

#InstaGuam

@brian-benavente



INDUSTRY REPORT

JUNE 9, 2023



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DESTINATION MANAGEMENT



PRESS RELEASE ON JUNE 02

Guam continues typhoon recovery efforts

Guam, 태풍 피해 복구 신속히 진행...빠른 운영 정상화 기대

카카오뉴스 | 등록 2023.06.02 14:27 | 수정 2023.06.02 14:27

Google에 의해 광고된 광고입니다.



카카오뉴스에서 제공한 사진: 카이로호텔부관청

- ▶ 포포 1등 당질 싹다...1070회 당질번호 이 반복한 적어...
- ▶ 포포용지 버리지마라! "잊힌" 자세히 보시 98% 모르면 ...
- ▶ 코만, "3개"만 물어줘라! 단돈 10만원으로 7억 수익 하...

[카이로뉴스] Guam이 태풍 피해 복구 작업과 일상 회복으로의 안정화 대책이 진행되며 빠른 정상화에 최선을 다하고 있다.

2일 행정부관청에 따르면 관 현지 호텔들은 객실 및 기반 시설들을 빠르게 복구하고 있으며 이르면 6월 중순부터 객실 재개할 것으로 예상하고 있다. 또한, 일부 현지 레스토랑 및 편의시설들은 전반적인 서비스 복구 작업을 마치고 영업을 재개하며 관 주민 및 관광객들의 편의 제공을 위해 총력을 기울이고 있다.

제리 페레즈 행정부관청 부청장은 "태풍 피해의 조속한 복구를 위해 최선을 다하고 있는 현지 관계자들에게 감사의 인사를 전한다. 여러분의 노고 덕분에 대부분의 현지 기업들이 운영을 재개했다"며 " Guam이 하루빨리 일상으로 완전히 복귀해 관광객들을 따뜻한 하파데이 (Hafa Adai) 정신으로 맞이하고 싶다"고 말했다.

news1 뉴스 포토 키드뉴스 그래픽뉴스

정치 북한 사회 경제 IT/과학 금융/증권 산업 지방 국제 생활/

▶ 산업 ▶ 호텔 ▶ 관광

관광광청 "6월 중순부터 호텔 예약 재개...신속한 복구 중"

지난달 29일부터 중단된 공항 운영 중

(서울=뉴스1) 김윤환 여행전문기자 | 2023-06-02 14:38 송고



DiscoveryNews

▲ 관 현지 시설물 복구 작업 중 행정부관청

[디스커버리뉴스=싱가포르 기자] Guam이 태풍 피해 복구 작업과 일상 회복으로의 안정화 대책을 차질 없이 진행하며 위기관리에 최선을 다하고 있다.

관 현지 호텔들은 객실 및 기반 시설들을 빠르게 복구하고 있으며 이르면 6월 중순부터 객실 예약이 가능할 것으로 예상하고 있다.



최근 운영을 재개한 카이로호텔부관청장 제공

슈퍼 태풍 '마아르'로 피해를 입은 관 현지 호텔들이 이르면 6월 중순부터 운영을

DiscoveryNews | 행정부관청, 관 현지 태풍 피해 복구 신속한 진행 소식 전해와

f t y o NEWSIS

관광 광청 "신속 복구 중...이르면 이달 중순 객실예약 재개"

등록 2023.06.02 15:04:0

f t y o NEWSIS



NEWSIS

[서울=뉴스1] 바지은 기자 = 국내 여행객들이 되돌아오기로 심각한 피해를 입은 Guam 여행을 취소하려는 움직임이 보이고 있는 가운데 행정부관청이 현지 상황을 설명했다.

NEWSIS

관광 시설 복구 신속 진행중... 빠르면 6월 중순 호텔 예약 가능

2023-06-02 15:08:19, 수정: 2023-06-02 15:09:05 | 원문에 기자

[티티뉴스] Guam에서 태풍 피해 복구 작업과 일상 회복으로의 안정화 대책이 진행되며 빠른 정상화에 힘쓰고 있다.

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제리 페레즈 (Jerry Perez) 행정부관청 부청장은 "태풍 피해의 조속한 복구를 위해 최선을 다하고 있는 현지 관계자들에게 감사의 인사를 전한다. 여러분의 노고 덕분에 대부분의 현지 기업들이 운영을 재개했다"며 " Guam이 하루빨리 일상으로 완전히 복귀해 관광객들을 따뜻한 하파데이 (Hafa Adai) 정신으로 맞이하고 싶다"고 말했다.

June 03 (Sat): Some businesses and facilities in Guam starting to reopen, hotels also looking forward to welcoming new reservations in June.

JOONGANG TONGYANG BROADCASTING COMPANY (JTBC) JUNE 5, 2023

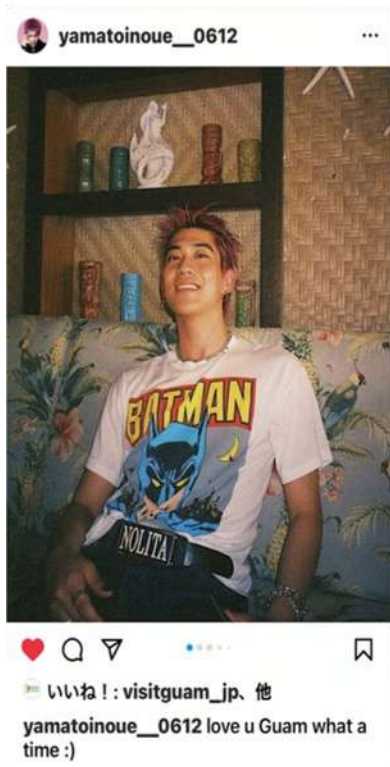
JTBC is a [generalist channel](#), with programming consisting of [television series](#), [variety shows](#), and [news broadcasting](#).



Interview with Krystal Paco-San Agustin, Director of Communications – Office of the Governor of Guam & Gerry Perez, Vice President – Guam Visitors Bureau

SUPER INFLUENCER YAMATO

June 4: Posted and mentioned “Love u Guam. What a time”



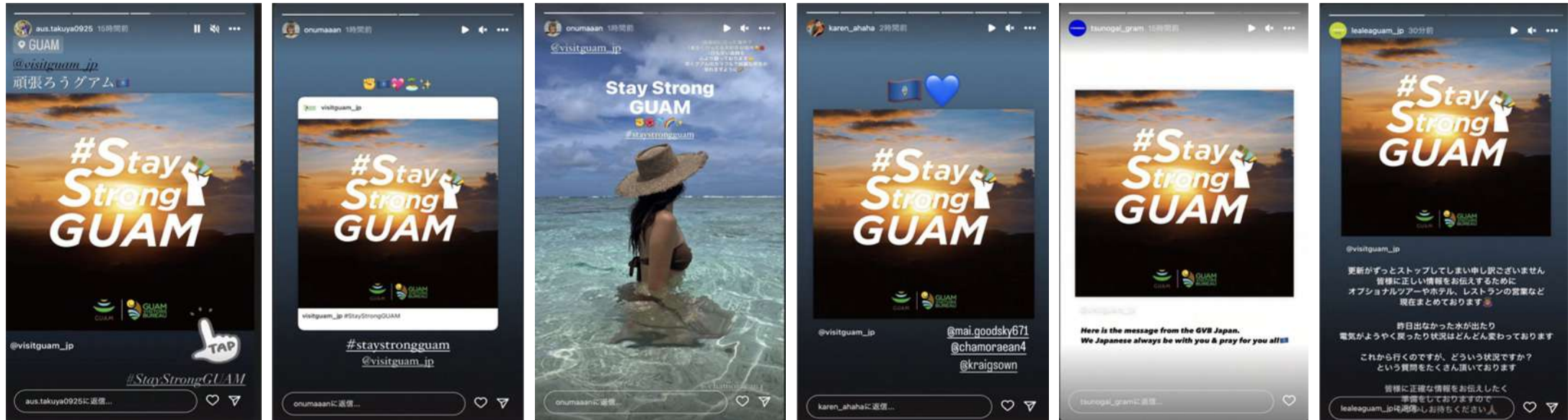
MEDIA MONITORING

As of June 7: Ambassadors and Tiktokers who participated in the past FAM tours and Tsunogai san reposted the GVB Japan office's #staystrongguam post, and created stories with #staystrongguam

