



INDUSTRY REPORT

AUGUST 4, 2023



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DESTINATION UPDATES



GMIF PRESENTS: I'NETNON MAN TAOTAO MICRONESIA (EXPERIENCING THE GATHERING OF THE PEOPLE FROM MICRONESIA)

- I'netnon Man Taotao Micronesia took place on **August 5, 2023 from 9 AM to 7 PM.**
- Sponsored by the Guam Visitors Bureau, in partnership with the Valley of the Latte Adventure Park, Jeff's Pirates Cove, Country Club of the Pacific, and the mayors of Talo'fo'fo' and Inalåhan.
- I'netnon Man Taotao Micronesia showcased the unique cultural heritage of Micronesia in the southern part of Guam.
- Local residents and tourists enjoyed the customs, traditions, food, and art of the islands.
- Parking was provided at Talo'fo'fo Bay and Jeff's Pirates Cove with shuttle services operating all day between all three locations.
- For more information, visit <https://www.valleyofthelatte.com/inetnon-man-taotao-micronesia/>



79th LIBERATION FESTIVITIES

GVB WELCOMED AND HONORED WWII VETERAN, IRVIN WARD FOR GUAM'S 79TH LIBERATION DAY FESTIVITIES

- WWII Veteran, Irvin A. Ward, returned to Guam after 70+ years as the guest of honor for Guam's 79th Liberation
- First arrived on Guam in April 1945
- Met with Governor Lou Leon Guerrero and Lt. Governor Josh Tenorio
- Interviews with local media took place at the GVB office



Photo credit: Governor Lou Leon Guerrero

GVB HOSTED WWII SURVIVORS AT SANDCASTLE MATINEE SHOW FEATURING 'KÅRERA'

- On July 20, 2023, GVB, in collaboration with the Baldyga Group, Mayors' Council of Guam, the 79th Liberation Committee, Office of Senator Jesse Lujan, and KUAM Communications hosted a free matinee showing for WWII survivors and guests.
- A total of **469 guests** were present for the 3 PM Kårera show.



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

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



Photo credit: Roy Baza Alferos



Photo credit: Bel Chiguina

CHAMORU VILLAGE NIGHT MARKET

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

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

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



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



@thegandrada

CALL-OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

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

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



If interested, please click
link for more info

CALL OUT FOR BROCHURES

MEMBERSHIP BENEFIT

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

- Provide at least 500 brochures (each language).



Please click to download our membership application



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



#InstaGuam

@patrick.camacho

MARKET INTELLIGENCE REPORT

As August 4, 2023 and may be subject to change.



TRAVEL PROTOCOLS

JAPAN

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

SOUTH KOREA

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

REQUIREMENTS

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

TAIWAN

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

PHILIPPINES

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

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

MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for August remains at 40,151; and September at 39,298.
- Japan Airlines summer 2023 flight schedule shown in appendix
- Shown in appendix are: SNS performance summary and highlights; Kansai International Travel Expo in Umeda; Guam's 79th Liberation Festivities; Kashiwa Festival 2023; Co-op with HIS launched; GLAM and Weekly Guam digital PR articles; YouTube Gogo! Guam campaign info; and media performance



TAIWAN

- Taiwan, Singapore to launch reciprocal automated immigration clearance
- Taiwan promotes lucky draw as foreign tourists reach 3 million this year
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

SOUTH KOREA

- Facial recognition system implemented at Incheon Airport.
- Total outbound seat capacity for August remains at 44,335; September at 42,700; and October 44,335.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



PHILIPPINES

- Marcos lifts COVID-19 Public Health Emergency
- Metro Manila's COVID-19 positivity rate drops from 4% to 3.3%
- WHO probes uptick in Palawan Malaria cases
- At least 8 more typhoons to enter PH this year
- DOT to mount Tourism Pride Summit in September
- United Airlines and Philippine Airlines continue to fly daily in August 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



DETAILS ARE FOUND IN THE APPENDIX



#InstaGuam
@consagaphoto

APPENDIX

As of August 4, 2023 and may be subject to change.




JAPAN






JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - AUGUST

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:15 / 16:05	Daily	5,146
	Available	UA 197	NRT	17:30 / 22:20	Daily	5,146
	Available	UA 874	NRT	21:05 / 145 +1	Mon, Wed, Fri, Sat	2,822
	Available from April 9, 2023	UA 865	NRT	17:25 / 22:15	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Wed, Thu, Fri, Sat	2,822
	Available	UA 172	NGO	20:50 / 125 +1	Sun, Mon, Tue	2,324
	Available	UA 150	KIX	11:05 / 15:45	Mon, Wed, Fri, Sun	2,988
	Available	UA 178	KIX	20:50 / 120 +1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:50 / 16:50	Tue, Fri, Sun	2,158
TTL						30,710


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




AUGUST TOTAL OUTBOUND SEAT CAPACITY : 40,151

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - SEPTEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:15 / 16:05	Daily	4,980
	Available	UA 197	NRT	17:30 / 22:20	Daily	4,980
	Available	UA 874	NRT	21:05 / 145 +1	Mon, Wed, Fri, Sat	2,988
	Available from April 9, 2023	UA 865	NRT	17:25 / 22:15	Daily	4,980
	Available	UA 136	NGO	11:20 / 15:55	Wed, Thu, Fri, Sat	2,988
	Available	UA 172	NGO	20:50 / 1:25 +1	Sun, Mon, Tue	1,992
	Available	UA 150	KIX	11:05 / 15:45	Mon, Wed, Fri, Sun	2,822
	Available	UA 178	KIX	20:50 / 1:20 +1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:50 / 16:50	Tue, Fri, Sun	2,158
TTL						30,046

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	3,582
	Suspended until June 30, 2023	TW 311	KIX	10:45 / 15:10	Daily	-
	Available	7C182	NRT	10:05 / 15:00	Daily	5,670
	Suspended until June 30, 2023	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended until June 30, 2023	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						9,252

SEPTEMBER TOTAL OUTBOUND SEAT CAPACITY : 39,298

AIRLINE OPERATION – APPENDIX

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

OPERATION DATE			SEAT CAPACITY
March	18, 21, 23, 25, 26, 28, 30	7	1,393
April	1, 2, 4, 27, 29, 30	6	1,194
May	2, 3, 4, 6, 7	5	995
June	-	0	0
July	15, 16, 18, 20, 22, 23, 25, 27, 29, 30	10	1,990
August	1, 3, 5, 6, 8, 10, 11, 13, 15, 17, 19, 20, 22, 24, 26, 27, 29, 31	18	3,582
September	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 18, 21, 23, 24, 26, 28, 30	17	3,383
October	1, 3, 5, 7, 8, 9, 12, 14, 15, 17, 18, 21, 22, 24, 26, 28, 29, 31	18	3,582
TTL			16,119



JAPAN MARKETING ACTIVITIES

KANSAI INTERNATIONAL TRAVEL EXPO IN UMEDA

On Saturday, July 22, 2023, government tourist bureaus, airlines, travel agencies, and tourism related organizations from various tourist destinations departing from Kansai International Airport gathered in Umeda, Osaka to provide the latest tourism information and the appeal of overseas travel. Guam exhibited a PR booth and held seminars to introduce the attractions of Guam, distributed Guam guidebooks, GOGOGUAM campaign flyers, and Guam eco bags to over 500 visitors.



JAPAN MARKETING ACTIVITIES

GUAM'S 79TH LIBERATION FESTIVITIES

Thirteen members of the Japanese CHAMORU dance group "Guma Taotao Kinahulo Atdao na Tano" performed at the Liberation Block Party. The group had been practicing in Japan for several weeks, and the day before the event, they received direct instruction from Master Frank. In total, they gave two performances, attracting a large number of visitors.



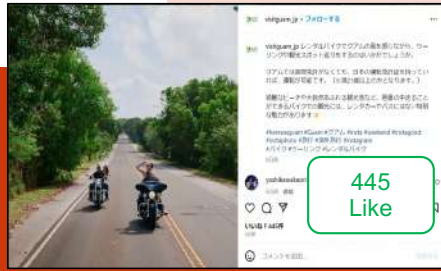
JAPAN MARKETING ACTIVITIES

KASHIWA FESTIVAL 2023

On July 29 and 30, 2023, GVB participated in the Kashiwa Festival 2023 held in our friendship sister city, Kashiwa, Chiba Prefecture. GVB participated in a parade with CHamoru dancers and distributed Guam guidebooks and eco-bags at a booth (2000 copies) to deepen the relationship between the two cities and to promote travel to Guam to the citizens of Kashiwa.



