



#InstaGuam
@patrick.camacho

INDUSTRY REPORT

JULY 21, 2023



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DESTINATION UPDATES





The Liberation Day theme is annually selected and designed by the Mayors' Council of Guam. This year's concept features waves representing the stripes of the United States flag, latte representing strength and a galaide representing the journey of the CHamoru people, the native quasali flower representing peace and beauty and a sunrise representing a bright future.

FOR IMMEDIATE RELEASE
June 30, 2023

The Mayors' Council of Guam together with the Office of the Governor and the Guam Visitors Bureau will celebrate the 79th Anniversary of Guam's Liberation and acknowledge the frontliners who made this journey to recovery possible. Mayors' Council Vice President, Sinajana Mayor Robert Hofmann says, "Although the activities are scaled down, it doesn't diminish the meaning of the day. To us and to many, it will always be a day of Reflection and Remembrance. For our Manamko, it was prayers answered, for our Liberators, it was a hard-fought victory, for our island it was a new era in its long-storied history."

The 79th Liberation Committee announces the following official schedule of events for July 21, 2023:

9AM

Liberation Day Mass
Dulce Nombre de Maria Cathedral Basilica

11AM

Liberation Memorial Ceremony
Guam Museum Outdoor Stage

2PM to 10PM

Liberation Block Party and Tribute to Front-liners
Chamorro Village Festival Huts

7:21PM

Fireworks Display and Drone Show
Chamorro Village/Hagatna

Please call 671-472-1232/3 or email jesse.alig@pitiguam.com for further inquiries.

BLOCK PARTY VENDORS, FOOD TRUCKS AND ENTERTAINERS

The Committee is accepting applications from all vendors and food trucks to participate in the Liberation Block Party. Contact the Hagat Mayor's Office at 671-565-4330/4336 or email caguigui.amo@gmail.com.

Interested entertainers may contact 671-472-1232/3 or email jesse.alig@pitiguam.com.

79th LIBERATION FESTIVITIES



79th Liberation

Memorials Schedule

DATE	TIME	CEREMONY	LOCATION
July 2, 2023	9:00 AM	YONA • Manenggon Memorial	Manenggon Memorial
July 2, 2023	11:00 AM	YONA • Asinan Memorial	Pago Bay Bridge
July 6, 2023	09:00 AM	M-T-M • Marine Depot	Maite, (across Car's Plus)
July 7, 2023	09:00 AM	Barrigada • Kålaguak Memorial	Tiyan, Barrigada
July 11, 2023	09:00 AM	Mangilao • Mangilao Memorial	Mangilao Mayor's Office
July 13, 2023	09:00 AM	Inalahan • Inalahan Memorial	Agfayan (across Bear Rock)
July 14, 2023	10:00 AM	Asan • Asan Memorial Landingz	Asan Memorial Beach Park
July 15, 2023 site visit	08:00 AM	Malesso • Tinta and Faha Massacre Memorial Site Visitations	Malesso (Tinta & Faha)
July 16, 2023 Ceremony and Mass	4:30PM Rosary 5:00 PM Mass 6:00PM Ceremony	Malesso • Tinta and Faha Massacre Memorial Rosary, Mass & Ceremony	San Dimas & Our Lady of the Rosary Catholic Church)
July 19, 2023 8 AM Cave visit	9:30 AM	Hågat • Hågat Memorial	Next to the Hagat Senior Center
July 20, 2023	11:00 AM	Sånta Rita-Sumay • Sumay Memorial Mass & Wreath Laying Ceremony (Limited due to security)	Naval Base Cemetery
August 8, 2023	09:00 AM	Yigo • Chagui'an Massacre	Yigo

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

The **HÅGAT MANGO FESTIVAL** is a three-day event dedicated to the juicy, red-gold fruit. It has been held annually since 2006 and usually takes place in May.

Due to Typhoon Mawar, the festival will now take place from **JULY 28 THROUGH JULY 30**.

In addition to the festival's culinary and entertainment attractions, it is also an opportunity for artisans, craftsmen, gardeners and hobbyists to sell their wares and collectibles.



The poster for the 14th Annual HÅGAT Mango Festival features a green and yellow background with a mango leaf pattern. At the top, it says "14th Annual HÅGAT Mango Festival" in a mix of fonts, flanked by two mangoes. On the left is a stylized mango logo with a face, and on the right is the District of Hågat seal. Below the title, the dates and times are listed: Friday July 28 (6PM-10PM), Saturday July 29 (10AM-10PM), and Sunday July 30 (10AM-10PM). The bottom of the poster is filled with logos of sponsors and partners, including SPPC, Vantage Advertising, Bank of Guam, PG&E, Pacific Daily News, 76, K, LPS, Buddy's Home Furnishings, Bank Pacific, Tri-Vision Media Group, and others.

Mark
your
calendar!

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.”



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>

OVER 500 APPLICATIONS HAVE BEEN RECEIVED SINCE THE PROGRAM LAUNCHED ON JUNE 14, 2023.

- GVB's Tourism Assistance Program (TAP) application deadline ended Friday, June 23, 2023.
- Under TAP, qualified small businesses that support the tourism industry can receive grants of up to \$25,000 subject to the availability of funds.
- The program is on a first-come, first-served basis and is based on a tiered system of grant awards.



#InstaGuam

@brian_benavente



MARKET INTELLIGENCE REPORT

As July 21, 2023 and may be subject to change.



TRAVEL PROTOCOLS

TRAVEL PROTOCOLS BY MARKET



JAPAN

Traveler 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

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

FULLY VACCINATED (Filipino and Foreign Travelers)

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

UNVACCINATED or PARTIALLY VACCINATED (Filipino and Foreign Travelers)

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

MARKETS AT-A-GLANCE

JAPAN

- JAL to offer discount mileage campaign on Guam routes.
- Total outbound seat capacity for July remains at 33,612; August decreased to 40,151; September is 47,234
- Japan Airlines summer 2023 flight schedule shown in appendix
- Shown in appendix are: SNS performance summary and highlights; Co-op with HIS launched; GLAM and Weekly Guam digital PR articles; YouTube Gogo! Guam campaign info; and media performance



SOUTH KOREA

- Korea to lift quarantine requirements for COVID-19 & MPOX
- Total outbound seat capacity for July remains at 37,846; August remains at 44,335; September is 42,700.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar

PHILIPPINES

- DOH logs 814 new cases of Omicron subvariants
- Metro Manila COVID-19 positivity rate further dips to 4.2 pct – OCTA
- United expands pacific action with 3 new Asia routes, including flight to Philippines
- Shoe removal returns at NAIA
- Be at the airport three hours before flight, passengers told.
- United Airlines and Philippine Airlines continue to fly daily in July 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



TAIWAN

- NCL launched Taiwan Corner at Seoul Metropolitan Library
- Tigerair Taiwan extends charter flights to Kochi, Japan
- Premier touts tourism potential of expanded Taichung Int'l Airport
- Covid-19 regulations on entering Taiwan are detailed in appendix
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

DETAILS ARE FOUND IN THE APPENDIX

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@kwanoo_j



APPENDIX

As of July 21, 2023 and may be subject to change.