Ambassador: Takuya

Tiktokers: Onumaaan, Karen

Others: Tsunogai, LeaLeaGuam



• KOREA

- June: 12,780 Air Seats



• TAIWAN

- June: 531 Air Seats



• JAPAN

- June: 20,750 Air Seats
- July: 33,778 Air Seats



• PHILIPPINES

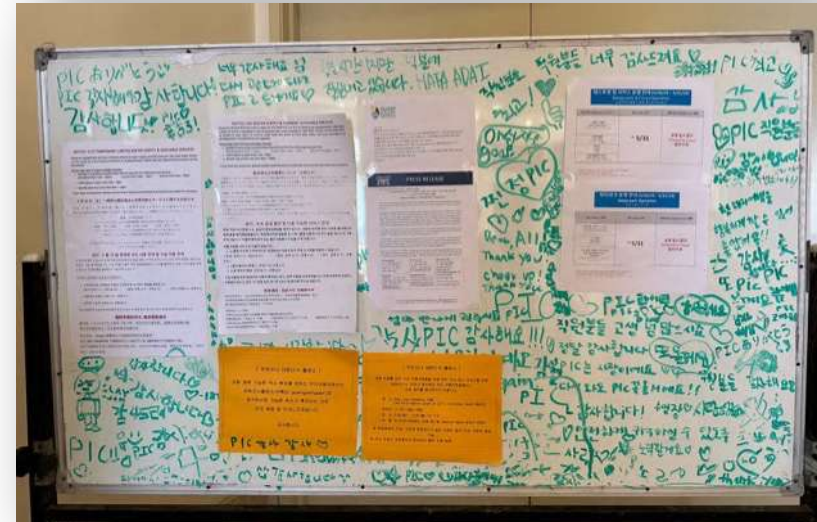
- June: 7,832 Air Seats
- July: 10,220 Air Seats (normal seat capacity)



- While TAs are changing their summer programs, groups are postponing instead of canceling
- Programs were planned and are being enhanced to support travel trade and provide added value for visitors
- Source markets familiar with typhoons
- “Digital Ambassadors” expressing concern for Guam and willingness to return
- Media from Korea expressing desire to film Guam episodes
- Japan Trade Mission to 4 cities (Tokyo, Osaka, Nagoya, Fukuoka) planned for June 16 to help UA and JAL

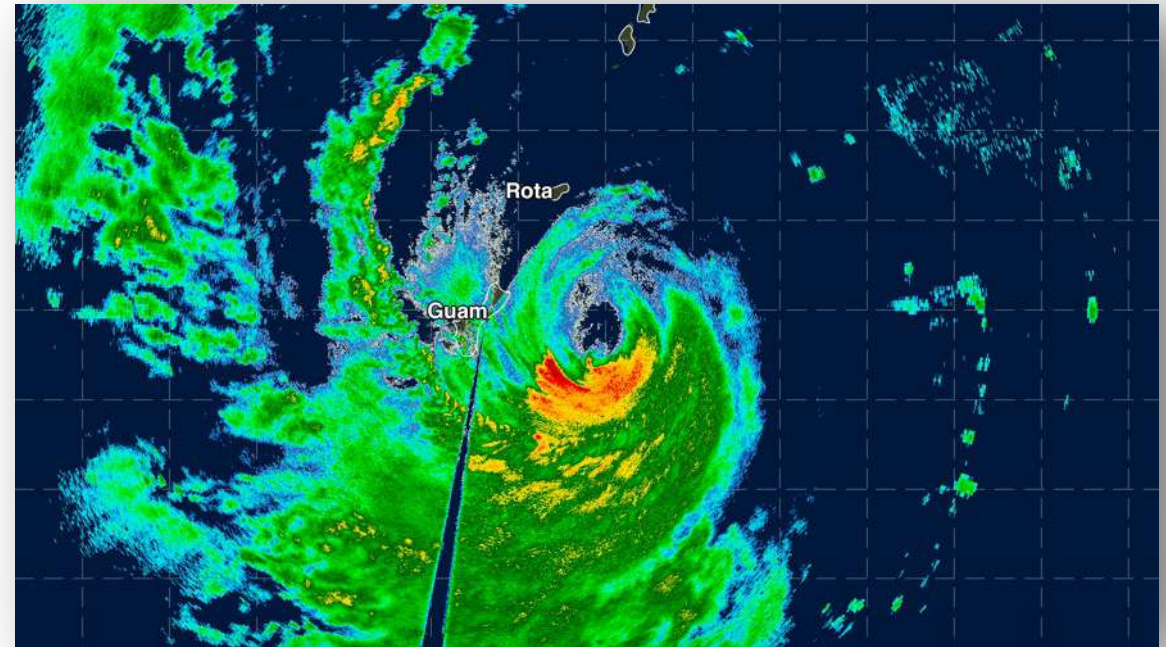
DÅNGKOLU NA SI YU'OS MA'ÅSE'

- Appreciation to all industry employees who were bifurcated with their time
- Guam is a safe destination even with a super typhoon
- Within 2 – 3 weeks set to be back in business



GVB PROVIDED AID TO ALMOST 5,000 STRANDED VISITORS

- The Guam Visitors Bureau (GVB) provided assistance to almost five thousand stranded visitors impacted by Typhoon Mawar during their stay here in Guam.
- GVB reached out to tour agents, local bus companies, hotels, and industry partners to transport visitors and provide a sense of security by covering a portion of the cost of their lodging and meals as they waited the availability of seats on outbound airlines from Guam.
- GVB worked with Guam Hotel and Restaurant Association (GHRA) in reaching out to the tourism industry with these response efforts.
- The Korean Consulate's Office also formed a partnership with GVB for transportation of visitors who needed immediate medical services and volunteers who assisted with translation and medical inquiries.



GUAM MEDICAL ASSOCIATION PROVIDED CLINICS LISTING FOR STRANDED VISITORS

- The Guam Visitors Bureau requested the assistance of the Guam Medical Association (GMA) who provided an available list of medical providers available to assist with stranded visitors impacted by Typhoon Mawar.
- The following clinics provided immediate assistance to visitors. Some had limited access, but others had open access with no appointments to their urgent care.



Clinic	Contact Number
American Medical Clinic	(671) 647-8262
Seventh Day Adventist Clinic	(671) 646-8881
Guam Medical Care	(671) 647-4174
Guam Radiology Center	(671) 649-1001
Dr. Shieh's Clinic & Associates	(671) 648-2229
One Love Pediatrics	(671) 588-1588
MPG Pediatrics	(671) 648-5437
Lombard Medical	(671) 989-4747
The Neurology Clinic	(671) 646-6463
FHP Medical Clinic	(671) 646-5825
IHP Medical Clinic	(671) 633-4447

GOVERNOR LEON GUERRERO ISSUED EXECUTIVE ORDER NO. 2023-04

- On June 3, 2023, Governor Lou Leon Guerrero issued Executive Order No. 2023-04, relative to declaring a state of emergency due to the water supply shortage caused by Typhoon Mawar.
 - Pursuant to 9 G.C.A § 55.60, individuals should only use water supplied by GWA for authorized uses pertaining to public health, safety, and welfare.
 - Specific unauthorized uses provided in Section 55.60 include:
 - Washing motor vehicles
 - Windows
 - Streets
 - Sidewalks and buildings
 - Executive Order No. 2023-04 shall be effective immediately and shall continue in effect for a period of fifteen (15) days. It shall expire on June 18, 2023, unless otherwise amended or rescinded by further executive order.

