmed COVID-19

### CASES: 4.95M

### ACTIVE: 8.7%

AS OF AUG 18, 2022

# TAIWAN COVID-19 NEWS

## TAIWAN EASES COVID-19 RULES FOR TRANSIT PASSENGERS AT TAOYUAN AIRPORT



Transiting passengers at Taiwan Taoyuan International airport will no longer be confined to designated zones while waiting for connecting flights, the Central Epidemic Command Center (CECC) has announced.

A 12-hour time limit between flights and a requirement that all legs of a transiting passenger's journey are issued on a single ticket has also been scrapped, effective Monday, according to the CECC.

The relaxed rules mean that transiting passengers will now be free to visit shops and dining options in the airport while waiting for a connecting flight, Taoyuan International Airport Corp. said in a statement.

The airport operator added that the changes were expected to improve the efficiency of transfer operations and enhance passenger convenience as well as increase the number of passengers choosing to catch connecting flights via Taoyuan.

## RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

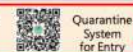
### Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting July 25, 2022 Taipei Time)

Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement
R.O.C. (Taiwan) National	Departure from any international port	Yes	<ol style="list-style-type: none"> <li>Travelers are exempted from providing a result of a PCR test taken within 2 days of flight schedule time. However, those who test positive for COVID-19 abroad must wait over 7 days from the specimen collection date to take a flight to Taiwan.</li> <li>entry quarantine measures <sup>*note1</sup></li> </ol>

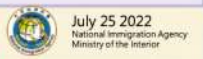
Traveler Type	Credentials	Eligible to Enter Taiwan?	Requirement
Foreign National	Holder of ARC (Resident visa not included) • ARC means R.O.C. (Taiwan) Resident Certificate	Yes	<ol style="list-style-type: none"> <li>Travelers are exempted from providing a result of a PCR test taken within 2 days of flight schedule time. However, those who test positive for COVID-19 abroad must wait over 7 days from the specimen collection date to take a flight to Taiwan.</li> <li>entry quarantine measures <sup>*note1</sup></li> <li>For migrant workers : a COVID-19 RT-PCR negative test report issued within 2 days prior to departure time <sup>*note2</sup></li> </ol>
	Non-ARC holder	Yes	<ol style="list-style-type: none"> <li>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 )</li> <li>entry quarantine measures <sup>*note1</sup></li> <li>a special entry permit (visitor visa) issued by R.O.C. (Taiwan) overseas missions</li> </ol>
	All others	No	

**Note:** 1. The day of arrival counts as Day 0. All travelers are required to undergo a 3-day home quarantine and 4-day self-initiated epidemic prevention following the end of quarantine. 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.  
 2. Personnel on diplomatic /government officials, migrant workers, students, should follow instructions by Ministry of Foreign Affairs, Ministry of Labor, and Ministry of Education.  
 3. 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





## CECC TO EASE TWO POLICIES BEFORE LIFTING QUARANTINE FOR ARRIVALS

Taiwan's Central Epidemic Command Center (CECC) on Thursday detailed two current border regulations that it plans to ease before lifting the quarantine requirement for arriving travelers. On the broader issue of Taiwan's border regulations, he said, there is still a lot of "preliminary work" that has to be done before the current "3+4" policy -- three days of quarantine followed by four days of "self-initiated epidemic prevention" -- can be changed to a "0+7" plan.

Specifically, the CECC would first have to cancel the requirement that foreign nationals take a PCR test within 48 hours of their flight to Taiwan, Chuang said. Meanwhile, the one person per residence rule for the quarantine and self-initiated epidemic prevention protocol would also have to be amended to one person per room, he added. Only after both of these changes have taken place will the CECC "gradually" move toward implementing a "0+7" policy.



## TAIWAN ADDS TWO DOMESTIC BA.5 SUBVARIANT CASES



The Central Epidemic Command Center (CECC) reported two domestic cases of the Omicron subvariant BA.5 of SARS-CoV-2 on Monday, bringing the total number of such cases to 13. The two cases involved one man and one woman from northern Taiwan, both in their 30s, said Lo Yi-chun, deputy head of the CECC's medical response division.