JAPAN



JAL TO OFFER DISCOUNT MILEAGE CAMPAIGN ON GUAM ROUTES

JAL will offer a discount mileage campaign on Honolulu-Guam flights booked between Thursday, July 6 and Monday, July 31, 2023.

During this period, passengers can fly on the Honolulu-Guam route from September 1 (Friday) to October 28 (Saturday), 2023 with fewer miles than usual.

One-way Guam flights normally cost 10,000 miles but can be booked for 7,500 miles, and round-trip flights normally cost 20,000 miles but can be booked for 15,000 miles. One-way flights to Hawaii are usually 20,000 miles but can be booked for 14,000 miles, and round-trip flights are usually 40,000 miles but can be booked for 28,000 miles.

This offer is only available when there are seats available in Economy Class with the base mileage.

➤ Campaign Period

Reservation dates: Thursday, July 6, 2023 - Monday, July 31, 2023

Boarding dates: Friday, September 1 - Saturday, October 28, 2023



JAPAN AIRLINES




JAL国際線特典航空券 秋のホノルル・グアム線
**デイスカウントマイル
キャンペーン**




ホノルル往復 **28,000マイル** グアム往復 **15,000マイル**

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - JULY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY	Post-typhoon
	Available	UA827	NRT	11:15 / 16:05	Daily	5,446	2,158
	Available	UA 197	NRT	17:30 / 22:20	Daily	5,446	5,446
	Available	UA874	NRT	21:05 / 145 +1	Mon, Wed, Fri, Sat	2,822	2,822
	Available from April 9, 2023	UA865	NRT	17:25 / 22:15	Daily	5,446	5,446
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,446	5,446
	Available	UA 172	NGO	20:50 / 1:25 +1	Daily	5,446	0
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,446	2,988
	Available	UA 178	KIX	20:50 / 1:20 +1	Tue, Thu, Sat	2,158	2,158
	Available	UA 166	FUK	11:50 / 16:50	Tue, Fri, Sun	5,446	2,656
TTL						41,002	28,220


AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY	Post-typhoon
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	1990	1990
	Suspended until June 30, 2023	TW311	KIX	10:45 / 15:10	Daily	-	-
	Available	7C182	NRT	10:05 / 15:00	Daily	5,670	3,402
	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						7,660	5,392




JULY TOTAL OUTBOUND SEAT CAPACITY : 33,612

48,662	33,612
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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 / 1:45 +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 : 47,234

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

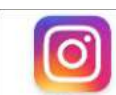







JAPAN MARKETING ACTIVITIES

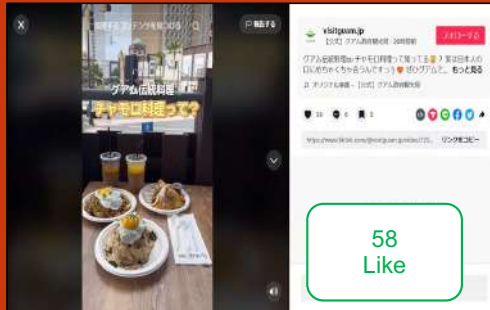
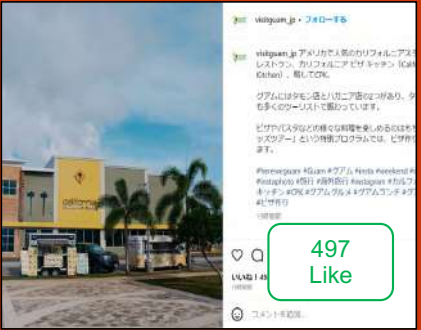
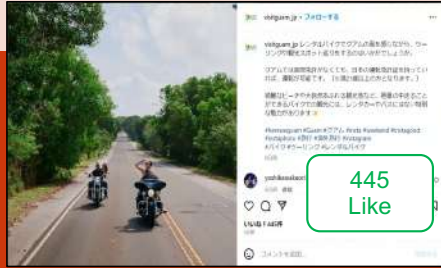


SNS PERFORMANCE SUMMARY

- The number of followers on each platform is increasing steadily.
- This week, UUs and PV of Visitguam.jp increased significantly, partly due to advertising.

SNS	follower		Week Reach		Week Engagement	
	8 Jul,2023	15 Jul,2023	8 Jul,2023	15 Jul,2023	8 Jul,2023	15 Jul,2023
	26,373	26,425	2,264,797	1,851,021	1,661	1,360
	0.20%		-18.27%		-18.12%	
	23,585	23,585	5,764	5,171	274	644
	0.00%		-10.29%		135.04%	
	17,181	17,229	22,630	29,200	668	883
	0.28%		29.03%		32.19%	
	58,943	58,976	1,008,515	1,907,807	1,756	6,647
	0.06%		89.17%		278.53%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	12,790	15,460	28,472	32,927	0:01:38	0:01:35
	20.88%		15.65%		-3.06%	

JAPAN MARKETING ACTIVITIES



SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

YouTube Ads (GOGO! GUAM Summer Campaign)

CPM is ¥205, CTR is 0.09%, and CPC is ¥228

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%.

Instagram

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency
Here We Guam	3,670,615	1,212	0.03%	¥427.7	¥141.22	3,491,649	14,485	2,725,892	1.35

Tiktok

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency
Here We Guam	2,591,704	5,510	0.21%	¥0.0	¥0.00	2,445,722	2,445,722	1,834,633	1.41

Youtube

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency
Here We Guam	1,720,226	502	0.03%	¥1,624.0	¥473.93	556,616	564,234	1,937,517	0.89

Tver

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency
Here We Guam	81,678	45	0.06%	¥7,259.9	¥3,999.82	82,246	78,486	-	-

Total

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency
Here We Guam	8,064,223	7,269	0.09%	¥228.4	¥205.89	6,576,233	3,102,927	6,498,042	1.24

GOGO! SUMMER Campaign ad



GoGo GUAM Summer Campaign 2023_告知 夏を持つな篇



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、スゴーク、食事、移動、宿泊 **いろいろおトク!**

出発地	到着地	出発日	往復航空料	ホテル	合計
東京	グアム	5/17	134,000円	154,000円	288,000円
大阪	グアム	5/17	138,000円	154,000円	292,000円
名古屋	グアム	5/17	148,000円	164,000円	312,000円
福岡	グアム	5/17	212,000円	209,000円	421,000円
東京	グアム	5/24	184,000円	204,000円	388,000円
大阪	グアム	5/24	209,000円	219,000円	428,000円
名古屋	グアム	5/24	229,000円	249,000円	478,000円
福岡	グアム	5/24	249,000円	289,000円	538,000円
東京	グアム	5/31	179,000円	189,000円	368,000円
大阪	グアム	5/31	189,000円	199,000円	388,000円
名古屋	グアム	5/31	199,000円	209,000円	408,000円
福岡	グアム	5/31	219,000円	229,000円	448,000円