- GVB has activated its visitor concierge program to assist with visitors for any emergencies.
- Concierge service desk operating in all languages – English, Japanese, Korean, and Mandarin Chinese
- **Main hotline to call is (671) 588-2020**
- GVB's Visitor Safety Officers are also working together with the Department of Parks and Recreation to keep local residents and visitors safe and updated.



CALL OUT TO GVB MEMBERSHIP FOR COMPANY BROCHURES

Requesting for 500 pcs of company brochures in all languages to be displayed at:

- Guam Visitors Bureau
- GVB's Concierge Service Desk



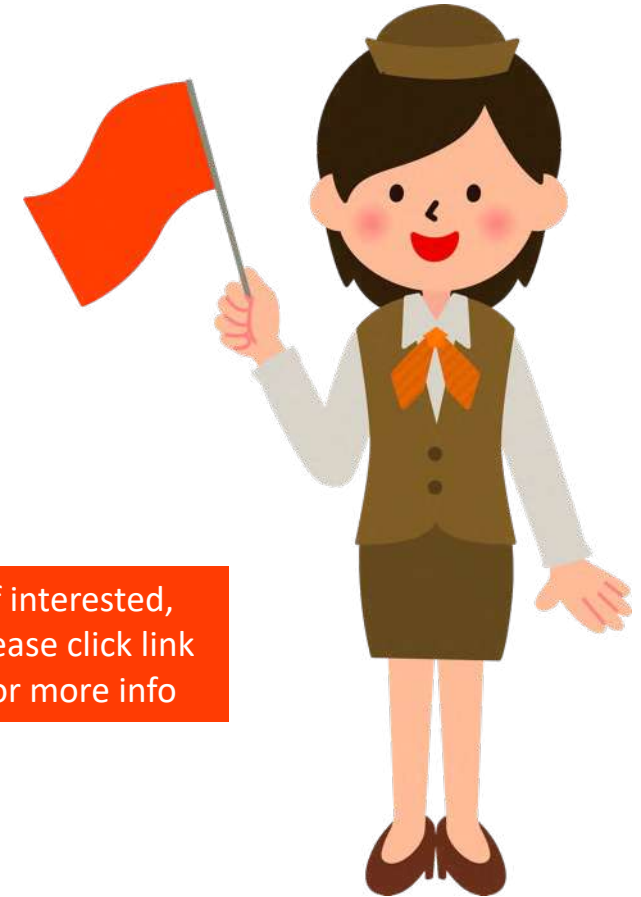
<https://www.guamvisitorsbureau.com/docs/about/membership/gvb-membership-application-20191111.pdf>

If interested in becoming a GVB member, please click to download our membership application

CALL OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

- GVB monitors Guam tour guides and tour sites.
- Tour Guide Certification Program (TGC) requires the training and certification of all tour guides.
- [Guam Community College](https://www.guamvisitorsbureau.com/destination/visitor-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification) conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities.

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



If interested,
please click link
for more info

TESTING AND VACCINATION

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



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

Predeparture Travel COVID-19 Tests

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

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

FREE COVID-19 VACCINATION CLINICS	
MONOVALENT & BIVALENT BOOSTERS AVAILABLE - Pfizer-BioNTech, Moderna, Johnson & Johnson, Novavax*	
Monday - Thursday: 9 a.m. - 11:30 a.m. By Appointment 4 p.m. - 6 p.m. Walk-in Saturday 9 a.m. - 11:30 a.m. By Appointment 2 p.m. - 5 p.m. Walk-in	DPHSS Northern Region Community Health Center (NRCHC), Dededo Until May 31, or until supplies last, NRCHC is offering a special COVID-19 vaccination schedule on a walk-in basis, in addition to taking appointments. To schedule an appointment for COVID-19 vaccination at NRCHC, call 671-635-7525 or 671-635-7400. Curbside vaccination available for people with disabilities. Last vaccination will be administered 30 minutes before closing. Bring a photo ID. *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Center in Dededo.
Monday - Friday BY APPOINTMENT ONLY	DPHSS Southern Region Community Health Center (SRCHC), Inaláhan Call 671-828-7604/5/7518 to schedule an appointment. Bring a photo ID. *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Center in Dededo.
Monday – Friday 10 a.m. - 4 p.m.	Paseo de Susanna, Parks and Recreation Conference Room, Hagåtña Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.



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MARKET INTELLIGENCE REPORT

As June 9, 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 must 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).

as of 9 June 2023

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

- Total outbound seat capacity for June at 20,750; and July at 33,778.
- [Japan Airlines summer 2023 flight schedules shown in appendix.](#)
- Guam Typhoon Coverage in Japan
- Food program at Tokyo, Ikebukuro
- Shown in appendix are: SNS performance summary; content calendar; SNS highlights; YouTube SNS Always On and TikTok Ads report; Weekly Guam and GLAM digital PR articles; and media performance



SOUTH KOREA

- Korea drops COVID-19 isolation mandate, closes temporary testing centers.
- Yangyang airport faces uncertain future as sole airline files for receivership.
- [May - June airline outbound seat capacity changes details shown in appendix: May was at 38,170; and June remains 12,780.](#)
- Shown in appendix are: media monitoring - press release; SNS weekly activity; and content calendar

PHILIPPINES

- **Bivalent jabs now available**
- **COVID-19 positivity rate in NCR declines to 22%**
- **Changes in PAL's Manila (NAIA) terminal assignments**
- **Seat sale alert: Philippine airlines offers P125 flights until June 25**
- [United Airlines and Philippine Airlines continue to fly daily in July 2023.](#)
- Shown in appendix: marketing activities and social media highlights.



TAIWAN

- Series COVID-19 cases up 30% as Taiwan enters 4th Omicron wave.
- Fourth Omicron wave causes spike in Taiwan COVID cases
- Notification period for severe pneumonia adjusted from 24 hours to 72 hours.
- 17 new confirmed cases of Monkeypox (Mpox).
- Shown in appendix are: current airline routes for other destinations and airline updates, restrictions for entering Taiwan (effective March 20); CECC updates; social media calendar; GTO marketing activities

DETAILS ARE FOUND IN THE APPENDIX



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@ctrosario8

APPENDIX

As of June 9, 2023 and may be subject to change.



JAPAN



ENTRY PROTOCOLS

- As of June 12, 2022, the submission of a negative PCR test certificate upon departure from Japan will no longer be required.
- Effective October 11, 2022, the daily entry limit was eliminated.
- For return to Japan, as of April 29, 2023, the requirement to submit a vaccination certificate and the results of a PCR test (negative proof) taken within 72 hours has been abolished.
- As of May 12, visitors will no longer be required to present vaccination certificates for entry into Guam, thus removing any restrictions and returning to the same status as before the pandemic.

QUARANTINE AFTER RETURNING TO JAPAN

(Effective from April 29 for those returning to Japan)

No need to submit proof of vaccination or negative PCR test within 72 hours



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

GUAM TYPHOON COVERAGE IN JAPAN

- Since May 25, several news organizations and web news outlets have reported on Typhoon Mawar in Guam.
- The typhoon situation was reported using video footage from the area, interviews with tourists, and information from social networking sites as sources.
- On May 28, reports on humanitarian aid began to appear in media – providing a glimpse of the movement towards recovery.



AIRLINE OPERATION

JAPAN AIRLINES SUMMER 2023 FLIGHT SCHEDULE (FROM MARCH 18, 2023)

-Announced flight extension to Oct 28

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

Food Programs at Tokyo Ikebukuro

- From May 22 to May 28, a limited edition CHamoru Plate sales event was held in Tokyo's Ikebukuro Station
- Fifty plates were prepared for each day, but were sold out within two hours each day.