JAPAN MARKETING ACTIVITIES



445 Like



411 Like



258 Like



143 Like



76 Like



155 Like



471 Like



497 Like



361 Like



56 Like



162 Like



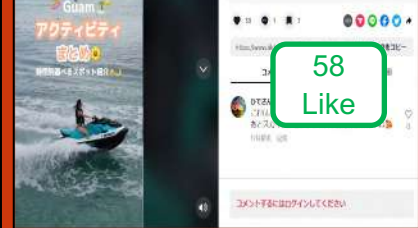
58 Like



409 Like



592 Like



58 Like

SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES



493 Like



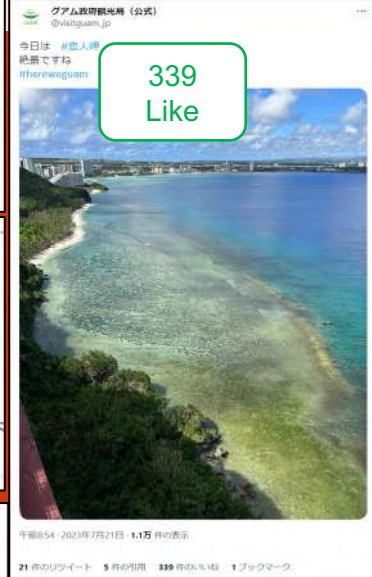
458 Like



398 Like



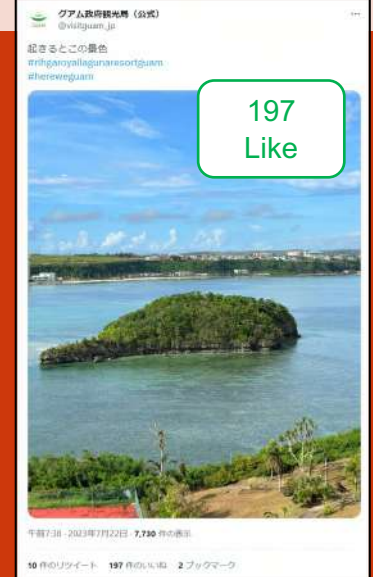
287 Like



339 Like



160 Like



197 Like



152 Like



188 Like



969 Like



161 Like









176 Like

JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- The number of followers on each platform is increasing steadily.
- Twitter is seeing an increase in the number of posts, engagement, and reach.

SNS	follower		Week Reach		Week Engagement	
	22 Jul,2023	29 Jul,2023	22 Jul,2023	29 Jul,2023	22 Jul,2023	29 Jul,2023
	26,585	26,740	2,457,499	2,441,958	22,261	4,291
	0.58%		-0.63%		-80.72%	
	23,594	23,603	136,084	267,046	741	2,042
	0.04%		96.24%		175.57%	
	17,320	17,435	29,200	63,703	883	2,243
	0.66%		118.16%		154.02%	
	59,239	59,373	2,066,470	2,050,187	14,680	11,425
	0.23%		-0.79%		-22.17%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	14,618	13,496	31,649	29,044	0:01:38	0:01:36
	-7.68%		-8.23%		-2.04%	

JAPAN MARKETING ACTIVITIES

YouTube Ads (GOGO! GUAM Summer Campaign)

CPM is ¥296, CTR is 0.10%, and CPC is ¥309
 Compared to last week, the overall ad serving was good.
 CPMs dropped by 14 yen, CPC dropped by about 80 yen, and CTR increased by about 0.02%.

■グアム政府観光局 Here We Guam(2023.07.01~2023.09.30)

■Instagram

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	VTR	CVTR	CPV	CPCV	Reach	Frequency
Here We Guam	7,806,559	2,448	0.03%	¥459.9	¥144.22	7,382,270	31,095	94.56%	0.42%	¥0.15	¥36.21	3,858,453	2.02

■Tiktok

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	VTR	CVTR	CPV	CPCV	Reach	Frequency
Here We Guam	6,397,380	13,823	0.22%	¥125.7	¥271.58	6,043,625	0					4,433,808	1.44

■Youtube

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	VTR	CVTR	CPV	CPCV	Reach	Frequency
Here We Guam	3,661,727	848	0.02%	¥2,086.7	¥483.26	1,148,156	1,168,457	31.36%	31.91%	¥1.54	¥1.51	4,004,859	0.91

■Tver

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	VTR	CVTR	CPV	CPCV	Reach	Frequency
Here We Guam	176,987	116	0.07%	¥6,102.7	¥3,999.79	177,535	170,090	100.31%	95.81%	¥3.99	¥4.16	-	-

■Total

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	VTR	CVTR	CPV	CPCV	Reach	Frequency
Here We Guam	18,042,653	17,235	0.10%	¥309.9	¥296.01	14,751,586	1,369,642	81.76%	7.59%	¥0.36	¥3.90	12,297,120	1.47

GOGO! SUMMER Campaign ad



JAPAN MARKETING ACTIVITIES

United Airlines Co-Op Ads

SNS advertising at UA COOP

Linked to UA page for direct search of Guam flights.

CPC is in the 40 yen range, which is a very low unit price.
Expect to see more bookings for demand around Silver Week in September.

Instagram

Campaign	Impr.	Clicks	CTR	CPC	CPM	Reach	Frequency
United Airlines	735,833	7,518	1.02%	¥42.6	¥434.86	483,332	1.52

Facebook

Campaign	Impr.	Clicks	CTR	CPC	CPM	Reach	Frequency
United Airlines	470,827	8,242	1.75%	¥38.8	¥679.56	254,600	1.85

Total

Campaign	Impr.	Clicks	CTR	CPC	CPM	Reach	Frequency
United Airlines	1,206,660	15,760	1.31%	¥40.6	¥530.34	737,932	1.64

Jul 18 – Jul 30



JAPAN MARKETING ACTIVITIES

Co-Op Ad with HIS Launched

Promoted summer vacation travel products to Guam in major newspapers in Tokyo, Osaka, Nagoya, and Fukuoka. GOGO! GUAM SUMMER CAMPAIGN was also promoted in print.

✓ Yomiuri Shimbun Tokyo, 8 July

2023 GOGO! GUAM SUMMER キャンペーン
2023年5月8日～9月30日

選び、スボーツ、食事、移動、宿泊 **いろいろおトク!**

ヒルトン Guam 4.5日 139,800円

出発地	到着地	出発日	戻り日	大人	小人	幼児
東京	グアム	5/17	5/21	134,000円	134,000円	134,000円
大阪	グアム	5/17	5/21	134,000円	134,000円	134,000円
名古屋	グアム	5/17	5/21	134,000円	134,000円	134,000円
福岡	グアム	5/17	5/21	134,000円	134,000円	134,000円

✓ Chunichi Shimbun Nagoya, 8 July

2023 GOGO! GUAM SUMMER キャンペーン
2023年5月8日～9月30日

選び、スボーツ、食事、移動、宿泊 **いろいろおトク!**

ヒルトン Guam 4.5日 139,800円

✓ Yomiuri Shimbun Osaka, 8 July

2023 GOGO! GUAM SUMMER キャンペーン
2023年5月8日～9月30日

選び、スボーツ、食事、移動、宿泊 **いろいろおトク!**

ヒルトン Guam 4.5日 139,800円

✓ Nishinihon Shimbun Fukuoka, 15 July

2023 GOGO! GUAM SUMMER キャンペーン
2023年5月8日～9月30日

選び、スボーツ、食事、移動、宿泊 **いろいろおトク!**

ヒルトン Guam 4.5日 139,800円

JAPAN MARKETING ACTIVITIES

New menu items are now available at food truck

On July 7, 2023, the food truck was exhibited at the Japanese seasonal event "Tanabata no Yuube" held at Shitennoji Temple in Osaka. The new menu was launched. New on the menu are Tinaktak Burgers and Tinaktak Rice.



Tinaktak Burgers & Tinaktak Rice

JAPAN MARKETING ACTIVITIES

Komazawa Isolation FAM Tour

Overview

- To reach out to Generation Z by utilizing TikTok influencers who are popular among the younger generation.
- To conduct TikTok exposure on influencers' Instagram accounts and communicate effectively on other platforms.

Deliverables

- 6 TikTok videos
- Vol 1 & 2: to be posted on Komazawa Isolation's account
- Vol 3 – 6: to be posted on GVB JP account
- Vol 6: Summary video



GLAM DIGITAL PR

20 recommended playgrounds in Guam! Includes recommendations for classic, indoor, with kids, and nighttime play!

If you are going to travel to Guam, you will want to enjoy a variety of fun activities! Guam offers many fun activities for tourists to enjoy to the fullest during their stay

On the other hand, especially if you are visiting Guam for the first time, you may not know what kind of fun you can have, or which kind of fun is best for you.

Therefore, in this article, we will introduce a total of 20 games in four categories: "Standard," "Rainy Days," "With Children," and "Nighttime. If you want to know what kind of fun you can have in Guam, please refer to this article!

Table of Contents

When you think of Guam, this is what you think of!