4.5日間 同代金
10.90万円～35.40万円

ヒルトン グアム 4.5日間 13.98万円, 15.98万円

STARBUCKS 100円クーポン
LEA LEA 555円クーポン

HIS 050(1743)6327

✓ 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、スゴーク、食事、移動、宿泊 **いろいろおトク!**

出発地	到着地	出発日	往復航空料	ホテル	合計
名古屋	グアム	5/17	184,000円	184,000円	368,000円
東京	グアム	5/17	199,000円	199,000円	398,000円
大阪	グアム	5/17	209,000円	209,000円	418,000円
福岡	グアム	5/17	229,000円	229,000円	458,000円
名古屋	グアム	5/24	199,000円	209,000円	408,000円
東京	グアム	5/24	209,000円	219,000円	428,000円
大阪	グアム	5/24	219,000円	229,000円	448,000円
福岡	グアム	5/24	239,000円	249,000円	488,000円
名古屋	グアム	5/31	189,000円	199,000円	388,000円
東京	グアム	5/31	199,000円	209,000円	408,000円
大阪	グアム	5/31	209,000円	219,000円	428,000円
福岡	グアム	5/31	229,000円	239,000円	468,000円

4.5日間 同代金
10.90万円～35.40万円

ヒルトン グアム 4.5日間 13.98万円, 15.98万円

STARBUCKS 100円クーポン
LEA LEA 555円クーポン

HIS 050-1746-2333

✓ 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、スゴーク、食事、移動、宿泊 **いろいろおトク!**

出発地	到着地	出発日	往復航空料	ホテル	合計
大阪	グアム	5/17	138,000円	154,000円	292,000円
名古屋	グアム	5/17	148,000円	164,000円	312,000円
東京	グアム	5/17	184,000円	204,000円	388,000円
福岡	グアム	5/17	212,000円	209,000円	421,000円
大阪	グアム	5/24	148,000円	164,000円	312,000円
名古屋	グアム	5/24	158,000円	174,000円	332,000円
東京	グアム	5/24	194,000円	214,000円	408,000円
福岡	グアム	5/24	222,000円	219,000円	441,000円
大阪	グアム	5/31	158,000円	174,000円	332,000円
名古屋	グアム	5/31	168,000円	184,000円	352,000円
東京	グアム	5/31	204,000円	224,000円	428,000円
福岡	グアム	5/31	232,000円	229,000円	461,000円

4.5日間 同代金
10.90万円～37.9万円

ヒルトン グアム 4.5日間 13.90万円, 50.90万円

STARBUCKS 100円クーポン
LEA LEA 555円クーポン

HIS 050-1753-5233

✓ 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、スゴーク、食事、移動、宿泊 **いろいろおトク!**

出発地	到着地	出発日	往復航空料	ホテル	合計
福岡	グアム	5/17	212,000円	209,000円	421,000円
東京	グアム	5/17	229,000円	249,000円	478,000円
大阪	グアム	5/17	239,000円	259,000円	498,000円
名古屋	グアム	5/17	249,000円	269,000円	518,000円
福岡	グアム	5/24	209,000円	219,000円	428,000円
東京	グアム	5/24	219,000円	229,000円	448,000円
大阪	グアム	5/24	229,000円	239,000円	468,000円
名古屋	グアム	5/24	239,000円	249,000円	488,000円
福岡	グアム	5/31	189,000円	199,000円	388,000円
東京	グアム	5/31	199,000円	209,000円	408,000円
大阪	グアム	5/31	209,000円	219,000円	428,000円
名古屋	グアム	5/31	219,000円	229,000円	448,000円

4.5日間 同代金
10.90万円～35.40万円

ヒルトン グアム 4.5日間 13.90万円, 50.90万円

STARBUCKS 100円クーポン
LEA LEA 555円クーポン

HIS 050-1753-1310

JAPAN MARKETING ACTIVITIES

New menu items are now available at food trucks

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

GLAM DIGITAL PR

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

Condolences are included.】

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, 2023 7:00 PM in スマホで見る



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年の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年と今年も今年もリバレーションデーのイベント開催をお知らせします。



今年取りたいと決めた今年のリバレーションデーパレードの様子

毎年の自由リバレーションデーパレードが開催されるのが恒例。1.6キロメートルのアップルビー通りからスタートしてロジャーズまで約1マイル (1.6km) 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。2月24日にグアムを襲った台風マシューの影響は大きく、7月1日 (日) 現在の島の電力供給が断たれ、一部、台風被害が深刻なところも少なくありません。島の電力が回復しない限り、電力が回復しない限り、各企業は業務、店舗の稼働などさまざまな面で被害が懸念されています。

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



【西暦リバレーションデー フェスティバル開催中】

その他、チャペル・ロッジのフェスティバル (Chapel Lodge) 、「三島聖母の聖堂が後のゴリア」でリバレーションデー・ブロックパーティー (Liberation Day Block Party) を開催。フードトラックも参加。さまざまなイベントが予定されています。

各町役場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 聖母マリア大聖堂
- ・11:00AM-
リバレーションデー 聖母マリア大聖堂
- ・2:00PM-10:00PM
リバレーションデー・ブロックパーティー (Liberation Day Block Party)
- ・7:21PM-
花火・ドローンショー (Chamorro Village)

7月21日はちょうど子供たちの夏休みが始まる頃です。夏休みがグアム一帯で始まる頃です。ぜひこ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 チャモロビレッジ



巨大な鐘の音が響く中、準備していた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また、地震の被害を受けたが、迅速な復旧のおかげで、チャモロビレッジの夜市場もまた、賑やかな夜市場になりました。



チャモロビレッジの夜市場もまた、賑やかな夜市場になりました。チャモロビレッジの夜市場もまた、賑やかな夜市場になりました。



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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 Haganía.