Purchasers said, "It reminded me of what Guam tasted like and made me want to go back." They also commented that the food was "very delicious" and "I really want to go to Guam this summer."

NEWS PICKUP

Travel Voice: Published June 1, 2023

Guam Visitors Bureau summarizes hotels that reopened after the typhoon (as of June 1); public facilities are working around the clock to restore operations; aggressive expansion to capture summer demand



HOME / ニュース / グアム政府観光局、台風後に営業再開したホテルなどとりまとめ（6/1時点）、公共機関は24時間体制で復旧作業、夏需要の獲得へ積極展開へ

2023年06月01日 #グアム政府観光局 #現地情報 #海外旅行

グアム政府観光局（GVB）は2023年6月1日、台風2号の影響と現状をまとめた。現地では、台風の直撃により甚大な被害が発生。空港の閉鎖など滞在する観光客も大きな影響を受けていた。

グアム国際空港は5月29日から通常運航を再開。GVBによると、公共機関は24時間体制でサービス復旧に向けた作業をおこなっている。グアムホテル&レストラン協会（GHRA）は、台風後に営業を再開し、ダイニングやテイクアウトを提供している施設を発表（下記に掲載）。多くのホテルが、6月中旬までに新規予約の受付ができるよう、取り組んでいる。

GVBでは「Stay Strong」をスローガンに掲げ、観光誘致に取り組んでいく。現在、夏の需要喚起に向けた「GOGO! GUAM SUMMERキャンペーン」を実施中で、地域の旅行会社向けのセミナーやユナイテッド航空とのSNSやテレビ番組を活用したプロモーションなども展開。日本航空が9月～10月にも成田／グアム線を週4便運航することも発表していることから、さらなる夏のリゾート旅行の需要強化をはかる。6月17日にはグアムの現地企業と日本航空と共同で、消費者向けイベントの開催も予定している。

営業を再開したホテルと飲食店

※2023年6月1日23時時点（GVBサイトより）







クラウンプラザ、デュシットビーチリゾート、デュシタニグアムリゾート、ジョイナス、ヒルトンリゾート&スパ、ルーツグレルハウス、ハイアットリゾート、ピーチンシュリンプ、コーヒースラット、カリフォルニアピザキッチン、イーストリートグリル、IHOP Guam、ジャマイカングリル、ジェフズパイレーツコープ、ラブクレープ、ミ・サゾン、モサズ・ジョイント、パリスコ・パティスリー、ピオロギー、プロアレストラン、スバログアム、TGI Fridays、アップルビーズ、バンタイ、カプリチョーザ、チリス、G&G's BBQ、ハウスオブチンフェ、インフュージョンコーヒー&ティー、ベイレススーパーマーケット、ジャマイカングリル、ジョリビーグアム、KFC グアム、キングスレストラン、ロングホーンステーキハウス、マクドナルド、オリーブガーデン、アウトバックステーキハウス、ポノハワイアングリル、トミーズピザ、トニーローマ、ウェンディーズグアム

JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- Mainly posted information about the typhoon.
- Regular posts were on hold.
- Future posts to focus on Guam recovery, along with key message (#StayStrongGuam).

SNS	follower		Week Reach		Week Engagement	
	26 May,2023	3 Jun,2023	26 May,2023	3 Jun,2023	26 May,2023	3 Jun,2023
	26,137	26,165	3,926,130	85,750	3,589	609
	0.11%		-97.82%		-83.03%	
	23,594	23,601	9,063	10,333	2,231	1,326
	0.03%		14.01%		-40.56%	
	16,357	16,357	131,094	601,497	6,990	8,406
	0.00%		358.83%		20.26%	
	58,909	58,883	1,141,712	92,805	4,687	2,334
	-0.04%		-91.87%		-50.20%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	16,158	20,413	36,774	46,738	0:01:27	0:01:19
	26.33%		27.10%		-9.20%	

JAPAN MARKETING ACTIVITIES

990 Like

578 Like

471 Like

407 Like

413 Like

335 Like

127 Like

85 Like

73 Like

66 Like

41 Like

105 Like

100 Like

97 Like

39 Like

38 Like

77 Like

46 Like

SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

362 Like

178 Like

162 Like

138 Like

131 Like

101 Like

92 Like

89 Like

87 Like

86 Like

82 Like

74 Like

72 Like

69 Like

68 Like

46 Like

46 Like

45 Like

42 Like

44 Like

SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

Digital Ads (GOGO! SUMMER Campaign) May 8 – June 30

*Advertisements have been suspended since May 25 due to the typhoon.
GVB Japan will resume advertising as they monitor the situation.

■Instagram

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency	Cost
Here We Guam	3,891,080	1,337	0.03%	¥404.4	¥138.94	3,756,878	14,956	2,847,236	1.37	¥540,623

■Youtube

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency	Cost
Here We Guam	3,421,505	1,240	0.04%	¥1,314.5	¥476.39	1,170,468	1,185,551	4,370,163	0.78	¥1,629,960

■Tver

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency	Cost
Here We Guam	375,719	236	0.06%	¥6,822.7	¥4,285.55	375,526	361,744	-	-	¥1,610,161

■Abema

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency	Cost
Here We Guam	-	-	-	-	-	934,060	879,907	474,589	1.97	-

■Total

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency	Cost
Here We Guam	7,688,304	2,813	0.04%	¥1,344.0	¥491.75	6,236,932	2,442,158	7,691,988	1.00	¥3,780,744

GOGO! SUMMER Campaign ad



WEEKLY GUAM

Rustic, beautiful, and supremely delicious bakery - Frances Bakehouse.

- Opened in February 2023, Frances Bakehouse has a reputation for being “just delicious!”
- Located next to The Westin Resort Guam in Tumon.
- Items include breads, croissants, bagels and pastries such as canelés, financiers, cookies, and more.

素朴で美しく、最高に
おいしいパン屋さん。
フランスス・ベイクハウス



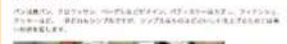
様々な種類のパンが並び、店内は暖かい雰囲気で、お客様に笑顔で接客しています。



西ティンにあるFrances Bakehouse。西ティンにあるThe Westin Resort Guamの隣にあり、観光客や地元民に人気です。



フランスス・ベイクハウスのパンは、フランスの伝統的な製法で作られています。新鮮な材料を使用し、毎日手作りで焼かれています。



店内には、フランスのパン屋の雰囲気が漂っています。スタッフがお客様に丁寧な接客をしています。



フランスス・ベイクハウスのパンは、フランスの伝統的な製法で作られています。新鮮な材料を使用し、毎日手作りで焼かれています。

このお店は、フランスのパン屋の雰囲気が漂っています。スタッフがお客様に丁寧な接客をしています。



店内には、フランスのパン屋の雰囲気が漂っています。スタッフがお客様に丁寧な接客をしています。



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フランスス・ベイクハウスのパンは、フランスの伝統的な製法で作られています。新鮮な材料を使用し、毎日手作りで焼かれています。

Popular Local Apparel Brand - Opake

- Established in 2012
- Opake sells originally designed T-shirts, long-sleeved shirts, outerwear, and other items that incorporate Guam’s culture and lifestyle.
- Located in upper Tumon, a 10-15 minute walk from Kmart.