The 7 most popular activities

- 1) Marine Activities
- 2) Beach Activities
- 3) Golf
- 4) Dolphin Watching
- 5) Skydiving
- 6) Driving
- 7) Cessna (small airplane) piloting experience

No worries even in the rain! 3 indoor activities in Guam

- 1) Shopping
- 2) Aquarium
- 3) Guam Museum

With Children! 4 choices of fun with children in Guam

- 1) Indoor Amusement Park (Fantastic Park)
- 2) Indoor Playground
- 3) Water Park
- 4) Underwater Observation Deck
- 5) Pizza Making Experience

A mature night out! 5 nightlife options in Guam

- 1) Tagada Guam Amusement Park
- 2) Dinner Show
- 3) Night Pool
- 4) Bars
- 5) Clubs

Summary: Have fun all day long in Guam!



7月21日リバレーションデーのイベント情報をお届けします！

Wednesday, July 12, 2022 7:00 PM by チヤキリーナ



毎年7月21日はグアム解放記念日。英語ではリバレーションデー (Liberation Day) と呼ばれる祝日です。旧日本軍により統治されていたグアムですが、1944年7月21日にアメリカが奪還し再びアメリカ領となったことを祝う日です。その日から79年となる今年のリバレーションデーのイベント情報をお届けします。



【昨年よりとなった昨年のリバレーションデーパレードの様子】

毎年この日はリバレーションデーパレードが開催されるのが恒例。ハガトニアのアダップにある政府オフィスからチャモロビレッジまでの約5マイル (8.0km) の道のりを各町、企業、団体のフロート (山車) がパレードする、グアム解放を祝う一大イベントです。

しかし今年はこのパレードは中止。5月24日にグアムを襲った巨大台風マリアーの被害は大きく、7月21日 (日) 現在の島の電力復旧率は4%。一見、台風の影響がなかったかのようにも思えますが、多くの電力がない場所もあり、電力が戻った場所でも食料は不足、各企業は施設・設備の修理などまだ甚大な被害が続いているのが現状です。

各町役場も村民の暮らしをサポートすることを優先し、今年はパレードが中止となりました。



【昨年のリバレーションデー・フェスティバルの様子】

その他にも、チャモロビレッジのフェスティバルハットエリア (三井物産の建物が並ぶエリア) でリバレーションデー・ブロックパーティー (Liberation Block Party) を開催。フードトラックをはじめ、さまざまな店が出店予定です。

また夜間には花火やドローンショーも開催されます。

- ・9:00AM - リバレーションデー・ミサ @カトリック大聖堂
- ・11:00AM - リバレーションデー・フェスティバルハットエリア @チャモロビレッジのフェスティバルハットエリア
- ・2:00PM-10:00PM - リバレーションデー・ブロックパーティー @チャモロビレッジのフェスティバルハットエリア
- ・7:21PM - 花火・ドローンショー @チャモロビレッジ

7月の日はちょうど子供たちの夏休みが始まった頃でしょう。夏休みがグアム一斉始まりました。ぜひこの日のイベントに出かけてください！

WEEKLY GUAM

July 21 Liberation Day Events to be announced!

Every year on July 21, Guam Liberation Day, or Liberation Day in English, is a national holiday. It is a day to celebrate the liberation of Guam, which had been ruled by the former Japanese military, from Japanese rule until July 21, 1944, when the U.S. took it back and it became a U.S. territory once again. This year, 79 years have passed since that day, and we will provide you with information on Liberation Day events.

The annual Liberation Day Parade is held on this day every year. It is a major event to celebrate the liberation of Guam, with floats from various villages, businesses, and organizations parading along the 1-mile (1.6 km) route from the government office in Adelup, Hagatña to Chamorro Village.

The parade has been canceled this year as the village halls have given priority to supporting the livelihood of the villagers.

Instead, a Liberation Day Block Party will be held in the Festival Hut area of Chamorro Village (the area lined with triangular-roofed buildings). Food trucks and a variety of other vendors are scheduled to set up store.

There will also be fireworks and a drone show at 7:21pm.

...9:00AM-

Liberation Day Mass @ Cathedral Basilica

11:00AM-

Liberation Memorial Ceremony @ Guam Museum's Outdoor Stage

2:00PM-10:00PM

Liberation Day Block Party @ Festival Hut Area in Chamorro Village

7:21PM-

Fireworks and Drone Show @ in Chamorro Village

July 21 is just around the time when the summer vacation for children has just started. If you are the first one in Guam on your summer vacation, please come out to these events!

チャモロビレッジのナイトマーケットがオープン!

Thursday, July 15, 2022 8:01 PM by 宇野 聖子



巨大な鐘が目を惹く鐘楼、中央に設置した巨大なピラミッド型のチャモロビレッジのナイトマーケットが再びオープンしました! チャモロビレッジにももたらした被害の痕跡はありますが、道路や側道の敷設が完了し、歩行者も自転車も安全に通行できるようになりました。



こちらがチャモロビレッジのナイトマーケットです。夜の賑わいもまた、おもしろいポイントです。



夜のチャモロビレッジは、賑わいもまた、おもしろいポイントです。

そして、チャモロビレッジのナイトマーケットには、チャモロビレッジの歴史や文化を伝えるための展示も用意されています。



チャモロビレッジのナイトマーケットには、チャモロビレッジの歴史や文化を伝えるための展示も用意されています。

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WEEKLY GUAM

Chamorro Village Night Market Opens; Chamorro Village Night Market to Open

Chamorro Village's Wednesday Night Market, which was closed after a huge typhoon hit Guam, opened on July 5! The Chamorro Village was of course damaged by the typhoon, but the debris and fallen trees have been removed and cleaned up, making it a lively night with no signs of typhoon damage.

The typical night market scene is back, with people enjoying their meals and dancing to the band's dance music! The percentage of locals here is definitely higher than in other areas of Chamorro Village, and this bustle shows how much the locals have been waiting for the reopening of the night market! We also found a new carabao near the central pavilion! Carabaos must have been waiting for this excitement!

Now, NUMA'LO Refillery, which we have introduced before, has moved to Chamorro Village and offers even more eco-friendly products.

NUMA'LO Refillery

Hours: Tuesday - Friday 11:00AM - 7:00PM

Wednesday 11:00AM-8:00PM

Saturday and Sunday 11:00AM-5:00PM

Closed: Monday

Island ICONS, a 3D wood puzzle store created by local artist Ron Castro, is also newly opened.

These 3D puzzles are fun to make, paint, display in your room, and look at as a souvenir to remember your time in Guam. The shop is open not only at the night market but also during the daytime on weekdays, so be sure to stop by when you visit Hagatna.

Island ICONS

Hours: Monday-Friday 10:00AM-3:00PM

(Wednesday until 8:00PM)

Closed: Saturday and Sunday



チャモロビレッジのナイトマーケットは、チャモロビレッジの歴史や文化を伝えるための展示も用意されています。



さて、話題のチャモロビレッジのナイトマーケットには、チャモロビレッジの歴史や文化を伝えるための展示も用意されています。

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ローカルアーティストのRon Castro氏が、Island ICONSという3D木製パズルを制作しています。

Island ICONSは、チャモロビレッジの歴史や文化を伝えるための展示も用意されています。

Island ICONSは、チャモロビレッジの歴史や文化を伝えるための展示も用意されています。

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JAPAN MARKETING ACTIVITIES

MEDIA PERFORMANCE



Nikkei - JP
July 19, 2023
Reach: 26,216,980 - MIV: \$9,288



Yomiuri - JP
July 20, 2023
Reach: 23,088,180 - MIV: \$8,207



Online Focus - Top Articles
From June 28, 2023 to July 28, 2023

Top 10 Online & Blogs Placements by MIV

		Date	Location	Potential Reach	MIV (\$)
	Nikkei - JP ギフトバッド、海外進出 地域通貨アプリがグアムで採用	7/19/2023	Japan	26.2M	\$9.29K
	Oggi - JP 大枝千鶴のグアム旅 #10...	7/19/2023	Japan	7.95M	\$9.06K
	Oggi - JP グアムのリゾートホテルでどう過ごす?...	7/21/2023	Japan	7.95M	\$8.99K
	Yomiuri - JP 【リゾートレグアム】大人も子どももグアムを楽しみ尽くす「ファミリースイートルーム」誕生!...	7/14/2023	Japan	23.1M	\$8.91K
	Yomiuri - JP 海外でも使える!デジタル地域通貨『region...』	7/20/2023	Japan	23.1M	\$8.21K
	President - JP 海外でも使える!デジタル地域通貨『region PAY』がグアム政府観光局...	7/20/2023	Japan	13.5M	\$6.76K
	Model Press - JP 海外旅行予約が前年比の202倍!ハワイ・グアムに加えてヨーロッパ人気の理由と魅力を大手旅...	6/28/2023	Japan	13.7M	\$5.88K
	FNN - JP 海外旅行予約が前年比の202倍!ハワイ・グアムに加えてヨーロッパ人気の理由と魅力を大手旅...	6/28/2023	Japan	9.74M	\$4.31K
	Jiji Press v_japanese - JP 【リゾートレグアム】大人も子どももグアムを楽しみ尽くす「ファミリースイートルーム」誕生!...	7/14/2023	Japan	8.3M	\$3.43K
	CLASSY - JP 【長野 沖繩 石垣 グアム...】「記念日旅行の過ごし方」おすすめイ...	7/27/2023	Japan	2.11M	\$3.27K