The man had received three doses of COVID-19 vaccines, and not traveled abroad in the six months prior to his infection, Lo said. The man developed a fever on July 24, and tested positive following a PCR test at a hospital with a Ct value of 21. He was determined to be infected with the BA.5 subvariant via genome sequencing, Lo said. One of the man's two cohabiting family members also tested positive, with a Ct value of 32, according to Lo.





## TAIWAN GRANTS EUA TO PFIZER-BNT COVID-19 VACCINE FOR CHILDREN UNDER 5

Taiwan's Food and Drug Administration (FDA) announced Monday that it has granted emergency use authorization (EUA) to the Pfizer-BioNTech (BNT) COVID-19 vaccine for children aged between 6 months and 4 years old. An expert panel was convened on July 29 to review the EUA request submitted by the biotechnology company for its COVID-19 vaccine for young children, according to an FDA release.

Considering the ongoing COVID-19 situation in Taiwan, the FDA explained that infants and young children are encouraged to be vaccinated for protection against the disease and to reduce the risk of severe illness and death. Based on results of the Phase 1/2/3 clinical trials conducted on children 6 months to under 5 years of age, the Pfizer-BNT vaccine showed a robust neutralizing antibody response consistent with that of adolescents and adults, the FDA said.



## JAPAN TOUR OPERATORS VISIT TAIWAN FOR THE FIRST TIME IN 2 YEARS

With the COVID-19 situation in Taiwan improving, a group of 25 Japanese tour operators arrived here on Sunday to become the first foreign tour group to conduct a familiarization trip in the country since border controls were imposed more than two years ago.

The visitors are the first group of foreign nationals to enter Taiwan for tourism purposes since the country banned all foreign nationals, with the exception of those holding a resident certificate or special entry permit for purposes other than tourism on March 19, 2020.

Under a special entry program, the group was exempted from the current "3+4" quarantine rules that require arrivals to spend three days in quarantine followed by four days of self-initiated epidemic prevention during which they can go out if they take a rapid antigen test every two days that is negative.



## Taiwan Centers for Disease Control 衛生福利部疾病管制署

Effective from August 15, Taiwan to remove requirement that inbound passengers should provide COVID-19 PCR test result within two days of flight schedule time.

However, those who test positive abroad are still required to wait over seven days from their specimen collection date before taking a flight to Taiwan in order to prevent cross-border transmission of the disease.

On June 11, the Central Epidemic Command Center (CECC) announced that it will loosen the border restrictions listed below, effective from 00:00 on June 15, 2022 (incoming flight's scheduled arrival time in Taiwan), provided that control of the number of arrivals will be imposed.

- A. The day of arrival counts as Day 0; a three-day home quarantine and four-day self-initiated epidemic prevention following the end of quarantine will be required. The previous seven-day self-health management will be terminated.
- B. Epidemic prevention rules to follow during the self-initiated epidemic prevention period
- C. An arrival should observe the rule of one person per residence in his or her quarantine location or stay in a quarantine hotel; in principle, the arrival should undergo the three-day quarantine and four-day self-initiated epidemic prevention in the same location.



### Testing measures:

- A. PCR testing: deep-throat saliva samples will be collected from arrivals for PCR testing at the airport/port of entry on the day of arrival (Day 0).
- B. At-home rapid tests: two rapid test kits will be given to arrivals aged 2 and older by workers at international airports/ports upon arrival; arrivals can use the test kits when symptoms occur during quarantine and before they go out for the first time during the self-initiated epidemic prevention period.