人気のローカルアパレル ブランド、オパイク

Wednesday, May 17, 2023 10:00 PM by チョモワーズ



アパレルブランドのオパイクは、地元の人々に愛されています。デザインはすべてオリジナルで、品質も非常に高いです。



オパイクの店舗は、地元の人々に愛されています。デザインはすべてオリジナルで、品質も非常に高いです。



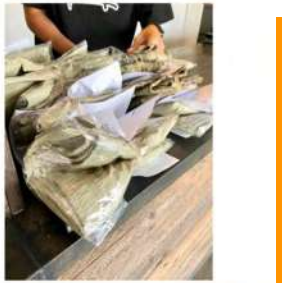
店内には、地元の人々に愛されています。デザインはすべてオリジナルで、品質も非常に高いです。



オパイクのtシャツは、地元の人々に愛されています。デザインはすべてオリジナルで、品質も非常に高いです。



オパイクのtシャツは、地元の人々に愛されています。デザインはすべてオリジナルで、品質も非常に高いです。



アパレルブランドのオパイクは、地元の人々に愛されています。デザインはすべてオリジナルで、品質も非常に高いです。



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オパイクのtシャツは、地元の人々に愛されています。デザインはすべてオリジナルで、品質も非常に高いです。

GLAM Digital PR

Ranking of 9 Hotels in Guam! The key points for choosing a hotel.

- Guam is an American resort popular among Japanese people, and can be reached in about 3.5 hours from Japan.
- Three points to consider when choosing a hotel in Guam:
 - Location
 - Proximity to the beach
 - Price
- Guam Hotels Ranking – Top 9
 - Guam Reef Hotel
 - The Tsubaki Tower
 - Hotel Nikko Guam
 - PIC Guam (Pacific Islands Club Guam)
 - Guam Plaza Resort & Spa
 - Dusit Beach Resort Guam
 - Hyatt Regency Guam
 - Hilton Guam Resort & Spa
 - Royal Laguna Guam Resort



GLAM
PICK UP FASHION BEAUTY LIFESTYLE ENTERTAINMENT TRAVEL ARTMAKE
GLAM Editorial

2023.05.16(Tue) LIFESTYLE | EDITOR'S PICK
グアムのホテルランキング9選！ホテル選びのポイントも解説！

© グアム政府観光局

日本から約3時間半で行けるグアムは、日本人に人気のアメリカンリゾートです。グアム旅行はアクティビティや食事、観光など幅広く楽しめる場所でもあります。ホテルも楽しみの1つです。

グアムにはリゾート地らしく、すてきなホテルが多くあります。そこで、実際にグアムに滞った筆者が、グアムのホテルの選び方やおすすめホテルを紹介します。ぜひ、グアム旅行の計画を立てるのに役立ててください！

画像出典：リーガロイヤル・ラグーナ・グアム・リゾート

2022年4月にリブランドしてオープンしたリーガロイヤル・ラグーナ・グアム・リゾートは、美しいハガニア海を一望できます。

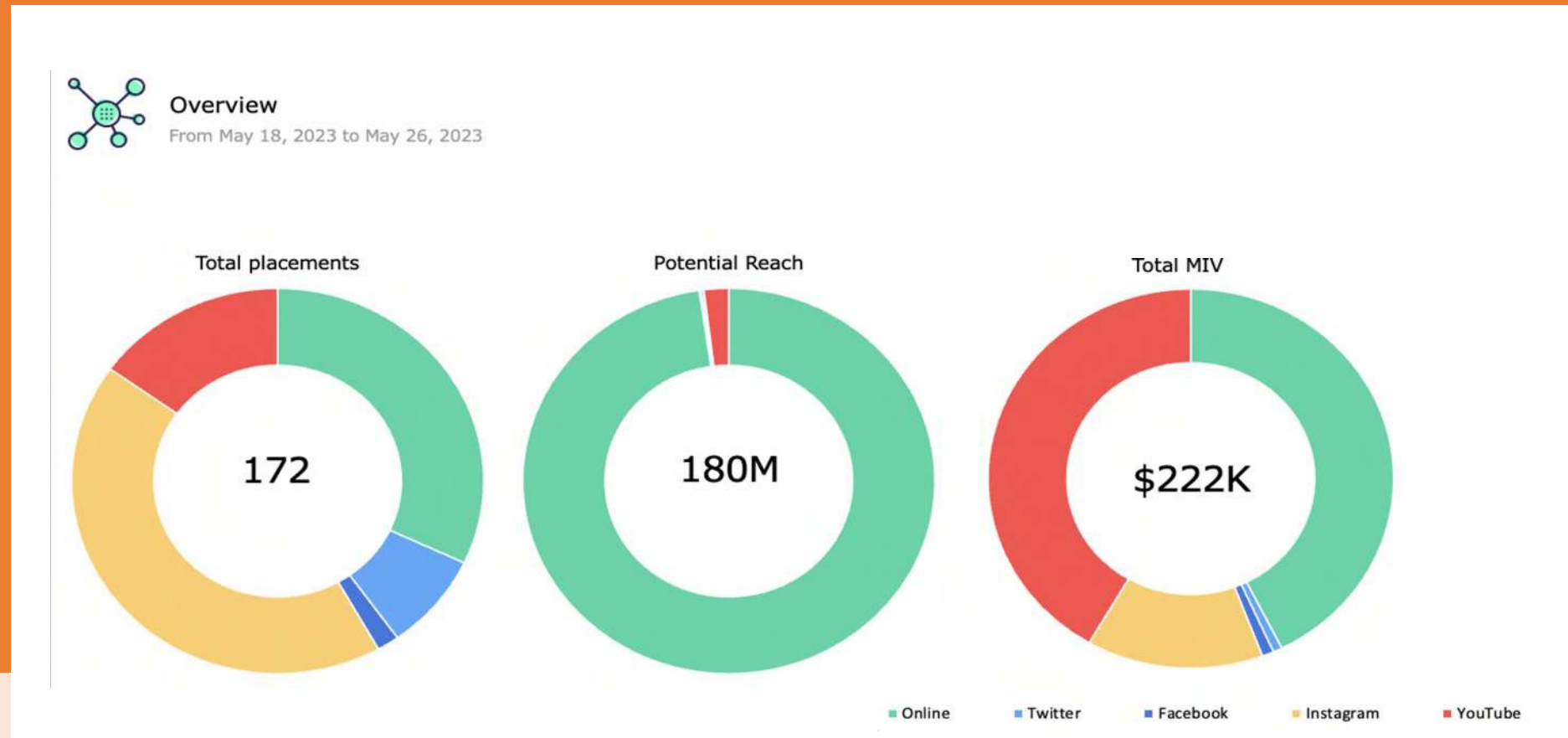
都会の喧騒から離れたダムニングに位置し、レストランやバー、アクティビティなど、リゾート感が溢れたホテルです。

ホテルには、海と一体になったかのようなインフィニティプールのほか、大人も子どもも楽しめるファミリープールも備わっています。

エクスペディアで予約する！

MEDIA PERFORMANCE

- Typhoon Mawar information was featured.



Typhoon Information – Visitguam.jp

<https://www.visitguam.jp/planning/emergency-contact-number/typhoon/>



グアム台風関連情報 (2023年5月30日 午後6:30時時点)

ハガツニヤ総領事館より

- 30日(火曜日)午前8時30分から在ハガツニヤ総領事館は通常業務を再開いたします。
- 引き続き邦人の皆様への支援や緊急時対応を継続しておりますので、在留邦人及び滞在中の皆様への安否に関する情報や当館の支援が必要な方がおりましたら電話又はメールにてご連絡をお願いいたします。

在ハガツニヤ日本国総領事館
TEL : +1(671)646-1290
E-mail: infocj@ag.mofa.go.jp

飛行機の運行に関して

当前の間、ユナイテッド航空公式フェイスブックアカウントにて翌日のグアム線のフライト運航予定が確認いただけます。

・ユナイテッド航空フェイスブックアカウント: <https://www.facebook.com/UnitedAirlinesJapan/>

直接のお問い合わせは下記コールセンターへご連絡、またはアプリにて最新の情報をご参照いただけますようお願いいたします。

・ユナイテッド航空コールセンター: 03-6732-5011

・ユナイテッド航空アプリ: <https://www.united.com/ja/jp>

グアム台風関連情報 (2023年5月29日 午前11時時点)