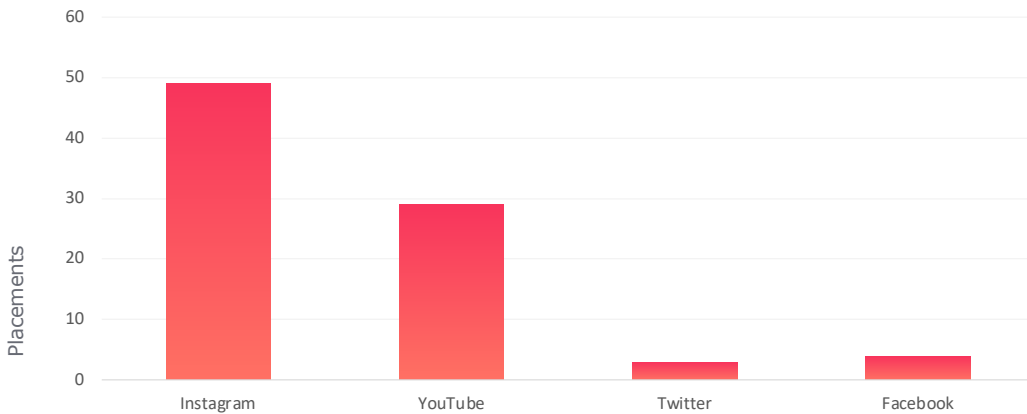
MEDIA PERFORMANCE



Social Focus - Platform Performance

From July 8, 2023 to July 15, 2023

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
Instagram	49	635K	13.9K	4.5	26.6K
YouTube	29	346K	782	17.8	9.86K
Twitter	3	17.2K	205	0.397	394
Facebook	4	316K	359	0.028	2.71K




shihok0414
[Link]

31.7K
Jul 12, 2023

1年振りのグアム。
ず～っと戻りたかった場所に行ってきます🇺🇲👉
投稿続くので楽しみに🥰
飛行機に乗る時は楽ちんスタイルで。 [...]

\$475 95 10



visitguam_jp
[Link]

25.9K
Jul 10, 2023

真っ青な空と海に囲まれたリゾート感たっぷりのチャペルならではのウェディング。全面ガラス張りで解放感があり、まるで海に浮かんでいるかのような感覚を味わえます。チャペルの前にあるビーチでは写真撮影も可能なので、グアムの美しい海とともに最高のウェディングフォトを残すことができます。夫婦2人だけや家族だ [...]

\$553 416 1



visitguam_jp
[Link]

25.9K
Jul 11, 2023

グアムのオフロードをバギー車に乗って豪快に駆け抜けるアドベンチャーはいかがでしょうか。岩がむき出しのガタガタ道、水たまりのある道やジャングルの中を走れば、アトラクションに乗っているかのようなスリルを感じられるでしょう！運転方法や注意事項の説明や、先導してくれるスタッフもいるので、安心して楽しむこ [...]

\$414 264 0



visitguam_jp
[Link]

25.9K
Jul 13, 2023

こちらのかわいらしい場所は「ホリデーリゾート/フィエスタリゾート前」にあるバスストップです。グアムらしい鮮やかな色使いで、インスタ映えること間違いなしのスポットです！グアムには他にも写真映えるバスストップがいくつかありますので、見つけたらぜひ写真を撮ってみてください！
#hereweguam [...]

\$729 603 1

JAPAN MARKETING ACTIVITIES

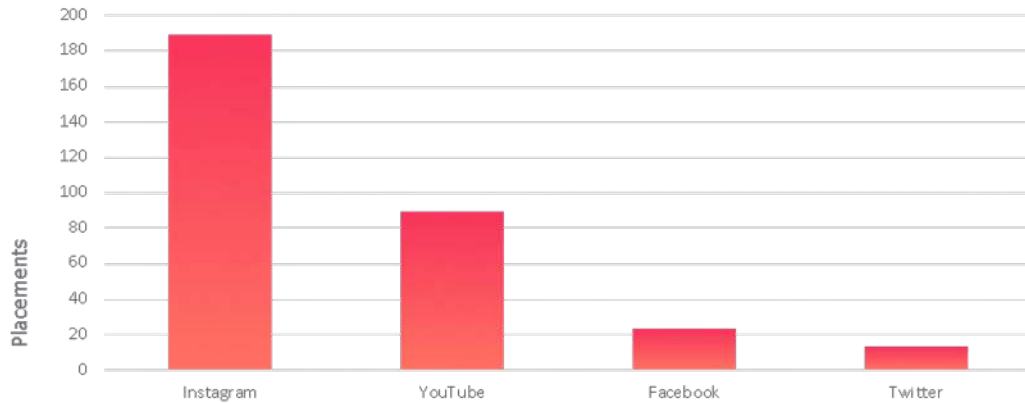
MEDIA PERFORMANCE



Social Focus - Platform Performance

From June 28, 2023 to July 28, 2023

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
Instagram	189	2.3M	75.5K	4.6	143K
YouTube	89	467K	2.05K	12.9	24.3K
Facebook	23	396K	2.23K	0.031	15.1K
Twitter	13	255K	862	0.466	2.2K




kikigram_97 [Link] 458K Jul 21, 2023

Saipan 🌺

オチノの朝食ってなに？🍳🍳🍳

スタッフさんかあおかくて[...]

\$2.6K undefined 55



ayaka_maru.saipan [Link] 674 313 7

Flowers of happiness to you 🌺

#saipan / [...]



nobuyuki_suzuki_official [Link] 1.01M Jul 23, 2023

グアムに旅行に行ってきました🇬🇺

2日間ゴルフを回り、

ご飯を食べてのんびりできました🍷

お世話になった🙏

@onwardmangilaogolfclub [...]

\$57.8K 27.5K 117



Visit Guam **グアム政府観光局** [Link] \$710 123 0

グアムではイルカの遭遇率が高く、手軽に野生のイルカと出会うことがグアムで主にみられるハシナガイルカは、ジャンプするとき体を叩く音で、人懐っこく船の近くを泳いだり、回転しながらジャンプしたり、まいるような体験ができます。

#hereweguam #Guam [...]

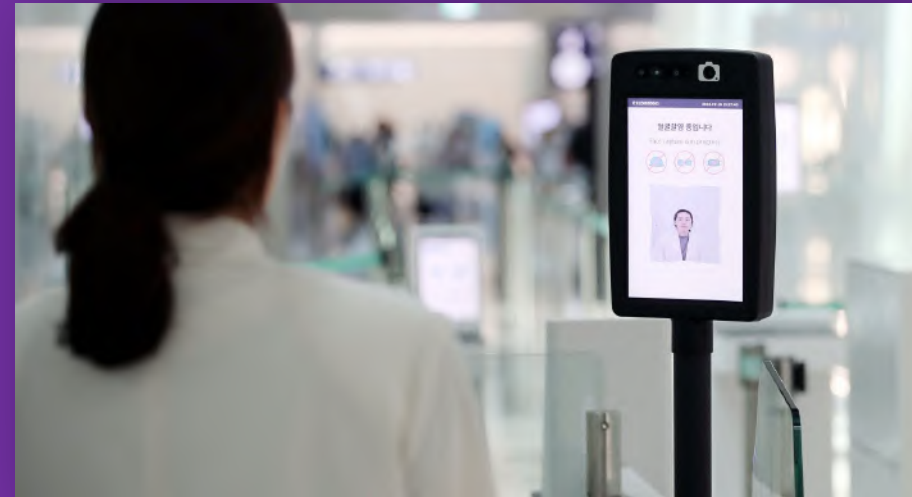
SOUTH KOREA

FACIAL RECOGNITION SYSTEM IMPLEMENTED AT INCHEON AIRPORT

Incheon Airport has begun utilizing preregistered facial information to streamline the departure process for passengers.

Dubbed the “facial recognition smart pass service,” the newly launched service will allow passengers to quickly pass through the identification process at departure and boarding gates without having to show their passports and boarding passes to security personnel.

Full implementation of the system across all facilities at Incheon Airport is scheduled from April 2023.