# TAIWAN MARKET INTELLIGENCE

## AIRLINE UPDATE *Current Routes*

### CHINA AIRLINES

- Routes scheduled for August-November

### EVA AIR

- TPE to Hanoi, Manila, Ho Chi Minh City, LA, San Francisco (seven flights per week)
- TPE to BKK, Hanoi, Singapore, New York (five flights per week)
- TPE to Seattle, Seoul, Kuala Lumpur (four flights per week)
- TPE to Jakarta, Hong Kong, Vancouver, Paris (three flights per week)
- TPE to Chicago (two flights per week)

### STARLUX AIRLINES

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

*There will be a charter flight to Guam on 8/15-19.*



## CHINA AIRLINES

## AUGUST OPERATION SCHEDULE

LOCATION						
North America	Southeast Asia		Europe	Oceania	Northeast Asia	China
Los Angeles	Bangkok	Ho Chi Minh City	Amsterdam	Sydney	Nagoya	Beijing
Ontario	Singapore	Hanoi	Frankfurt	Melbourne	Tokyo	Shanghai
San Francisco	Jakarta	Manila	London (Heathrow)	Auckland	Osaka	Xiamen
Vancouver	Kuala Lumpur	Phnom Penh		Brisbane	Fukuoka	Chengdu
New York	Penang	Yangon			Seoul	Hong Kong
	Palau					



## CON CALL WITH SUPER TASTE

- Date: Aug 8
- GTO has an online meeting with super taste to discuss the details of the itinerary and give them some suggestions.



電視版:	時間	內容
TVBS 42歡樂台 / TVBS精采台 / TVBS-Asia	10/12週三晚間 22:00	關島奢華無極限
	10/19週三晚間 22:00	絕對LOCAL關島行
	10/26週三晚間 22:00	極限關島 驚奇四冒險
網路獨家版食尚玩家FB	10/12週三中午 12:00	網路版1
	10/19週三中午 12:00	網路版2
	10/26週三中午 12:00	網路版3

## NR MONITOR

For the past week (Aug 6 - Aug 12), a total of 11 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 38
- Social Media: 0

### 為台灣發聲 外交部：新增謝長廷等16位駐外館長

2022/8/9 22:37

10 (中央社記者黃雅詩台北9日電) 針對中國軍演，台灣持續透過國際媒體發聲，外交部表示，近日新增駐日本代表謝長廷、駐教廷大使李世明等16位駐外館長接受當地媒體訪問或投書，向全球表達台灣堅定捍衛主權立場。

外交部晚間發布新聞稿指出，針對美國聯邦眾議院議長裴洛西（Nancy Pelosi）訪台後，中國在台灣周邊海空域進行軍演及系列挑釁作為，外交部長吳釗燮及駐外館處館長持續為台灣發聲。

除了吳釗燮今天親自召開國際記者會，迄今已有47位駐外館長透過國際媒體，向全球表達台灣堅定捍衛國家主權的立場，累計共117則報導。

外交部指出，近日另增加16位駐外大使或代表、及4位辦事處處長向國際發聲。



▲李芷婷貼出去旅遊的照片，再度被酸。(圖 / 翻攝李芷婷IG)



## SALES REPRESENTATIVE OF TRAVEL MEDIA "CIAO" VISITED GTO

- Date: Aug 8
- During the meeting, we talked about the current situation of Guam, and possible future media cooperation opportunities were also discussed.



## MEETING WITH GUAM TECO OFFICE SENIOR ADVISER EDWARD LU & JENNY YANG

- Date: Aug 10
- Guam TECO office Senior adviser Edward Lu and Jenny Yang visited Felix and they expressed their gratitude to GTO and interacted with each other.



## AMCHAM SUMMER NETWORKING

- Date: Aug 10
- GTO approached 5 businesses in the event, including 1 pharmaceutical company and 1 cleantech company that are interested in Guam's needs. GTO mentioned our office's potential participation in 2022 US Business Day and encourage them to visit the Guam table and provide more details of their needs.



# TAIWAN MARKETING ACTIVITIES

## TOURS OF INDIGENOUS TAOYUAN

- Date: Aug 11
- Invited by the mayor of Taoyuan, GTO visited Indigenous tribes and experienced it. Felix interacted with the mayor and he expressed his concern about the situation in Guam. Felix mentioned that Guam tourism has been opened, looking forward to direct flights soon.



## FAREWELL DINNER FOR WELLINGTON CHU OF AIT

- Date: Aug 11
- AIT commercial section officer Wellington Chu will be leaving Taiwan in Sep. GTO was invited by Brenda TANG, general manager of United Taiwan and chairwoman of Discover America Committee in Taiwan and ASOA President Eddie Yen to join this private farewell dinner party for Chu. GTO interacted with Discovery America Committee members and presented gift to Chu.