台風関連のグアム政府のリリースや、ジョイントインフォメーションセンター (JIC) の更新情報はこちらをご覧ください。

- ・【JICリリース No.18】バイデン大統領、レオングレーロ知事のFEMA個人支援要請を承認 (2023/5/29)
- ・【グアム政府観光局 お知らせ】5月29日 グアム空港までの無料送迎バス・バンのスケジュール (2023/5/29)
- ・【グアム政府観光局リリース】台風の影響を受けた渡航者に対応できる医療機関リストを提供
- ・【JICリリース No.9】重要インフラの最新情報、アメリカ赤十字の物資が住民に提供
- ・【グアム空港リリース】グアム空港、人道的・重要な貨物輸送のために滑走路を開放
- ・【JICリリース No.7】給水タンクの設置場所、沸騰水注意報は継続中

Add note
Notification that some stores are not open

JAPAN MARKETING ACTIVITIES

Typhoon Information – News



Online Focus - Top Articles
From May 28, 2023 to June 3, 2023

Top 10 Online & Blogs Placements by MIV

		Date	Location	Potential Reach	MIV (\$)
	Nikkei - JP 台風直撃のグアム、空港閉鎖で観光客足止め 30日再開	5/28/2023	Japan	25.8M	\$8.5K
	オレのゲーム速報@羽 - Jin115 - JP 【台風直撃】グアムの現在が悲惨すぎる・・・【6月になるまで飛行機が飛ばない】「98%の確」	5/28/2023	Japan	2.41M	\$5.24K
	Oricon Style - JP 台風2号がグアム直撃、甚大被害	5/28/2023	Japan	23.3M	\$2.43K
	2NN - JP 【台風2号】グアム直撃、空港閉鎖で韓国人観光客3400人が足止め、外務省迅速対応チームが...	5/29/2023	Japan	675K	\$2.41K
	アルファルファモザイク - Alfa Mosaik - JP 【地報】グアム台風で被災の女さん「ホテル泊い出され飛行機飛ばない！外務省何もしてくれない」	5/28/2023	Japan	1.41M	\$2.38K
	オタク.com - Otakomu - JP 台風直撃のグアム、空港が壊滅的な被害をうけ観光客が足止め中	5/28/2023	Japan	559K	\$1.67K
	goo ニュース - goo News - JP 韓国航空各社、台風直撃のグアムに11機派遣へ＝帰国支援	5/29/2023	Japan	3.41M	\$1.6K
	goo ニュース - goo News - JP グアムで足止めの韓国人観光客、続々帰国＝31日完了へ	5/30/2023	Japan	3.41M	\$1.59K
	4 Travel - JP Hafa Adai...	5/30/2023	Japan	4.58M	\$1.5K
	Chunichi 台風2号がグアム直撃、甚大被害 旅客機運休、観光客は足止め	5/28/2023	Japan	7.67M	\$1.5K

Nikkei - JP
May 28, 2023
Reach: 25,812,330 - MIV: \$8,501



Yahoo! - JP
May 28, 2023
Reach: 7,984,326 - MIV: \$180



TOKYO Web - JP
May 28, 2023
Reach: 6,156,001 - MIV: \$1,278



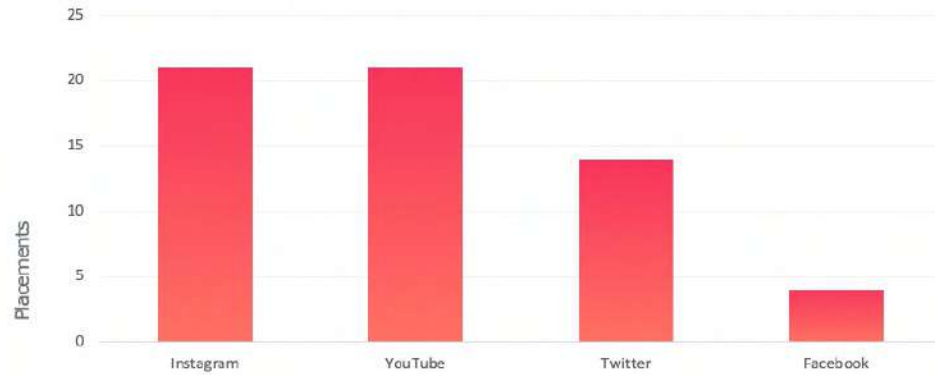
Typhoon Information – SNS



Social Focus - Platform Performance

From May 28, 2023 to June 3, 2023

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
Instagram	21	448K	6.29K	7.7	13.9K
YouTube	21	652K	3.46K	11.2	45K
Twitter	14	4.67M	668	0.186	8.58K
Facebook	4	314K	277	0.022	2.5K



Instagram Coverage

Ranked by reach

jpsuperstore_guam
[Link]
May 31, 2023

JPスーパーストアホルムコービーの営業時間変更のお知らせ👉
月曜日～木曜日 12PM-6PM
金曜日～日曜日 11AM-6PM
-

👁️ \$69 🍀 58 💬 0

bambinoguam
[Link]
May 28, 2023

スーパー台風の影響で
全フロアが浸水し、
現在閉鎖中のグアム空港ですが
5/30再開に向けて24時間体制で
復旧作業を進めています。
何か5/30に再開出来ますように🙏

👁️ \$1.22K 🍀 697 💬 16



YouTube Coverage

Ranked by reach

ひろびーファミリー〜楽しく育児〜
[Link]
May 31, 2023

ご購入いただきありがとうございます👉
グアムの暴風雨で1日遊びました👉
7月のアクティビティができて、お風呂もついて、ひたすら海でプカプカ遊んだり
お砂遊びをしたり、最高に楽しかったです👉
ウェイクボードはめっちゃ楽しくてその日の夜夢肉痛になりました👉ママは3〜4回目で
立てるようになります👉👉

👁️ \$10.5K 🍀 882 💬 66 🔄 22.3K

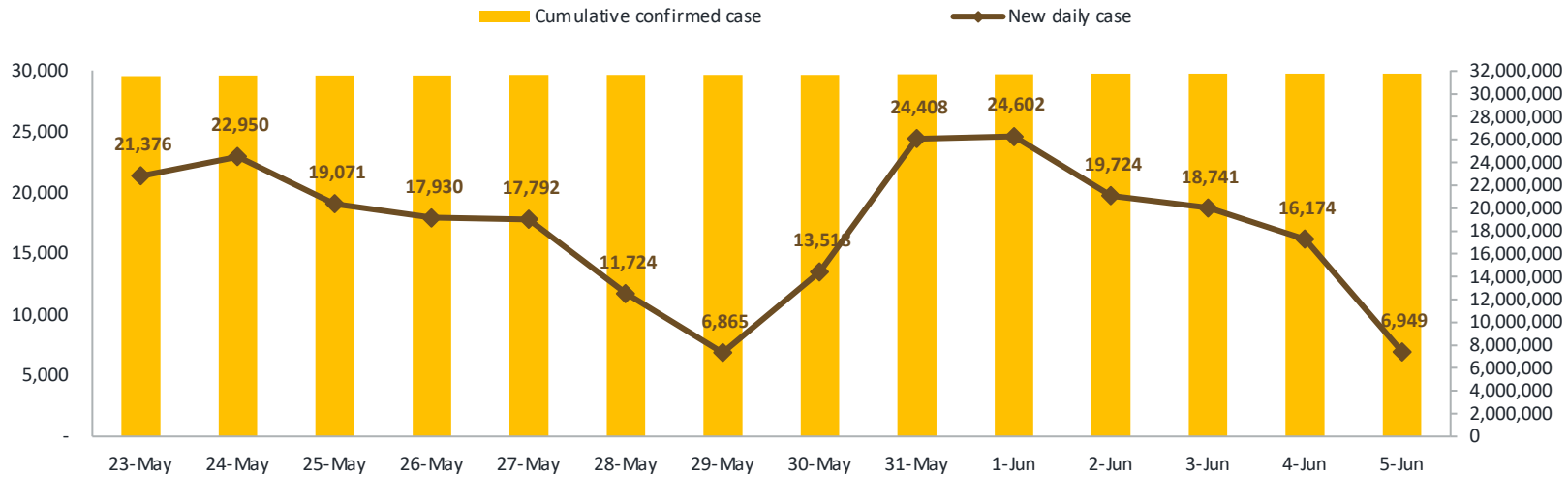
TTMつよし【しゃべり場】
[Link]
May 28, 2023

どこよりも適当に！癒すための雑談動画チャンネルです。届いている内容など確
信などしていませんのでお気をつけてはけません。
ニュースエンターテインメントチャンネルです。
👉お仕事のお見積り👉

👁️ \$6.33K 🍀 0 💬 0 🔄 13.8K

SOUTH KOREA

COVID-19 STATUS: MAY 23 – JUNE 5, 2023



HIGHLIGHT
 South Korea's new coronavirus cases recorded under 7,000 on Monday along with the lift of mandatory quarantine period started this June.