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	KE421	DAILY	09:45	15:15	8,432
	KE423	DAILY	19:35	01:05+1	4,340
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY	20:20	02:00+1	5,859
Jin Air	LJ641	DAILY	09:15	14:45	5,859
T'way Air	TW303	DAILY	08:30	14:00	5,859
TOTAL					36,208

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	*7C3154	12 Flights	21:35	02:45+1	2,268
Jin Air	LJ647	DAILY	08:00	13:15	5,859
TOTAL					8,127

*7C3154: Operate Total 12 flights in August (1, 3, 4, 6, 8, 10, 11, 13, 14, 15, 18, 19)

TOTAL OUTBOUND SEAT CAPACITY: 44,335 SEATS

SEPTEMBER AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,160
	KE423	DAILY	19:35	01:05+1	4,200
	TBD (Chuseok Charter)	Sep 27	TBD	TBD	289
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ641	DAILY	09:15	14:45	5,670
T'way Air	TW303	DAILY	08:30	14:00	5,670
	*TW9301	4 Flights	20:20	01:50+1	756
TOTAL					36,085

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

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

• B U S A N - G U A M

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

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

TOTAL OUTBOUND SEAT CAPACITY: 42,700 SEATS

OCTOBER AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,432
	KE423	DAILY	19:35	01:05+1	4,340
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY	20:20	02:00+1	5,859
Jin Air	LJ641	DAILY	09:15	14:45	5,859
T'way Air	TW303	DAILY	08:30	14:00	5,859
	*TW9301	6 Flights	20:20	01:50+1	1,134
TOTAL					37,342

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

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	*7C3154	6 Flights (October 29 ~ Daily)	21:35	02:45+1	1,134
Jin Air	LJ647	DAILY	08:00	13:15	5,859
TOTAL					6,993

*7C3154: Operate Total 6 flights in October (1, 2, 3, 29, 30, 31)

TOTAL OUTBOUND SEAT CAPACITY: 44,335 SEATS

KOREA MARKETING ACTIVITIES

MEDIA MONITORING – PRESS RELEASE ON JULY 18 GVB Successfully Accomplished Jeju Air FAM Tour



▶ Gukje News



▶ Job Post



▶ Biz World



▶ Discovery News



▶ Digital Chosun Ilbo



▶ Tour Korea News

KOREA MARKETING ACTIVITIES

MEDIA MONITORING – PRESS RELEASE ON JULY 31 Guam Micronesia Island Fair Presents I'netnon Man Taotao Micronesia

미크로네시아 축제, 8월 5일 괌 남부에서 열린다

기수영 문화부 부장 | 2023-07-31 13:40

I'NETNON MAN TAOTAO MICRONESIA
EXPERIENCE THE GATHERING OF THE PEOPLE FROM MICRONESIA

SATURDAY, AUGUST 5, 2023
FROM 9:00 AM TO 7:00 PM
AT THE VALLEY OF THE LATE
JEFF'S PIRATES COVE &
THE COUNTRY CLUB OF THE PACIFIC

Vendor Registration | Event Details | QR Code

GUAM VISITORS BUREAU | GUMA | For more details, visit visitors.com/guam

미크로네시아 지역은 괌 남부에서 열리는 이색 문화 행사 '미크로네시아 축제'가 오는 8월 5일 오전 9시부터 오후 7시까지 괌 남부 지역에서 개최된다.

괌 미크로네시아 아일랜드 페어가 주최하는 이번 행사에서는 괌 남부에서 느낄 수 있는 미크로네시아의 유니크한 문화 유산을 경험할 수 있는 다양한 프로그램이 진행된다.

각종 공연을 비롯해 전통 음식과 전통 공예품 전시, 그리고 가족 친화적인 액티비티도 마련된다.

행사 당일 벨리 오버 더 라바에서는 오전 9시부터 오후 4시까지 레버 보드 투어를 포함한 문화공연이 펼쳐진다. 수제 공예품, 무얼을 음료도 만날 수 있다. 제프스 파이프 코브에서는 오전 8시부터 10시까지 다양한 종류의 이집트식을 맛볼 수 있다. 또 오전 11시부터 오후 7시까지 비치 발리볼 경기를 개최한다.

관광부관광청, 마이크로네시아 축제 오는 8월 5일 개최 소식 전해

관광부관광청 | 2023-07-31 10:00 | 0 댓글

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이번 행사에는 괌 남부에서 느낄 수 있는 미크로네시아의 유니크한 문화 유산을 경험할 수 있는 다양한 프로그램이 마련되어 있으며 각종 공연을 비롯해 전통 음식과 전통 공예품 전시, 그리고 가족 친화적인 액티비티도 준비되어 있어 관광객들의 기대를 모으고 있다.

행사 당일 벨리 오버 더 라바에서는 오전 9시부터 오후 4시까지 레버 보드 투어를 포함한 문화공연, 수제 공예품, 무얼을 음료도 만날 수 있다. 제프스 파이프 코브에서는 오전 8시부터 10시까지 다양한 종류의 이집트식 사를 맛볼 수 있는 '이집트 음식'이 제공되며 '이집트 음식'을 맛볼 수 있는 '이집트 음식'을 맛볼 수 있는 '이집트 음식'을 맛볼 수 있다.

또한 벨리 오버 더 라바에서는 오전 9시부터 오후 4시까지 레버 보드 투어를 포함한 문화공연이 펼쳐진다. 수제 공예품, 무얼을 음료도 만날 수 있다. 제프스 파이프 코브에서는 오전 8시부터 10시까지 다양한 종류의 이집트식을 맛볼 수 있다. 또 오전 11시부터 오후 7시까지 비치 발리볼 경기를 개최한다.

디지털조선일보

경제 | 오마이뉴스 | 사회 | 이명/유리 | 헬스 | IT/과학 | 연예 | 해외뉴스

신인답: 새로운 세계의 감동을 더 크게

Google Play 거점점

8월 5일 괌에서 열리는 이색 문화 행사 '미크로네시아 축제'

세계일보 기자 paper@digitalchosun.com
기사URL: www.digitalchosun.com/2023-07-31/1021

미크로네시아 지역은 괌 남부에서 열리는 이색 문화 행사 '미크로네시아 축제'가 오는 8월 5일 오전 9시부터 오후 7시까지 괌 남부 지역에서 개최된다.

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또한 벨리 오버 더 라바에서는 오전 9시부터 오후 4시까지 레버 보드 투어를 포함한 문화공연이 펼쳐진다. 수제 공예품, 무얼을 음료도 만날 수 있다. 제프스 파이프 코브에서는 오전 8시부터 10시까지 다양한 종류의 이집트식을 맛볼 수 있다. 또 오전 11시부터 오후 7시까지 비치 발리볼 경기를 개최한다.

티티엘뉴스

HOME | 브랜드 카운트 | 관광 | 경제 | 문화 | 국제여행 | 뉴스 | 국제여행 | 뉴스 | 엔터테인먼트 | 국제여행 | 뉴스

G스쿨 7-8월 신규강좌 OPEN

G스쿨 7-8월 신규강좌 OPEN

괌, 8월 5일 마이크로네시아 축제 개최

2023-07-31 13:40 | 0 댓글

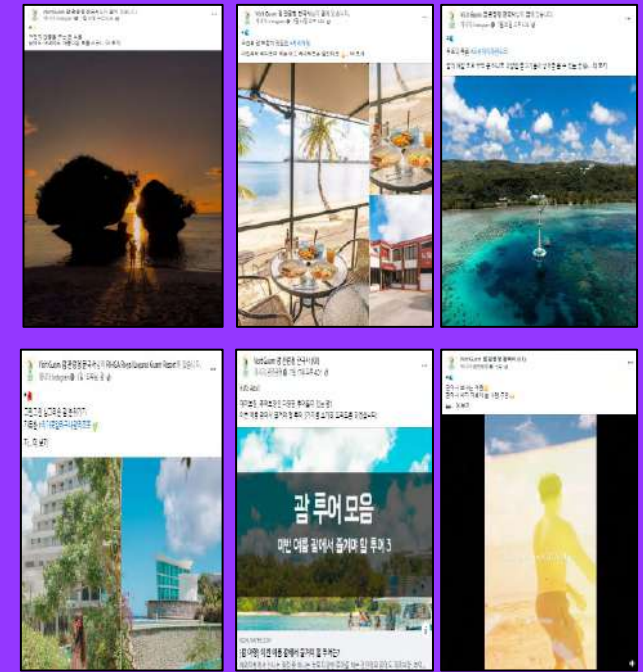
미크로네시아 지역은 괌 남부에서 열리는 이색 문화 행사 '미크로네시아 축제'가 오는 8월 5일 오전 9시부터 오후 7시까지 괌 남부 지역에서 개최된다.