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夜市場もまた、賑やかな夜市場になりました。チャモロビレッジの夜市場もまた、賑やかな夜市場になりました。



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JAPAN MARKETING ACTIVITIES

MEDIA PERFORMANCE



Yomiuri - JP
 July 14, 2023
 Reach: 23,088,180 - MIV: \$8,909



PR TIMES - JP
 July 14, 2023
 Reach: 21,766,088 - MIV: \$1,947



Online Focus - Top publications
 From July 8, 2023 to July 15, 2023

Top 10 supporting Online sources by MIV

	Location	Placements	Potential Reach	MIV (\$)
Yomiuri - JP	JP	1	23.1M	\$8.91K
Jiji Press v_japanese - JP	JP	1	8.3M	\$3.43K
CLASSY - JP	JP	1	2.11M	\$3.23K
AFP BB News - JP	JP	1	3.6M	\$2.33K
Gunoshi - JP	JP	3	701K	\$2.15K
Dime - JP	JP	1	5.04M	\$2.05K
Traicy - JP	JP	1	1.7M	\$1.96K
PR TIMES - JP	JP	1	21.8M	\$1.95K
日刊サイゾー - CYZO	JP	1	2.91M	\$1.8K
Eltha - JP	JP	1	1.24M	\$1.45K

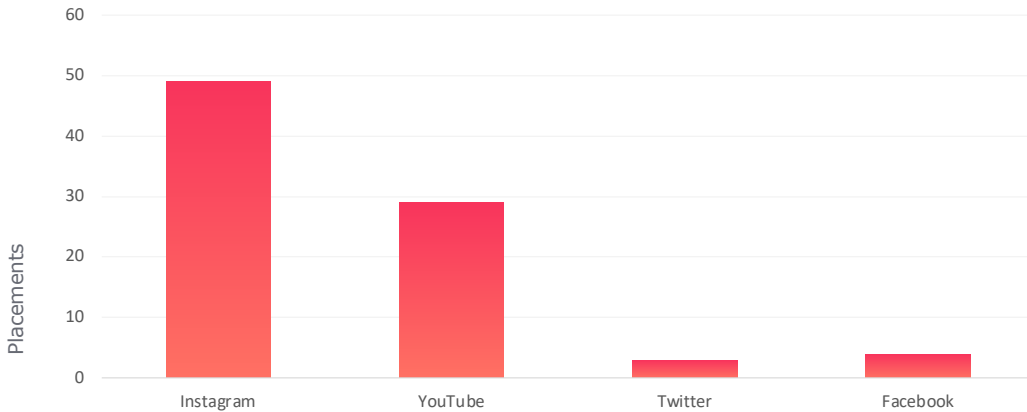
MEDIA PERFORMANCE



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

SOUTH KOREA

KOREA TO LIFT QUARANTINE REQUIREMENTS FOR COVID-19 & MPOX

Korea will no longer require arrivals to the country to register their health information on pre-entry quarantine information system, Q-Code, concerning COVID-19 and MPOX.

It decided to lift all quarantine management zones related to the two diseases, as cases of the diseases and death rates have stabilized. However, Q-Code will continue to be required for other infectious diseases, such as the Ebola virus disease.



JULY 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 (July 19~)	19:35	01:05+1	1,820
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY (July 20~)	20:20	02:00+1	2,268
Jin Air	LJ641	DAILY	09:15	14:45	5,859
T'way Air	TW303	DAILY	08:30	14:00	5,859
TOTAL					30,097

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	*7C3154	10 Flights	21:35	02:45+1	1,890
Jin Air	LJ647	DAILY	08:00	13:15	5,859
TOTAL					7,749

**7C3154: Total 10 flights in July (18, 19, 20, 21, 22, 23, 25, 27, 28, 30)*

TOTAL OUTBOUND SEAT CAPACITY: 37,846 SEATS

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

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

KOREA MARKETING ACTIVITIES

MEDIA MONITORING – PRESS RELEASE ON JULY 10

GVB opens SNS event in collaboration with ‘Guam Free (Naver Community)’



▶ StartupToday



▶ Gukje News



▶ Biz World



▶ Tour Korea



▶ Discovery News

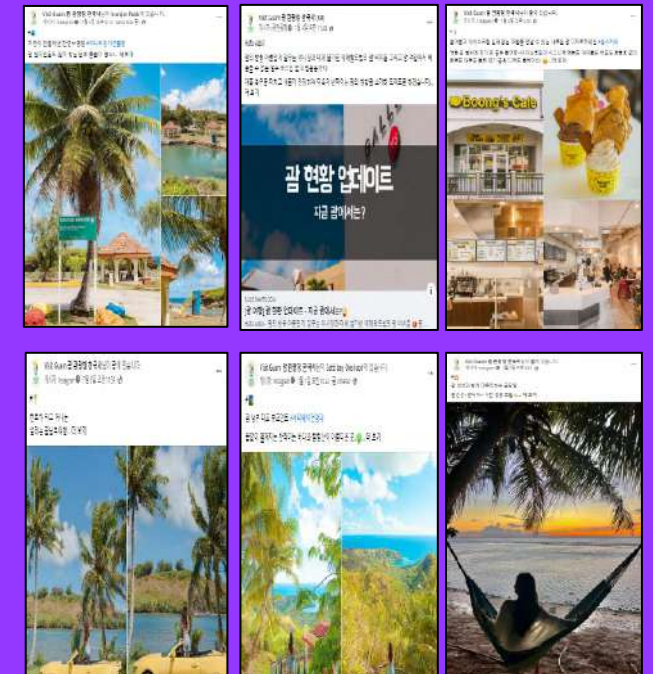


▶ TTL News



▶ The Korea Travel Times

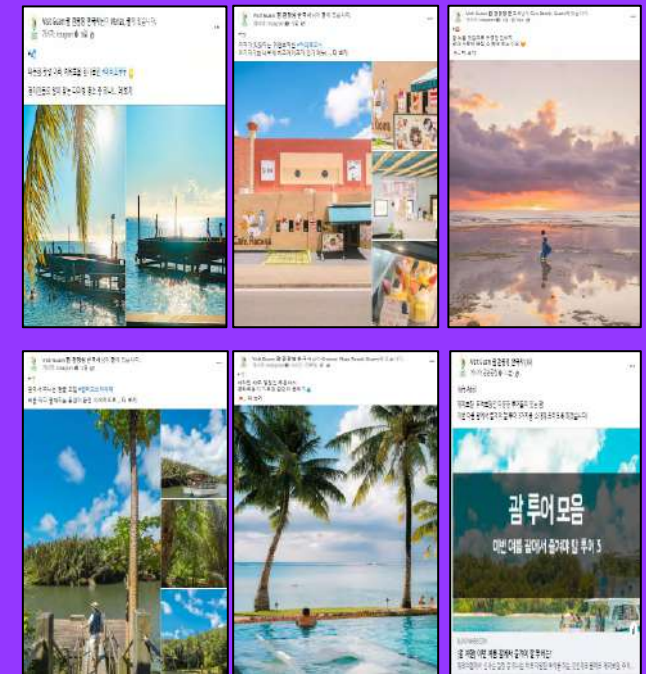
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JULY 3 – JULY 7, 2023