COVID-19 VACCINATION STATUS: FEB 26, 2021 – JUNE 5, 2023

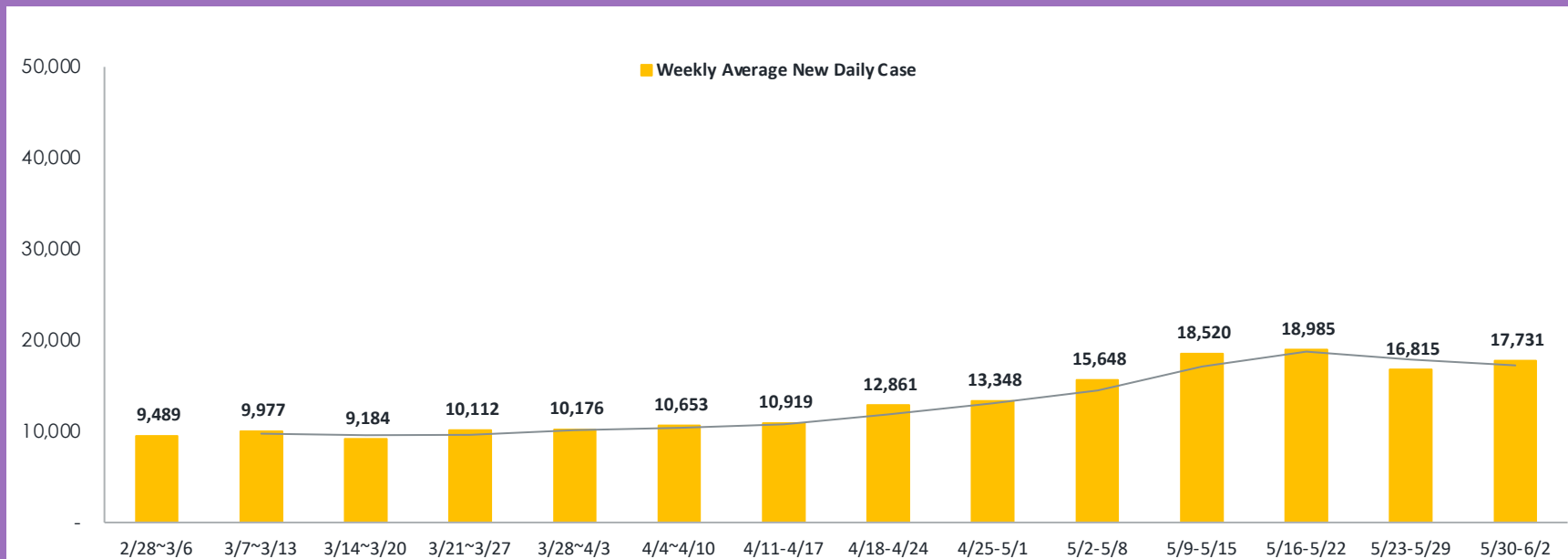
RECEIVED 1ST DOSE
44,767,963
87.5% of total population
97.6% of 18 and older
97.7% of 60 and older

RECEIVED 2ND DOSE
44,356,545
86.7% of total population
96.8% of 18 and older
96.7% of 60 and older

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

COVID-19
CASES:
31.79M
ACTIVE:
0.83%
 AS OF JUNE 7, 2023

COVID-19 STATUS: COMPARISON WEEK BY WEEK



DAILY CASE

The number of daily confirmed cases is maintaining at a constant level with any particularity.

WEEKLY CASE

South Korea's weekly confirmed cases is slightly decreasing however maintaining its steady level.

MONTHLY CASE

COVID-19 situations has shown a stable appearance without an eminent rebound throughout May.

CURRENT SITUATION

With the mandatory 7 day self quarantine lifted, health authorities announced to continuously monitor confirmed cases to prevent possible surge of transmission.

MAY AIRLINE SCHEDULE

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

• I N C H E O N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	As of MAY 15	Seat Loss	As of JUN 05
Korean Air	KE421	DAILY (May 23-31: Canceled)	09:45	15:15	8,432	2,448	5,984
	KE423	DAILY (May 23-31: Canceled)	19:35	01:05+1	4,340	1,260	3,080
Jeju Air	7C3102	DAILY (May 23-31: Canceled)	10:40	16:05	5,859	1,701	4,158
	7C3106	DAILY (May 23-Jun 30: Canceled)	20:20	02:00+1	5,859	1,701	4,158
Jin Air	LJ641	DAILY (May 23-31: Canceled)	09:15	14:45	5,859	1,701	4,158
	LJ643	DAILY (May 23-31: Canceled)	08:35	14:10	5,859	1,701	4,158
T'way Air	TW303	DAILY (May 23-Jun 26: Canceled)	08:30	14:00	5,859	1,701	4,158
TOTAL					42,067	12,213	29,854

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	As of MAY 15	Seat Loss	As of JUN 05
Jeju Air	7C3154	DAILY (May 23-Jun 30: Canceled)	21:35	02:45+1	5,859	1,701	4,158
Jin Air	LJ647	DAILY (May 23-Jun 30: Canceled)	08:00	13:15	5,859	1,701	4,158
TOTAL					11,718	3,402	8,316

TOTAL OUTBOUND SEAT CAPACITY: 38,170 SEATS
SEAT LOSS 15,615 (FROM 53,785 SEATS)

JUNE AIRLINE SCHEDULE

• I N C H E O N - G U A M

*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	As of MAY 15	Seat Loss	As of JUN 05
Korean Air	KE421	DAILY	09:45	15:15	8,160	0	8,160
	KE423	DAILY (Jun 7-30: Canceled)	19:35	01:05+1	4,200	3,360	840
Jeju Air	7C3102	DAILY (Jun 1-30: Canceled, except Jun 3)	10:40	16:05	5,670	5,481	189
	7C3106	DAILY (Jun 1-30: Canceled)	20:20	02:00+1	5,670	5,670	0
Jin Air	LJ641	DAILY**	09:15	14:45	6,078	3,621	2,457
	LJ643	DAILY (Jun 1~: Canceled)	08:35	14:10	5,292	5,292	0
T'way Air	TW303	DAILY (May 23-Jun 26: Canceled)	08:30	14:00	5,670	4,914	756
TOTAL					40,740	28,338	12,402

**LJ641: 2x weekly (Jun 1-18: Thu, Sun) / 4x weekly (Jun 19-27: Wed, Thu, Sat, Sun) / Daily (Jun 28~): Total 13 flights in June

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	As of MAY 15	Seat Loss	As of JUN 05
Jeju Air	7C3154	Canceled	21:35	02:45+1	5,670	5,670	0
Jin Air	LJ647	DAILY (June 29 th ~)	08:00	13:15	5,670	5,292	378
TOTAL					11,340	10,962	378

TOTAL OUTBOUND SEAT CAPACITY: 12,780 SEATS

SEAT LOSS 39,300 (FROM 52,080 SEATS)

SPECIFIC ISSUE UPDATE

Korea drops COVID-19 isolation mandate, closes temporary testing centers



The government has lowered the national crisis level for Covid-19 from “serious” to “alert” as of May 31. Under the revision, people infected with Covid-19 are no longer required to isolate for 7 days.