# TAIWAN MARKETING ACTIVITIES

## Social Media August Content Calendar

### Stockholder:

Safe-Certified Accommodations

Safe-Certified Service

Safe-Certified Shopping

Attractions and Activities

Safe-Certified Restaurants

Guam Scenery

	1-Aug-22 MONDAY	2-Aug-22 TUESDAY	3-Aug-22 WEDNESDAY	4-Aug-22 THURSDAY	5-Aug-22 FRIDAY	6-Aug-22 SATURDAY
<b>Week 1</b>		Guam Scenery 1	Accommodations - Bayview Hotel and Oceanview	x	Discover Guam	Restaurants - Eat Street Grill
						Nasi's Post on Guam
<b>Week 2</b>	7-Aug-22 SUNDAY	8-Aug-22 MONDAY	9-Aug-22 TUESDAY	10-Aug-22 WEDNESDAY	11-Aug-22 THURSDAY	12-Aug-22 FRIDAY
	Activities - Sea Senorita Tour		Service - Watabe Wedding		x	What makes Guam beautiful? Event
	Nasi's Post on Guam		Nasi's Post on Guam	Nasi's Post on Guam		Nasi's Post on Guam
					What makes Guam beautiful? Event	What makes Guam beautiful? Event
					Nasi's Post on Guam	Attractions - Valley of the Latte Adventure Park Guam
<b>Week 3</b>	14-Aug-22 SUNDAY	15-Aug-22 MONDAY	16-Aug-22 TUESDAY	17-Aug-22 WEDNESDAY	18-Aug-22 THURSDAY	19-Aug-22 FRIDAY
	What makes Guam beautiful? Event	What makes Guam beautiful? Event	What makes Guam beautiful? Event		Leofoo Park Event	TTE Event
						TTE Event
	Cool Summer on Guam Event		Guam Scenery 2			Leofoo Park Event
						Leofoo Park Event
<b>Week 4</b>	21-Aug-22 SUNDAY	22-Aug-22 MONDAY	23-Aug-22 TUESDAY	24-Aug-22 WEDNESDAY	25-Aug-22 THURSDAY	26-Aug-22 FRIDAY
	TTE Event	TTE Event	Accommodations - Starts Guam Golf Resort Inc.		x	Guam Scenery 4
						Restaurants - Three Squares Restaurant
	Leofoo Park Event	Guam Scenery 3				
						Leofoo Park Event
<b>Week 5</b>	28-Aug-22 SUNDAY	29-Aug-22 MONDAY	30-Aug-22 TUESDAY	31-Aug-22 WEDNESDAY		
	Cool Summer on Guam Event		Guam Scenery 5			

# PHILIPPINES



Tourism Secretary plans to launch new brand campaign in 2023, touts possible change to “It’s More Fun in the Philippines” slogan.

LOCKDOWN STATUS

PARTIAL

INBOUND TRAVEL

OPEN

OUTBOUND TRAVEL

OPEN

CONFIRMED

3,831,941

33,649 per million

7 DAY ROLLING AVE

+3,998

+2% vs prev week

DEATHS

61,036

536 per million

FULLY VACCINATED

-

0.00% of pop.

Source: Cases - John Hopkins University (2022-08-14). Retrieved from OurWorldInData.org



## DOH TO EASE CURBS WHEN BOOSTER SHOTS REACH 24 MILLION

The COVID-19 restrictions in the country may be further relaxed only when half of the eligible individuals, or about 24 million, get inoculated with first booster shots to guarantee a sufficient protection for most of the population. This was among the conditions that would have to be met before the government could go ahead with more relaxed COVID-19 policies and fewer mobility restrictions as seen in other countries.

“The restrictions would have to be discussed with experts and other agencies. But in terms of the threshold, we have to increase the wall of immunity of the population. For us, we need to [get] at least 50 percent of the eligible population ... to get their first boosters,” Maria Rosario Vergeire, officer in charge of the Department of Health (DOH).