#GUAMAGAIN #COLOR OF GUAM: UPDATES ON GUAM

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JULY 10 - 14, 2023
#GUAMAGAIN #COLOR OF GUAM: MUST DO TOURS IN GUAM

KOREA MARKETING ACTIVITIES

GVB KOREA – JULY 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 2 SUNDAY	July 3 MONDAY	July 4 TUESDAY	July 5 WEDNESDAY	July 6 THURSDAY	July 7 FRIDAY	July 8 SATURDAY
		Updates on Guam 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	Guam's Scenery GVB KR Digital Ambassador UGC	IG Reels GVB KR Digital Ambassador UGC
Week 2	July 9 SUNDAY	July 10 MONDAY	July 11 TUESDAY	July 12 WEDNESDAY	July 13 THURSDAY	July 14 FRIDAY	July 15 SATURDAY
		Must do tours in Guam Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Card News Desert Places in Guam		IG Reels GVB KR Digital Ambassador UGC
Week 3	July 16 SUNDAY	July 17 MONDAY	July 18 TUESDAY	July 19 WEDNESDAY	July 20 THURSDAY	July 21 FRIDAY	July 22 SATURDAY
		Hotels in Guam ¹ Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Card News Beaches in Guam	IG Reels GVB KR Digital Ambassador UGC	
Week 4	July 23 SUNDAY	July 24 MONDAY	July 25 TUESDAY	July 26 WEDNESDAY	July 27 THURSDAY	July 28 FRIDAY	July 29
		Hotels in Guam ² Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Card News Sports Activities	IG Reels GVB KR Digital Ambassador UGC	
Week 5	July 30 SUNDAY	July 31 Monday					
		Guam Beach Overview Guam's Scenery GVB KR Digital Ambassador UGC					

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

TAIWAN

NCL LAUNCHES TAIWAN CORNER AT SEOUL METROPOLITAN LIBRARY

- A Taiwan Corner was launched July 12 at Seoul Metropolitan Library to help promote the country's diverse culture and vibrant publishing industry to South Korea, according to the National Central Library.
- During the facility's launch ceremony, NCL Director-general Tseng Shu-hsien said people-to-people exchanges between Taiwan and South Korea have gone from strength to strength with the two sides enjoying close proximity. This positive development is evidenced by the fact that the number of visitors from the Northeast Asian country to Taiwan has topped all others since the government reopened its border in October 2022 after the COVID-19 pandemic subsided, she added.
- According to the NCL, the new facility features illustration and pop-up books for children, maps of Taiwan and other publications on culture, customs, history and literary works donated by the library and local publishers. The Taiwan Corner initiative is a key project undertaken by the NCL to expand its global presence and promote the country via soft power since the first such space was launched in Athens in August 2019. Since then, other such facilities have been established in cities such as Boston, Prague, San Jose, Tallinn, Vilnius, Warsaw and Zurich.



TIGERAIR TAIWAN EXTENDS CHARGET FLIGHTS TO KOCHI, JAPAN

Low-cost airline Tigerair Taiwan will continue to operate flights between Taoyuan International Airport and Kochi on the Japanese island of Shikoku until the end of March 2024, reports said Thursday (July 13).

The company, a subsidiary of China Airlines (CAL), launched the charter flights last May in cooperation with Star Travel Corp. and with Kochi Prefecture. The original plan was to end the service in late October, but due to its unexpected success during the post-COVID recovery, the three sides agreed to continue until March 31, 2024, per CNA.

There were two flights a week between Taoyuan and Kochi's Ryoma Airport which were about 90% full, according to the Civil Aeronautics Administration (CAA). Kochi is inviting Taiwanese TV food shows to record programs introducing the local cuisine, while Star Travel is designing more itineraries at the destination. The prefecture is encouraging travelers to visit the Shimanto River, the only undammed river in Japan, famous for its bridges without railings, allowing debris to drift past unimpeded during floods. The region is also famous for its seafood, the local authorities said.

PREMIER TOUTS TOURISM POTENTIAL OF EXPANDED TAICHUNG INT'L AIRPORT

- Taipei, July 10 (CNA) Premier Chen Chien-jen (陳建仁) on Monday vowed to boost tourism in central Taiwan by increasing services to and from Taichung International Airport, during an inspection of a recently completed expansion project. According to the Civil Aeronautics Administration (CAA), the expansion will enable the airport to handle 3.69 million passengers per year, up from 2.9 million. Chen lauded the three-year NT\$1 billion (US\$35 million) expansion of the airport's two terminals, saying it would improve air travel connections to central Taiwan.
- The premier said efforts are being made to allow the airport to soon and fully rekindle regular flights to 14 destinations overseas within a year. Chen said he hoped charter flights to Japan, South Korea and Vietnam could be resumed in the near future to give a boost to central Taiwan. To better connect the airport to the rest of the country, traffic networks to adjacent areas are being built or upgraded, while plans are being made for a new terminal to increase the airport's capacity, he added.
- Regular flights to Hanoi, Ho Chih Minh City, Hong Kong and Macau from the airport have been resumed, Transport Minister Wang Kwo-tsai (王國材) said. Turning Taichung Airport into a transportation hub in central Taiwan will also help ease pressure on Taoyuan International Airport in the north, he added.
- According to the CAA, charter flights to Busan and Jeju Island in South Korea, and Vietnam's Da Nang are being projected for July and August, while plans are also in the works for services to Nagoya in Japan.



COMPETITORS

JAPAN: The number of people who plan to travel in Japan during the summer vacation period, which is July 15-Aug. 31, is expected to reach 72.5 million, up 16.9% from last year, according to a survey of this summer's travel plans by major travel agency JTB Corp. This would reach the pre-pandemic level of 2019. The average amount spent per domestic trip is expected to rise to ¥40,000, the highest level since 2000, when comparisons were possible. The rising trend in hotel accommodation costs is considered to be a contributing factor. Regarding travel duration, respondents who plan to travel for three days and two nights accounted for 36.2%, followed by those who plan to travel for two days and one night at 32.6%. (July 11)

KOREA: A dearth of foreign tourists is pouring cold water on Seoul's ambitious goal of drawing 30 million overseas visitors by 2026. The Seoul Metropolitan Government rolled out its plan to revive tourism to Seoul in February. The plan includes festivals and events like the 2023 Seoul Festa and creating tourism content for overseas tourists. Even Seoul Mayor Oh Se-hoon referred to the metropolitan government's goal as "ambitious" and an "aggressive target" during an opening ceremony of the Seoul International Travel Mart at the Dongdaemun Design Plaza on June 21. Oh added that the goal may be "more ambitious than that of the central government and Ministry of Culture, Sports and Tourism." (July 11)