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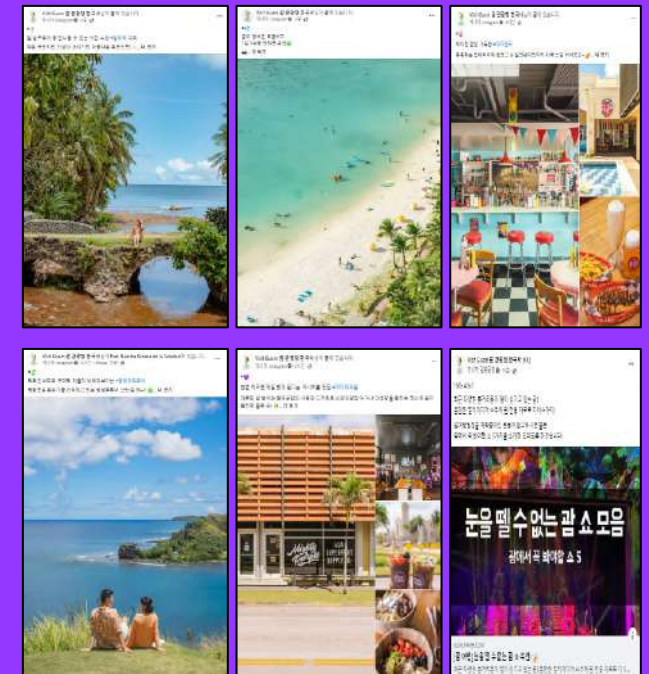
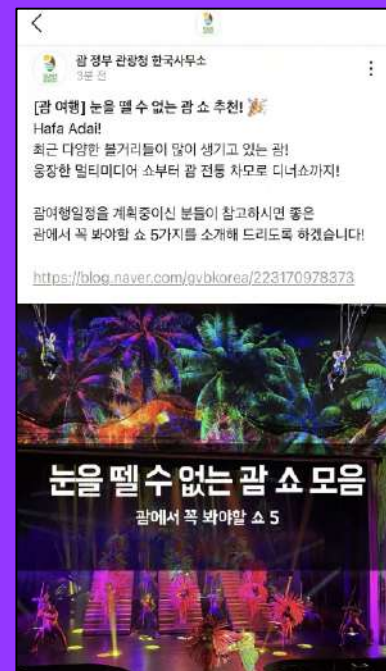
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KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JULY 17 - 21, 2023
#GUAMAGAIN #COLOR OF GUAM: OPTION TOURS IN GUAM

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JULY 24 - 28, 2023
#GUAMAGAIN #COLOR OF GUAM: SHOWS IN GUAM

KOREA MARKETING ACTIVITIES

GVB KOREA – AUGUST Content Calendar

		Information/Notice/Card News	Guam's Scenery	IG Reels	Event		
		Instagram Reels / Story	Naver Blog/Kakao	Instagram Feed / Facebook	EVENT		
Week 1		July 31 MONDAY	August 1 TUESDAY	August 2 WEDNESDAY	August 3 THURSDAY	August 4 FRIDAY	August 5 SATURDAY
		Guam's Scenery GVB KR Digital Ambassador UGC	Guam Micronesia Fair Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	IG Reels GVB KR Digital Ambassador UGC	
Week 2	August 6 SUNDAY	August 7 MONDAY	August 8 TUESDAY	August 9 WEDNESDAY	August 10 THURSDAY	August 11 FRIDAY	August 12 SATURDAY
		Guam Viewpoints Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	IG Reels GVB KR Digital Ambassador UGC	
Week 3	August 13 SUNDAY	August 14 MONDAY	August 15 TUESDAY	August 16 WEDNESDAY	August 17 THURSDAY	August 18 FRIDAY	August 19 SATURDAY
		Instagram Event Mirroring Instagram Event	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	IG Reels GVB KR Digital Ambassador UGC	
Week 4	August 20 SUNDAY	August 21 MONDAY	August 22 TUESDAY	August 23 WEDNESDAY	August 24 THURSDAY	August 25 FRIDAY	August 26 SATURDAY
		Guam Southern Tour Guam's Scenery #ColorofGuam UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	IG Reels GVB KR Digital Ambassador UGC	
Week 5	August 27 SUNDAY	August 28 MONDAY	August 29 TUESDAY	August 30 WEDNESDAY	August 31 THURSDAY		
		Guam Chamorro Restaurants Guam's Scenery #ColorofGuam UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC		

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

TAIWAN

TAIWAN, SINGAPORE TO LAUNCH RECIPROCAL AUTOMATED IMMIGRATION CLEARANCE

Singapore, July 26 (CNA)

Taiwan and Singapore are set to hold a ceremony Thursday to extend reciprocal access to each other's automated immigration clearance programs, according to sources familiar with the matter. The reciprocal arrangement, which will take effect immediately, will primarily benefit Singaporean travelers to Taiwan, since Singapore added Taiwan to its own Automated Clearance Initiative in April.

Under the arrangement, Singaporean citizens who want to use automatic clearance in Taiwan will have to go to a registration counter located in the arrivals area, present their passport and undergo a facial recognition and fingerprint scan. Then, they will be allowed to proceed through an automated e-Gate immigration lane.

With the addition of Singapore, Taiwan will have reciprocal immigration clearance agreements with six countries, the other being Germany, United States, South Korea, Australia and Italy. Meanwhile, Singapore's Automated Clearance Initiative is open to foreign visitors from 51 countries and jurisdictions.



TAIWAN PROMOTES LUCKY DRAW AS FOREIGN TOURISTS REACH 3 MILLION THIS YEAR

Tourist from Japan are in luck as Taiwan on Friday (July 21) welcomed its three millionth tourist, who happened to be a Japanese citizen, while a separate Japanese visitor was also the winner of a cash prize from the Tourism Bureau. The arrival of a Japanese woman marked the milestone of three million international visitors to Taiwan this year. It took less than two months for Taiwan to add another one million visitors, according to the Tourism Bureau.

Taiwan has set a goal of six million visitors for 2023 by engaging in various campaigns, including shooting promotional videos featuring foreign celebrities. The largest origins of foreign visitors are Hong Kong, Japan, South Korea, per the Tourism Bureau.



COMPETITORS

JAPAN: Walk Japan has launched seven new and original tours to celebrate the reopening of Japan after Covid that provide an unrivaled range of intimate experiences of the countryside, society, culture, history and heritage to Japan's less-visited but no less-fascinating regions. Walk Japan, which celebrated its 30th anniversary in 2022, began with the Nakasendo Way, the company's pioneering and now signature tour of one of the historic thoroughfares of Japan. Since then, Walk Japan has crafted an impressive roster of 34 guided, self-guided and specialty tours to Japan that cater to a wide range of walking abilities and interests. (July 26)

KOREA: Four months ago the Republic of South Korea remove the requirement for travelers from Singapore and 21 other countries to obtain a Electronic Travel Authorization or K-ETA visa waiver before travelling to the country, a welcome relaxation that remains in force until 31st December 2024. This week there's another simplification for the travel process to the country – which already mostly ended its remaining COVID-19 restrictions in October 2022, for test-free and quarantine-free travel for all those normally eligible to enter as tourists, vaccinated or not. Effective from 26th July 2023, South Korea has scrapped its Q-code entry system for pre-arrival registration, removing this step in the travel process. (July 27)

INDONESIA: The Immigration Agency of Indonesia has announced that the "golden visa" policy will be implemented this July for foreign companies and citizens investing in the country. Silmy Karim, head of the agency, claimed that the policy will benefit the country as visas will be granted selectively. Companies applying for this visa must invest at least US\$50 million in Indonesia, while individuals are required to invest a minimum of \$350,000 in government bonds. Silmy said it is also one of the government's measures to screen qualified foreign tourists. The "golden visa" is valid for 5-10 years and allows its holder to conduct business and other activities in Indonesia. (July 26)

THAILAND: Effective 15 August 2023, UK passport holders will be able to enter Vietnam without a visa for up to 45 days, a threefold increase on the previous limit of 15 days. Brits staying longer can also apply for an e-visa through the online portal and stay for up to 90 days, up from the previous maximum of 30 days. Additionally, the extended e-visa will now be valid for multiple entries, instead of single entry. A Vietnam Airlines spokesperson said, "The upcoming changes in visa-free travel and e-visas will significantly enhance the flexibility of travel for British visitors to Vietnam and other countries in the diverse region of Southeast Asia. Multi-destination British travelers will be able to enter Vietnam, travel on to other nations, and return if they miss our beautiful country." (July 27)

CURRENT ROUTE IN OPERA



CHINA AIRLINES

- August – September op



EVA AIR

- TPE to Tokyo, Osaka, Seoul, Incheon, BKK, Manila, Jakarta, Bali, Singapore, Ho Chi Minh City, LA, San Francisco, New York, Vancouver, London, Hong Kong, Macao, Paris, Seattle (Daily)
- TPE to Kuala Lumpur, Brisbane(three flights per week)



STARLUX AIRLINES

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



CI August Operation Schedule :



Location					
North America	Operation Schedule	Southeast Asia	Operation Schedule	Southeast Asia	Operation Schedule
Los Angeles	Daily	Bangkok	Daily	Ho Chi Minh City	Daily
Ontario	Daily	Singapore	Daily	Hanoi	Daily
San Francisco	Daily	Jakarta	Daily	Manila	Daily
Vancouver	Daily	Kuala Lumpur	Daily	Phnom Penh	5 flights/week
New York	4 flights/week	Penang	Daily	Yangon	3 flights/week
		Palau	2 flights/week	Bali	Daily
		Chiang Mai	4 flights/week	Da Nang	Daily
		Cebu	5 flight/week	Brunei	3 flights/week

CI August Operation Schedule :