## DOH: STILL NO BASIS TO ALLOW BOOSTERS FOR KIDS AGES 5 TO 11

Children ages 5 to 11 are still not eligible for COVID-19 booster shots despite the resumption of in-person classes this month, as there is still no scientific evidence to support the need for booster doses for that age group, according to the Department of Health (DOH).

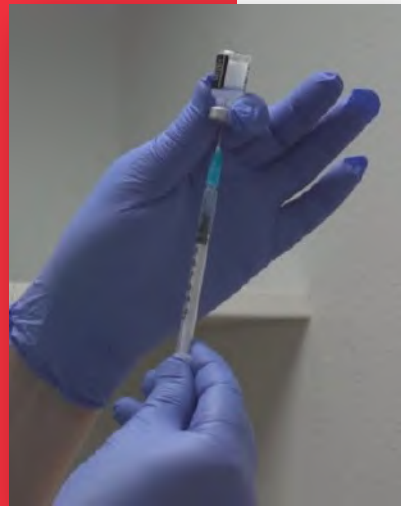
“Until now, evidence is still incomplete, globally, regarding booster shots for 5 to 11 [years old]. For now, the [primary or] first two doses are still enough to protect them, especially against severe and critical infection,” Maria Rosario Vergeire, officer in charge of the DOH. She emphasized that focus should still be on ramping up inoculation for the primary doses, as she cited the latest DOH data that only 4.2 million, or about 40 percent, of the 5-11 age group have been fully vaccinated against COVID-19.



## 20M COVID-19 VACCINE DOSES GONE TO WASTE

The government will not buy any more COVID-19 vaccines this year after the wastage of over 20.66 million doses, the bulk of which have expired.

Briefing senators on Monday, Department of Health Officer-in-Charge Maria Rosario Vergeire reported an 8.42% vaccine wastage as of August 12. Senator Risa Hontiveros noted that this is almost double the 4.7% vaccine wastage reported in June.



"At this rate, Mr. Chair, by October, lalampas na tayo sa (we will exceed the) threshold ng World Health Organization na acceptable vaccine wastage limit na 10% so we might have accumulated vaccines faster than we could administer them," Hontiveros said, addressing Senate committee on health chairman Christopher "Bong" Go.

## U.S. EMBASSY IN THE PHILIPPINES

**CDC's Order requiring proof of vaccination for non-U.S. citizen nonimmigrants to travel to the United States is still in effect. For more information see [Requirement for Proof of COVID-19 Vaccination for Air Passengers](#).**

All non-immigrant, non-U.S. citizen air travelers to the United States are required to be fully vaccinated and to provide proof of vaccination status prior to boarding an airplane to the United States. This requirement does not apply to U.S. citizens, U.S. nationals, U.S. lawful permanent residents (Green Card holders), or immigrants. The CDC will consider exceptions to COVID-19-related vaccination on an extremely limited basis. Please see the [CDC website](#) for information about exceptions to, exemptions from, and other details of the COVID-19-related vaccination.

U.S. Embassy Manila is providing all routine visa services, though interview appointments for some visa classes remain limited in order to prioritize travelers with urgent needs and certain critical categories of visas. Due to a high volume of applicants and consular staffing shortages, wait-times for many visa classes are longer than the pre-pandemic norm. Many visa applicants paid a visa application fee and are still waiting to schedule an interview appointment. The validity of your payment (known as the MRV fee) is extended until September 30, 2023, to allow all applicants who were unable to schedule an appointment the opportunity to do so.

**Appointment Scheduling:** Applicants can schedule or reschedule the first available visa interview appointment slot by phone at (+632) 7792-8988 or (+632) 8548-8223, or through our online appointment system at <http://www.ustraveldocs.com/ph/>.