INDONESIA: The Minister of Tourism and Creative Economy (Menparekraf), Sandiaga Salahuddin Uno, praised the successful organization of the 2023 Crossborder Skouw Festival, which took place on July 6, 2023. The attendees 1000-1500 are coming from both Papua and Papua New Guinea, at the event that centered around the National Cross Border Post (PLBN) RI-PNG in Skouw, Muara Tami District, Jayapura City, Papua. "I thank everyone involved. This is the third Cross Border Skouw Festival, and it forms part of our efforts to strengthen brotherhood, boost the economy, and achieve our collective goal of recovering from the pandemic," said Menparekraf Sandiaga. He also mentioned that this event is a direct implementation of President Joko Widodo's directive to host events across Indonesia to ensure economic equality for all citizens. (July 10)

THAILAND: Koh Samui, which is one of the popular tourist destinations off Thailand's east coast, is now facing a severe water shortage. As per the reports, there is barely enough water for the next 30 days. Taps in resorts at the holiday destination are running out of water, thereby leading to the loss of visitors here. If reports are to go by, authorities are working tirelessly to ensure that the island, famed for its ancient hotels, white sandy beaches, and luxury resorts, doesn't turn into a 'disaster zone.' (July 10)

TAIWAN AIRLINE UPDATES

CURRENT ROUTE IN OPERA/



CHINA AIRLINES

- July – September operat



CHINA AIRLINES

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






CHARTER FLIGHTS SCHEDULE FOR JUNE AND JULY

JUNE						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
						X
5	6	7	8	9	10	11
			X			
12	13	14	15	16	17	18
X				V		
19	20	21	22	23	24	25
	V				V	
26	27	28	29	30		
		V				

Flight resumption date : 6/16 (Fri)

JULY						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
						V
3	4	5	6	7	8	9
			V			
10	11	12	13	14	15	16
V				V		
17	18	19	20	21	22	23
	V				V	
24	25	26	27	28	29	30
		V				V (Ferry:TP E-GUM)
31						

TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
	6/30 Solomon Lee, General Manager	<ul style="list-style-type: none">▪ No updates for this week (up to June 30) 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.
	6/30 Gary Wang, Executive Vice President	<ul style="list-style-type: none">▪ No updates for this week (up to June 30) 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.
	6/30 Joyce Pan, Manager	<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

MEETING WITH VINCE BARNETT, STATE OF VIRGINIA, U.S.A TAIWAN OFFICE

- Date: July 11
- Vince Barnett the representative of State of Virginia, US, Taiwan Office approached GTO in hopes to join ASOA as one of the members.
- Main purpose of setting a new office in Taiwan is to bring Taiwanese investments into the State of Virginia.
- GTO exchanged ideas with Vince Barnett regarding types of trade shows that ASOA plans to participate in.



FAREWELL LUNCH WITH MOFA DOUGLAS HSU

- Date: July 12
- ASOA members holds farewell party for Mr. Douglas Hsu to thank his long-term support to the offices of each state.
- Mr. Douglas made his promise to keep supporting ASOA members and U.S. public affairs in Taiwan.



MINISTRY OF ECONOMIC AFFAIRS PROFESSIONAL MEDAL AWARD CEREMONY FOR AIT BRENT OMDAHL

- Date: July 14
- Ministry of Economic Affairs awarded Mr. Brent Omdahl a professional medal on the ceremony. GTO was invited to the ceremony where he was given opportunities to network with officers from AIT and MoEA.



TAIWAN MARKETING ACTIVITIES

SHIHLIN NIGHT MARKET TOUR WITH AIT DIRECTOR & INTERNS

- Date: July 12
- GTO planned a tour to the most famous night market- Shih Lin night market for AIT director Ms. Sandra Oudkirk and 6 interns of AIT.
- Ms. Sandra enjoyed the tour and mentioned she will keep requesting Taiwan Government authorities to continue promoting Taipei to Guam.



NR MONITOR

For the past week (July 8 – July 14), a total of 3 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 0
- Newspaper: 3
- Social Media: 0

One of the news reported Guam and other 14 states established new offices in Taiwan in order to strengthen the relationship between Taiwan and the US.



PHILIPPINES

PH LOGS 814 NEW CASES OF OMICRON SUBVARIANTS

The Department of Health (DOH) has detected 814 additional cases of the highly transmissible Omicron subvariants.

In the latest COVID-19 biosurveillance report released Wednesday, the DOH noted that 850 samples were sequenced by the University of the Philippines – Philippine Genome Center Main, and Mindanao from June 30 to July 7.

Out of the total samples sequences, about 785 or 92.35 percent were classified as XBB. All XBB detected subvariants were local cases from all regions except Eastern Visayas, while BA.2.3.20 cases were from the Ilocos Region, Cagayan Valley, Central Luzon, and other regions.



METRO MANILA COVID-19 POSITIVITY RATE FURTHER DIPS TO 4.2 PCT - OCTA

The weekly COVID-19 positivity rate in Metro Manila further decreased to 4.2 percent as of July 8, according to pandemic monitor OCTA Research.

OCTA Research fellow Dr. Guido David said the capital region's positivity rate was 4.8 percent on July 1.

Positivity rate refers to the percentage of COVID-19 tests that come out positive.

WHO recommends a 5-percent threshold for COVID-19 positivity rate.

The DOH earlier said that it does not consider positivity rate as the "sole criterion" in monitoring the country's COVID-19 situation.

On Monday, the Philippines recorded 258 fresh COVID-19 cases, bringing its tally to 4,168,267. Of that total number, some 6,437 are active COVID-19 cases.

According to the DOH, majority of hospital admissions nationally remain to be mild and moderate, with severe and critical cases at 9.3 percent of total admissions. As of July 9, there are 382 severe and critical admissions for COVID-19.

The DOH still urges the public to continue practicing layers of protection, such as the wearing of face masks and isolating when sick.

UNITED EXPANDS PACIFIC ACTION WITH 3 NEW ASIA ROUTES, INCLUDING FLIGHT TO PHILIPPINES



United Airlines will start with a brand new route between San Francisco International Airport (SFO) and Manila Ninoy Aquino International Airport (MNL) in the Philippines, with daily service beginning Oct. 29.

With the new route, United will become the only U.S. airline to fly between the contiguous U.S. and the Philippines, although it's actually the airline's second route to Manila. United already flies daily to Manila from its Micronesian base at Guam International Airport (GUM) on Boeing 737-800 aircraft.

The flight from SFO, on the other hand, will operate on United's largest aircraft, the Boeing 777-300ER. That aircraft is equipped with Polaris business class seats and premium economy cabin, giving passengers options for the nearly 7,000-mile flight.

While no U.S. airline currently flies to the Philippines, Philippine Airlines flies from Manila to GUM, SFO, Honolulu's Daniel K. Inouye International Airport (HNL), New York's John F. Kennedy International Airport (JFK) and Los Angeles International Airport (LAX).