Location							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	4 flights/week	Sydney	5 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	4 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	5 flights/week	Brisbane	5 flights/week	Osaka	Daily	Hokkaido	Daily
Roma	3 flights/week			Tokyo(HND)	Daily	Takamatsu	4 flights/week
Vienna	5 flights/week			Tokyo(NRT)	Daily	Hiroshima	4 flights/week
Prague	2 flights/week			Seoul(ICN)	Daily		
				Seoul(GMP)	3 flights/week		

CI September Operation Schedule :






Location					
North America	Operation Schedule	Southeast Asia	Operation Schedule	Southeast Asia	Operation Schedule
Los Angeles	Daily	Bangkok	Daily	Ho Chi Minh City	Daily
Ontario	Daily	Singapore	Daily	Hanoi	Daily
San Francisco	Daily	Jakarta	Daily	Manila	Daily
Vancouver	Daily	Kuala Lumpur	Daily	Phnom Penh	5 flights/week
New York	4 flights/week	Penang	Daily	Yangon	3 flights/week
		Palau	2 flights/week	Bali	Daily
		Chiang Mai	4 flights/week	Da Nang	Daily
		Cebu	5 flight/week	Brunei	3 flights/week

CI September Operation Schedule :



Location							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	4 flights/week	Sydney	5 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	4 flights/week (Sept. 01~09) 5 flights/week (Sept. 11~Oct.)	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	5 flights/week	Brisbane	5 flights/week	Osaka	Daily	Hokkaido	Daily
Roma	3 flights/week			Tokyo(HND)	Daily	Takamatsu	4 flights/week
Vienna	4 flights/week			Tokyo(NRT)	Daily	Hiroshima	4 flights/week
Prague	2 flights/week			Seoul(ICN)	Daily		
				Seoul(GMP)	3 flights/week		

AIRLINES	GTO CONTACT	UPDATES
	<p>7/28 Solomon Lee, General Manager</p>	<ul style="list-style-type: none"> ▪ No updates for this week (up to July 28) after confirming with China Airlines ▪ Regarding the possibility of the resumption of direct flights to Guam, Mr. Lee said that due to the shortage of the fleet and manpower, it is still under evaluation.
	<p>7/28 Gary Wang, Executive Vice President</p>	<ul style="list-style-type: none"> ▪ No updates for this week (up to July 28) after confirming with Eva Air ▪ Regarding the resumption of direct flights to Guam, Mr. Wang said that at present, the company will focus on long routes and Northeast Asian routes, high-revenue destinations with cargo, transit and business needs, and the number of aircraft and crews is limited, so there is currently no plan to resume direct flights to Guam yet.
	<p>7/28 Joyce Pan, Manager</p>	<ul style="list-style-type: none"> ▪ Charter flights has resumed from 6/16 (Please see next slide for scheduled flights) ▪ Regarding the regular direct flight of GUM-TPE, Mrs. Pan said that STARLUX has been discussing and will continue to be evaluated in the future.

TAIWAN MARKETING ACTIVITIES

2023 BIO ASIA OPENING

- Date: July 27
- ASOA participated in 2023 Asia and invited Guam
- BioTaiwan Association offered sponsored booths to encourage more states to join
- Guam provided promotional items and MICE materials to introduce Guam MICE tourism to Biotech companies.
- AIT representatives visited Guam's table to show their support
- Vice Premier of the Executive Yuan Cheng Wen-tsan visited the U.S. Pavilion and took group photos with ASOA members.
- Guam collected a total of 38 business cards from the attending biotech companies during the opening ceremony.



AmCham's Luncheon with Taichung City Mayor Lu, Shioh-Yen

- Date: July 28
- GTO attended AmCham's luncheon with Taichung City Mayor Lu, Shioh-Yen and discussed opportunities for a Guam-Taichung cultural and economic exchange
- Mayor Lu was impressed by some of the GVB events in Taiwan and expressed her excitement for future possibilities of holding Guam-Taichung Sister City events in Taichung



NR MONITOR

For the past week (July 22 – July 28), a total of 10 exposures are monitored including:

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

1 of the news reported the Liberation Day of Guam (1)
The other reported after typhoon Mawar Guam is welcoming Taiwanese people to travel there (2)

(1)



(2)



TAIWAN MARKETING ACTIVITIES

Social Media August Content Calendar							Scene
							Lucky Draw
							GVB Event
							Charter flight
							Other Promotion
Week 1	Sunday	Monday	1-Aug-23 Tuesday	2-Aug-23 Wednesday	3-Aug-23 Thursday	4-Aug-23 Friday	5-Aug-23 Saturday
				Guam Micronesia Island Fair	Guam Micronesia Island Fair	Guam Micronesia Island Fair	Guam Micronesia Island Fair
Week 1	6-Aug-23 Sunday	7-Aug-23 Monday	8-Aug-23 Tuesday	9-Aug-23 Wednesday	10-Aug-23 Thursday	11-Aug-23 Friday	12-Aug-23 Saturday
	Guam Micronesia Island Fair	Activity - Off Road Buggy Adventure	Restaurant - Tasi Grill	Guam Scenery			Denanche hot sauce Promotion lucky draw
			Attractions - UnderWater World			Accommodation - Guam Reef Hotel	
Week 1	13-Aug-23 Sunday	14-Aug-23 Monday	15-Aug-23 Tuesday	16-Aug-23 Wednesday	17-Aug-23 Thursday	18-Aug-23 Friday	19-Aug-23 Saturday
	Denanche hot sauce Promotion lucky draw	Denanche hot sauce Promotion lucky draw	Attractions - Ritidian Point	Guam Scenery		Experience Guam Video Lucky Draw - KOL Co-op	Experience Guam Video Lucky Draw - KOL Co-op
						TITE Lucky Draw	TITE Lucky Draw
Week 1	20-Aug-23 Sunday	21-Aug-23 Monday	22-Aug-23 Tuesday	23-Aug-23 Wednesday	24-Aug-23 Thursday	25-Aug-23 Friday	26-Aug-23 Saturday
	Experience Guam Video Lucky Draw - KOL Co-op	TITE Lucky Draw	TITE Lucky Draw	Electric Island Festival			Experience Guam Video Lucky Draw
	TITE Lucky Draw		Guam Scenery			Restaurant - mosa's joint	
Week 1	27-Aug-23 Sunday	28-Aug-23 Monday	29-Aug-23 Tuesday	30-Aug-23 Wednesday	31-Aug-23 Thursday	Friday	Saturday
	Experience Guam Video Lucky Draw	Experience Guam Video Lucky Draw					
		Accommodation - Westin Resort Guam	Guam Scenery				

PHILIPPINES

MARCOS LIFTS COVID-19 PUBLIC HEALTH EMERGENCY

Metro Manila (CNN Philippines, July 22)

After over three years, the country is no longer under a state of public health emergency due to COVID-19, following a proclamation issued by President Ferdinand Marcos Jr.

The Presidential Communications Office (PCO) announced on Saturday that Marcos has issued Proclamation No. 297 which puts an end to the public health emergency first declared by former president Rodrigo Duterte in March 2020 due to the pandemic. The document signed on Friday, July 21, stated “While COVID-19 remains to be a serious concern for certain subpopulations and requires continued public health response, the country has maintained sufficient healthcare system capacity and low hospital bed utilization rates even after the liberalization of COVID-19 health protocols.”

“All prior orders, memoranda, and issuances that are effective only during the State of Public Health Emergency shall be deemed withdrawn, revoked or canceled and shall no longer be in effect,” it also stated.

Following the president’s proclamation, the Department of Health (DOH) said all established medical protocols are now lifted. This means that the policy on mandatory wearing of face masks inside medical facilities and in public transportation, as provided under Executive Order (EO) No. 7, is now considered “rescinded from a technical standpoint.”



METRO MANILA'S COVID-19 POSITIVITY RATE DROPS FROM 4% TO 3.3%

MANILA, Philippines

The weekly COVID-19 positivity rate in Metro Manila decreased from 4 percent to 3.3 percent, independent pandemic monitor OCTA Research said on Monday.

Dr. Guido David said, “[Sevent]-day testing positivity rate in MCR decreased from four percent on July 15 to 3.3 percent on July 22, 2023.”

Metro Manila’s latest positivity rate is within the World Health Organization’s benchmark of five percent. Given the COVID-19’s downward trend, President Ferdinand “Bongbong” Marcos Jr. lifted the nationwide state of public health emergency last week.



WHO PROBES UPTICK IN PALAWAN MALARIA CASES



The World Health Organization has expressed concern over an apparent surge in malaria cases in this city and other parts of Palawan province.

Mayor Lucilo Bayron said Monday a WHO delegation has visited the city to assess the reported outbreak, accompanied by Department of Health (DOH) representatives.

He disclosed that members of the delegation came to his office to discuss the clustering of malaria cases in Barangay Irawan from April to June.

Bayron explained that the visitors from WHO were particularly concerned over the 31 malaria cases recorded in the barangay over the three months.

“Malaria is still more prevalent in Southern Palawan municipalities. However, while in the past we have seen a steady decline in malaria cases in the city, now it seems to be rising again,” he said in Filipino.