## TRAVEL REQUIREMENTS OVERVIEW

### Advisory

- For public safety and in compliance with Philippine Laws (IATF resolution 88, 150 and RA No. 11332), all individuals travelling to USA from Philippines and vice versa will still be required to wear a mask throughout the flight and when inside the Philippine terminal.
- Please note that for US flights, the new Transportation Security Agency (TSA) lifting the Centers for Disease Control and Prevention (CDC) mask mandate still recognizes other jurisdictions' mask requirements. The CDC likewise recommends the wearing of face masks in indoor public transportation such as during flights.
- Violation of the Philippine government's mandate shall be punishable by a fine of not less than Ph20,000.00 but not more than Ph50,000.00, and/or imprisonment of not less than one (1) month and not more than six (6) months. Foreign nationals found to be in violation shall be subject to deportation proceedings after service of sentence

### Allowed Travelers

- Fully vaccinated and Unvaccinated US Citizens, US Nationals, Lawful Permanent Residents, and Immigrants
- Fully Vaccinated non-US Citizen and non-US Immigrant
- Exempted Unvaccinated Non-US Citizen and non-US Immigrant

*\*Unvaccinated Non-US Citizen and non-US Immigrant are not allowed entry into the United States unless exempted.*

## Advisory



PAL FLIGHTS FOR AUGUST AND BEYOND  
Advisory No. 261  
as of 01 August 2022 4:00 PM

Manila-Guam-Manila

- Daily

## GUAM

For as low as USD 270\* for  
Roundtrip on Economy



UNITED  
A STAR ALLIANCE MEMBER

## ADVISORY

Manila-Guam-Manila

- Daily

Book your flight as early as now to secure seats!  
United flies daily with rates starting from USD 270!\*



# PHILIPPINES MARKETING ACTIVITIES

## MARKETING ACTIVITY: SOCIAL MEDIA

Page Insights

Aug 9 - Aug 15 Last 7 days

Post Reach 485.2k ▼ 35.4k	Post Engagements 56.3k ▼ 9.1k	New Page Likes 25 ▼ 42
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Posts SEE MORE

2 posts published in the last 7 days.

MOST ENGAGING POSTS

	Be inspired by every shade of w... August 14	Reach 814	Engagements 28
	Head over to #TasiGrill and enj... August 12	Reach 707	Engagements 11

Insights Aug 9 - Aug 15

Last 7 Days

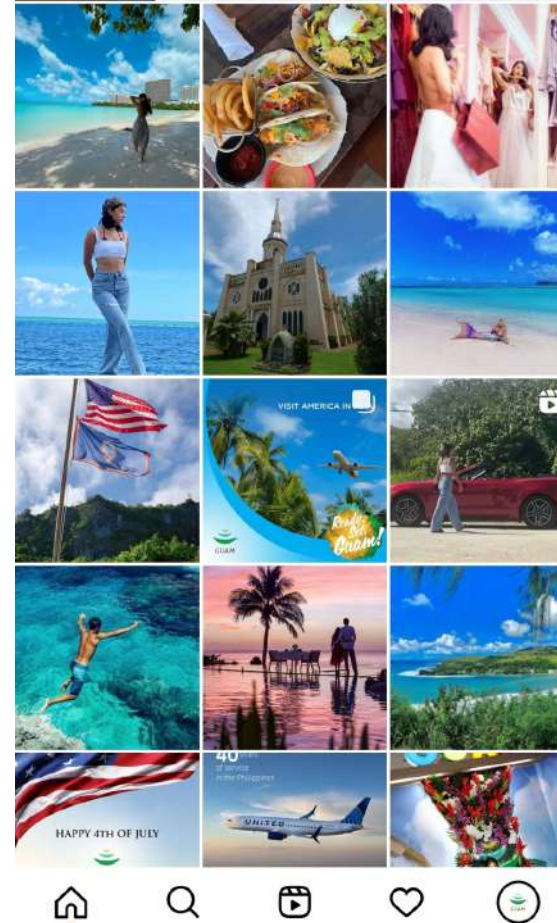
### Insights Overview

Take a deeper look at how your account and content are performing on Instagram during Aug 9 - Aug 15.

Accounts reached	1,016
Accounts engaged	95
Total followers	4,835 -0.2%

### Content You Shared

2 Posts



#ReadySetGuam #VisitGuam  
#AmericanInAsia

Opens in Messenger SEND MESSAGE

Like Comment Share

461,807 people reached Boost Post

13,393 Organic reach	453,733 Paid reach	91,237 Post clicks
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