United also announced two other new routes including the restoration daily service from LAX to Tokyo Narita International Airport (NRT) starting on Oct. 28. United previously operated that route before shifting it to Tokyo's Haneda Airport (HND). The new Narita route will exist alongside the Haneda flight, making for two daily departures from Los Angeles to Tokyo. The airline will use a 787-10 to Narita.

SHOE REMOVAL RETURNS AT NAIA



Air travelers departing for overseas destinations are again required to take off their shoes for security inspection at the Ninoy Aquino International Airport (NAIA), reviving the more than two decades old policy prompted by a failed terror attack on a passenger aircraft, according to the Office of Transportation Security.

The "mandatory shoe removal policy," revived last July 10, is part of the enhanced security arrangement at all NAIA terminals, said OTS spokesperson Kim Marquez.

The global policy dates back to December 2001 in the aftermath of an attempt by a terrorist to detonate a homemade bomb hidden in his shoes while he was on board an American Airlines flight to Miami from Paris.

The MIAA management said steps should be taken to ensure arriving and departing passengers experience less stress without compromising security at the country's international airports.

BE AT THE AIRPORT THREE HOURS BEFORE FLIGHT, PASSENGERS TOLD

The Bureau of Immigration reminded outbound international passengers to be at the airport three hours before their flight schedule to avoid being left behind.

Immigration Commissioner Tansingco issued the reminder in response to a viral complaint of a passenger who alleged that he failed to catch his flight because of the conduct of secondary inspection at the airport.

The official said that an early check in is necessary because of the conduct of secondary inspection and overcrowding of passengers at the Ninoy Aquino International Airport (NAIA) Terminals 1 and 3.

Secondary inspection is a standard security protocol conducted for passengers who may have exhibited cautionary indicators, as part of the Bureau of Immigration's role under the Department of Justice – Inter-Agency Council Against Trafficking or IACAT.

Tansingco stated that their officers are trained to conduct inspections with efficiency and respect for passengers' time, while also ensuring the utmost attention to security protocols.

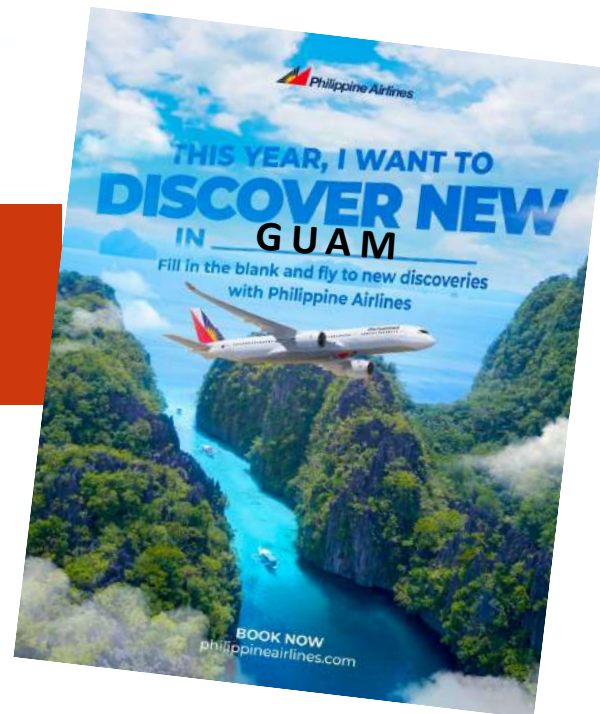


- PAL continues to operate at Terminal 1 at NAIA.

Manila-Guam-Manila

- **Daily**

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



UNITED
A STAR ALLIANCE MEMBER

ADVISORY

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

July 2023	August 2023	September 2023
From US \$778* Round Trip Economy	From US \$426* Round Trip Economy	From US \$402* 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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Jun 29 · 🌐

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Learn more at visitguam.com.

#VisitGuam #AmericaInAsia #GuamUSA #AmericasHiddenGem



GUAM AMERICA'S
hidden gem

Post Insights as of 7/19/23

- Engagement: 30,411
- Reactions: 14,148
- Comments: 268
- Link clicks: 156
- Shares: 147
- Saves: 9

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👍 594 16 comments 23 shares

June 30 – July 30 (still active)

Performance

Link clicks ⁱ	15,516	Cost per Link clicks ⁱ	\$0.01
		Similar to others	Usually: \$0.00 - \$0.02
Reach ⁱ	131.8K		

Activity

Video plays	74677
Post engagement	40582
Link clicks	15516
Post reactions	422



PHILIPPINES MARKETING ACTIVITIES

FLAVORS OF GUAM

- Micro-influencers offer an authentic voice; niche audience
- 1st set releases June-July
- 2nd and 3rd sets to be released August & September, respectively
- Will link to local restaurants that traveler can visit to try dish





GUAM
Indulge in new flavors
BEEF TINAKTAK

Ingredients:

- 1 lb. beef
- 2 cloves garlic
- 1/4 onion
- 1/4 cup grape beans
- 1/4 cup beef tomatoes
- 1/4 cup coconut milk
- 1/2 tsp salt
- 1/4 tsp black pepper
- 1/4 tsp lemon calamansi

Directions:
Cook ground beef until browned in a large pan over medium heat. Drain excess oil. Add onion to the pan and cook for 2-3 minutes. Cook until soft. Add grape beans, tomatoes, and salt. Turn heat back on and cook for 5 minutes. Add beef and cook until beef is browned and tender for about 5 minutes or until green beans soften, stirring occasionally. Season to taste.



GUAM
Indulge in new flavors
KADUN PIKA

Ingredients:

- 1 tbsp. Olive Oil
- 1/2 Onion, sliced
- 1/4 cup Garlic, minced
- 3 lbs. Chicken
- 1/2 tsp. Black Pepper
- 1/2 cup Soy sauce
- 1/4 cup Vinegar
- 1 can coconut milk
- Chili, add depending on how spicy you want it

Directions:
In a medium pot, saute onions and garlic in olive oil over medium-high heat until onions become translucent. Add chicken and black pepper to the pot and stir to combine. Stir in chili, soy sauce and vinegar. Lower to medium-low and cook covered for 30-40 minutes or until chicken is cooked through. Stir occasionally. The coconut milk is not poured or added until the very end - after the chicken is fully cooked in the soy sauce and vinegar mixture. Blending coconut milk causes the fat to separate. Serve with rice and enjoy.