City Health Office (CHO) chief, Dr. Ric Panganiban, meanwhile, said the WHO delegation came to assess the malaria management situation not only in the city but also in the entire province, given that Palawan is the only area in the Philippines with reported cases.

AT LEAST 8 MORE TYPHOONS TO ENTER PH THIS YEAR



At least eight more tropical cyclones are likely to hit the country this year, the Philippine Atmospheric Geophysical and Astronomical Services Administration (PAGASA) said on Saturday.

“We expect about eight to 11 more typhoons to enter the Philippine Area

of Responsibility this year,” PAGASA deputy administrator for Administration and Engineering Services, Dr. Nathaniel Servando, said during a weekly media forum in Quezon City.

The strongest typhoons are expected in September and October, Servando said.

On the positive side, he said, the country could have sufficient supply of water “as we are expecting more rain.”

DOT TO MOUNT TOURISM PRIDE SUMMIT IN SEPTEMBER

Manila – The Department of Tourism is set to mount the first-ever Tourism Pride Summit this September as part of its efforts to help position as “one of Asia’s most LGBTQIA+ friendly destinations”.

Tourism Secretary Christina Frasco made the announcement during her keynote address at the Philippine Financial & Inter-Industry (PFIP) Pride Summit 2023 on Thursday, where she cites opportunities in attracting travelers from the LGBTQIA+ community.

Frasco stated how the Department of Tourism takes pride in having a multitude of numbers from the LGBTQIA+ community across the tourism value chain in all of the regions of the Philippines.

Frasco expressed her elation as she joined the organization in celebrating “love, and the gains that the PFIP has made in its ten-year existence.”



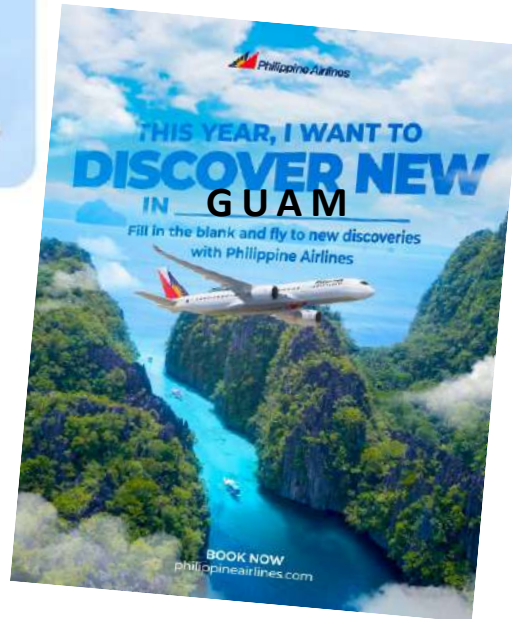


- PAL continues to operate at Terminal 1 at NAIA.

Manila-Guam-Manila

• Daily

PR110 Depart MNL 22:05 / Arrive GUM 03:55
 PR111 Depart GUM / Arrive MNL



Popular PAL Flights Deals to Guam!

ILO to GUM Aug 13 – 18, 2023	ILO to GUM Sept 14 – 22, 2023	MNL – GUM Sept 18 – 22, 2023
From US \$689* Round Trip Economy	From US \$484* Round Trip Economy	From US \$378* Round Trip Economy

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

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

as of 04 August 2023

Manila-Guam-Manila

- Daily
 UA184 Depart MNL 22:55 / Arrive GUM 04:45
 UA183 Depart GUM 20:00 / Arrive MNL 21:50
- Tues/Fri
 UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10

Featured Daily Fairs for Flights from MNL to GUM


August 2023	September 2023	October 2023
From US \$552* Round Trip Economy	From US \$356* Round Trip Economy	From US \$356* Round Trip Economy

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

*Prices have been available for round trips within the last 48 hours and may not be currently available. For Economy class, fares listed may be Basic Economy, which is our most restrictive fare option and subject to additional restrictions.

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






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👍 594

💬 16 comments · 🔄 23 shares

June 30 – July 30

Audience Engagement	
Engagement	248
Shares	6
Comments	4
Reactions	238
Post Actions	
Total clicks	17.1K
Clicks to play	1.3K
Link clicks	15K
Other clicks	817
Total negative feedback	0



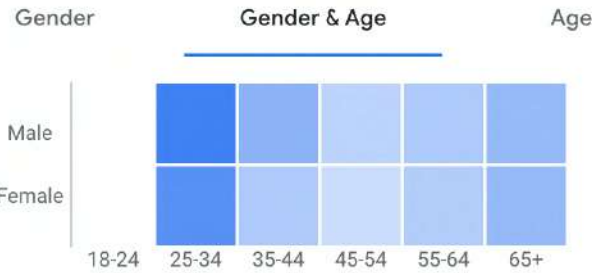
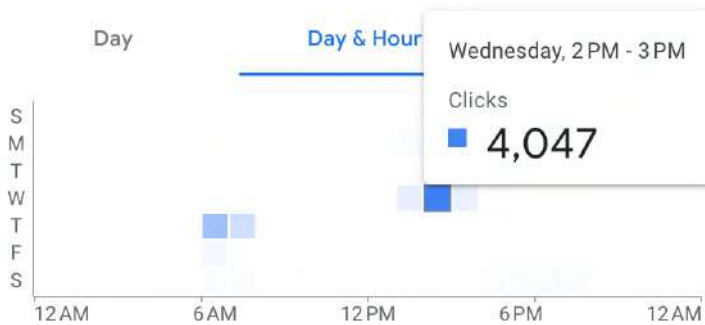
SOCIAL MEDIA POST HIGHLIGHTS

PHILIPPINES MARKETING ACTIVITIES

GOOGLE DISCOVERY AD PLACEMENT

- Project duration: July - September
- Visually engaging and personalized ads that appear in Google's feeds – YouTube, Google, Gmail.
- Focuses on attracting individuals who are actively researching and planning their next vacation.

Your performance by day of week and time of day



Based on the 100% of your clicks with known gender and age. ?

Male, 25-34

Female, 25-34

Clicks

2,402

(18.35% of known total)

Clicks

2,076

(15.86% of known total)

Weekly impressions

5M - 10M

Estimates based on
Philippines, English (+1 more), Discovery

Google Ads Campaign Report (Ongoing)

July 14, 2023 - July 26, 2023

Campaign	Campaign state	Campaign type	Device	Impr.	Clicks	Invalid clicks	CTR	Interactions
Guam Visitors Bureau Discovery v1 (July 2023)	Enabled	Discovery	Mobile phones	383,186	12,923	0	3.37%	47,572
	Enabled	Discovery	Computers	21,648	150	0	0.69%	8,651
	Enabled	Discovery	Tablets	2,652	72	0	2.71%	768
	Enabled	Discovery	TV screens	2	0	0	0.00%	1

Guam Visitors Bureau

<https://www.visitguam.com/planning/philippine-travelers-to-guam/>

Unleash Your Adventurous Spirit in Guam

Discover the Natural Wonders of Guam

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See More

Enjoy Cruising the Open Roads in Guam

Experience Guam's Natural Wonders

See More

See More

Unwind in Paradise | Visit Guam Today

See More

GUAM VISITORS BUREAU MEETS WITH PHILIPPINE GENERAL CONSUL ROSARIO P. LEMQUE

- July 18, 2023
- Discussions included support of the Guam Visa Waiver Program for Philippine Travelers; upcoming visit of Congressman Edwin Olivarez and barangay captains from Parañaque City; and invitation to GVB's Liberation Day festivities.
- L-R: Photographed are GVB Director of Global Marketing, Nadine Leon Guerrero; Consul Ferdinand Flores, General Consul Rosario P. Lemque; and GVB President & CEO, Carl T.C. Gutierrez



PHILIPPINES MARKETING ACTIVITIES

GVB WELCOMES PARAÑAQUE OFFICIALS IN CELEBRATION OF GUAM'S 79TH LIBERATION

- July 21, 2023
- GVB welcomed Congressman Edwin Olivarez and 10 barangay captains from the City of Parañaque, Philippines in celebration of Guam's 79th Liberation.
- GVB also introduced Philippine Consul General Rosario P. Lemque to Congressman Olivarez and the Parañaque delegation.



PHILIPPINES MARKETING ACTIVITIES

Social Media - August Content Calendar						Sights/Attractions
						Activities
						Shopping
						Restaurants
		August 1	August 2	August 3	August 4	August 5
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Guam Beaches		Attractions		Skydiving
August 6	August 7	August 8	August 9	August 10	August 11	August 12
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Ritidian Point		Diving		Poolside	
August 13	August 14	August 15	August 16	August 17	August 18	August 19
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sunsets		Crowne Plaza		Guam Beaches		Guam Beaches
August 20	August 21	August 22	August 23	August 24	August 25	August 26
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Two Lovers Point		Tumon Shopping		Golf	
August 27	August 28	August 29	August 30	August 31		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sunsets		Paddleboarding				

AUGUST SOCIAL MEDIA CALENDAR