- IG – 129 likes, 23 comments
- TikTok – 271 views, 12 likes, 1 comment, 1 save
- IG – 105 likes, 8 comments
- TikTok – 366 views, 15 likes, 1 comments
- IG – 59 likes, 13 comments
- TikTok – 5,683 views, 32 likes, 8 comments, 6 saves
- IG – 94 likes, 12 comments
- TikTok – 631 views, 27 likes, 4 comments, 4 saves



*Data as of 7/19/23

GVB PHILIPPINES ATTENDS TRAVEL SALE EXPO 2023 LAUNCH

- Travel Sale Expo 2023, spearheaded by event chair Michelle Taylan, former PTAA president, was unveiled in a grand launch held in Pasig City.
- Kesler Go represented Romeo Go, GVB PI Country Manager
- The fair is scheduled to take place from September 29 to October 1 in SM Megamall in Mandaluyong City.



BUSINESS

Travel Sale Expo 2023 launched to revive pre-pandemic Philippine tourism volume

Philstar.com
July 11, 2023 | 7:47pm



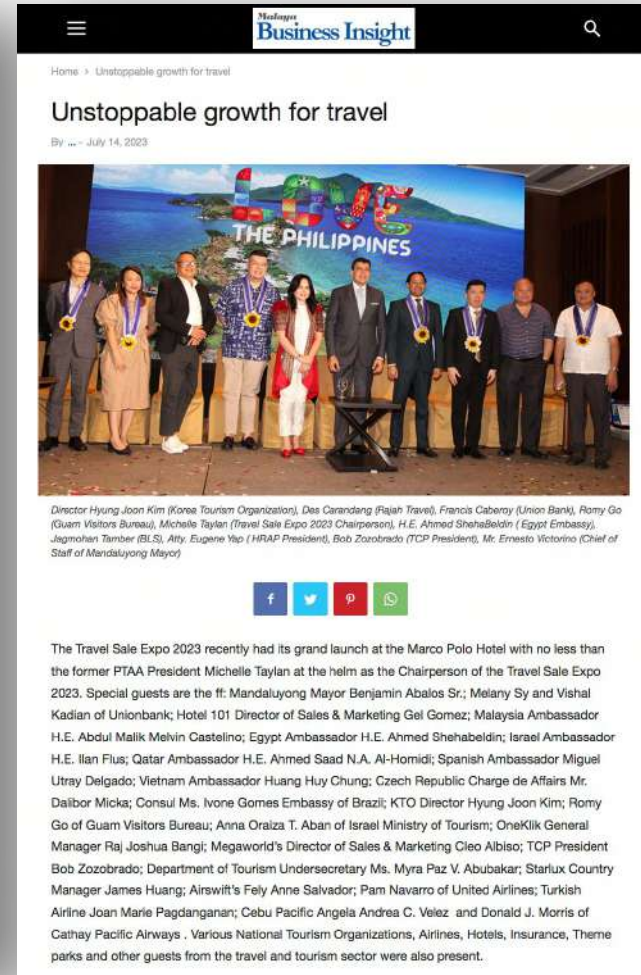
From left to right: Director Hyung Joon Kim (Korea Tourism Organization), Des Carandang (Rajah Travel), Francis Caberoy (Union Bank), Romy Go (Guam Visitors Bureau), Michelle Taylan (Travel Sale Expo 2023 Chairperson), H.E. Ahmed Shehabeldin (Egypt Embassy), Jagmohan Tamber (BLS), Eugene Yap (HRAP President), Bob Zoobrado (TCP President), Ernesto Victorino (Chief of Staff of Mandaluyong Mayor)

Travel Sale Expo / Newsdesk

MANILA, Philippines — An upcoming travel sale expo has been launched to boost the volume of tourism business in the Philippines beyond the pre-pandemic level as the travel industry continues to recover from the COVID-19 border restrictions.

Travel Sale Expo 2023, spearheaded by event chair Michelle Taylan, former Philippine Travel Agencies Association president, was unveiled in a grand launch held Pasig City last July. This was attended by several local and international travel business giants and country ambassadors.


The travel fair will take place from September 29 to October 1 in SM Megamall in Mandaluyong City.




Home > Unstoppable growth for travel

Unstoppable growth for travel

By ... July 14, 2023



Director Hyung Joon Kim (Korea Tourism Organization), Des Carandang (Rajah Travel), Francis Caberoy (Union Bank), Romy Go (Guam Visitors Bureau), Michelle Taylan (Travel Sale Expo 2023 Chairperson), H.E. Ahmed Shehabeldin (Egypt Embassy), Jagmohan Tamber (BLS), Atty. Eugene Yap (HRAP President), Bob Zoobrado (TCP President), Mr. Ernesto Victorino (Chief of Staff of Mandaluyong Mayor)



The Travel Sale Expo 2023 recently had its grand launch at the Marco Polo Hotel with no less than the former PTAA President Michelle Taylan at the helm as the Chairperson of the Travel Sale Expo 2023. Special guests are the ft: Mandaluyong Mayor Benjamin Abalos Sr.; Melany Sy and Vishal Kadian of Unionbank; Hotel 101 Director of Sales & Marketing Gel Gomez; Malaysia Ambassador H.E. Abdul Malik Melvin Castelino; Egypt Ambassador H.E. Ahmed Shehabeldin; Israel Ambassador H.E. Ilan Fius; Qatar Ambassador H.E. Ahmed Saad N.A. Al-Homidi; Spanish Ambassador Miguel Utray Delgado; Vietnam Ambassador Huang Huy Chung; Czech Republic Charge de Affairs Mr. Dalbor Micka; Consul Ms. Ivone Gomes Embassy of Brazil; KTO Director Hyung Joon Kim; Romy Go of Guam Visitors Bureau; Anna Orazza T. Aban of Israel Ministry of Tourism; OneKlik General Manager Raj Joshua Bangi; Megaworld's Director of Sales & Marketing Cleo Albiso; TCP President Bob Zoobrado; Department of Tourism Undersecretary Ms. Myra Paz V. Abubakar; Starlux Country Manager James Huang; Airswitt's Fely Anne Salvador; Pam Navarro of United Airlines; Turkish Airline Joan Marie Pagdanganan; Cebu Pacific Angela Andrea C. Velez and Donald J. Morris of Cathay Pacific Airways . Various National Tourism Organizations, Airlines, Hotels, Insurance, Theme parks and other guests from the travel and tourism sector were also present.

PHILIPPINES MARKETING ACTIVITIES

				1 UGC – Local Dining	2	3 UGC - Island View
4	5 UGC - Shopping	6	7 UGC – Local Entertainment / Dining	8	9 UGC – Transportation (Tumon Trolley)	10
11 UGC - Malls	12	13 Reel - Attraction	14	15 UGC - Island Retreat	16	17 UGC – Local Dining
18	19 America destination	20	21 UGC – Local Dining	22	23 Reel - Sitting in Palm Tree	24
25 Reel - Shopping	26	27 UGC – Beach	28	29 Local Dining	30	

JULY SM CALENDAR