Most of the restrictions people have faced daily have been lifted but the government will continue to provide financial support for vaccinations, treatment, and hospital admissions. The government will share details on the infection cases on a weekly basis instead of a daily basis from June 5.

TRAVEL TRADE UPDATE

YANGYANG AIRPORT FACES UNCERTAIN FUTURE AS SOLE AIRLINE FILES FOR RECEIVERSHIP



A state-funded Yangyang airport in Gangwon is at risk of being left vacant after Fly Gangwon, the sole airline that operates from the location, revealed its plans to file for court receivership due to the Covid-19 outbreak.

Airport officials announced that they will engage in close discussions with Korea Airports Corporation and the Ministry of Land, Infrastructure and Transport to explore viable solutions, including arranging alternative flights with other budget airlines at the airport.

MEDIA MONITORING – PRESS RELEASE ON MAY 18



Gukje News



Digital Chosun Ilbo



Tour Korea



Biz World



Discovery News



TTL News

Guam Visitors Bureau appoints 11 influencers as '2023 GVB Korea Digital Ambassadors'

KOREA MARKETING ACTIVITIES

MEDIA MONITORING – PRESS RELEASE ON MAY 26



Gukje News



Discovery News



Tour Korea



Segye Ilbo



TTL News



News Road

Guam International Airport to resume its operation on May 30 in earnest with full efforts to recover damages from Typhoon Mawar.

KOREA MARKETING ACTIVITIES

MEDIA MONITORING – PRESS RELEASE ON MAY 28



Gukje News



Discovery News



Seoul News



Newsis



TTL News



Herald Economy



E-Daily



Delight

Guam International Airport to resume its operation on May 29.

MEDIA MONITORING – PRESS RELEASE ON JUNE 02



▶ Financial News

▶ News1

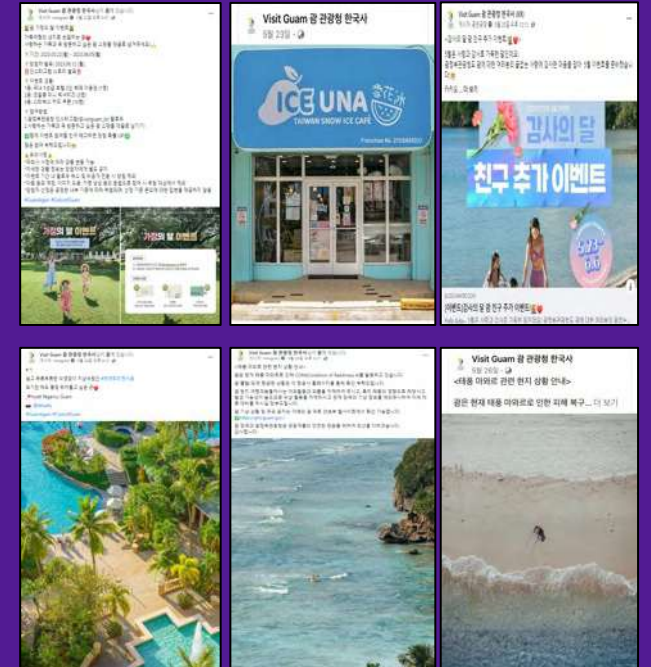
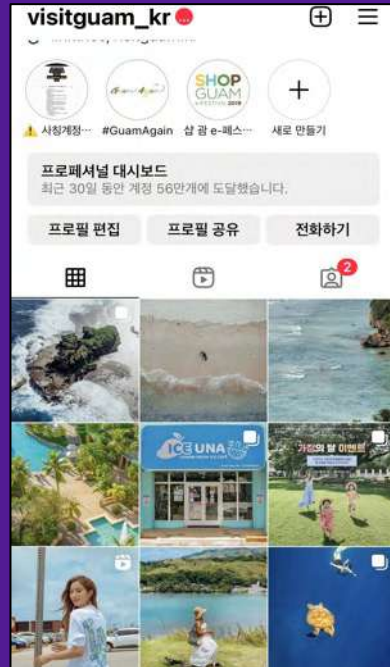
▶ Discovery News

▶ Newsis

▶ TTL News

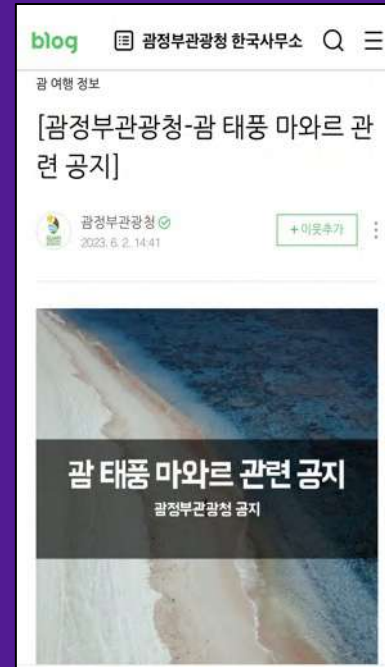
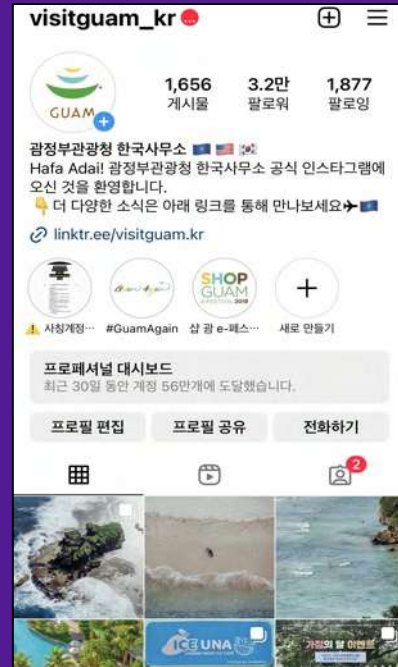
Guam continues recovery efforts.

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: MAY 22 – MAY 26, 2023
#GUAMAGAIN #COLOR OF GUAM: MAY SNS EVENT

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: MAY 29 – JUNE 2, 2023
#GUAMAGAIN #COLOR OF GUAM: TYPHOON MAWAR UPDATES

KOREA MARKETING ACTIVITIES

GVB KOREA – JUNE Content Calendar

Campaign Hashtag (GVB Korea will run SNS channels with new campaign hashtag in June, TBD)

	Information/Notice/Card News	Guam's Scenery	IG Reels	Event
	Instagram Reels / Story	Naver Blog/Kakao	Instagram Feed / Facebook	EVENT
Week 1				June 1 THURSDAY
				June 2 FRIDAY Typhoon Mawar Update
Week 2	June 4 SUNDAY	June 5 MONDAY Restaurants in Guam Guam's Scenery GVB KR Digital Ambassador UGC	June 6 TUESDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 7 WEDNESDAY Guam's Scenery GVB KR Digital Ambassador UGC
			June 8 THURSDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 9 FRIDAY IG Reels GVB KR Digital Ambassador UGC
Week 3	June 11 SUNDAY	June 12 MONDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 13 TUESDAY Instagram Event Mirroring Instagram Event	June 14 WEDNESDAY Guam's Scenery GVB KR Digital Ambassador UGC
			June 15 THURSDAY Card News Restaurants in Guam	June 16 FRIDAY IG Reels GVB KR Digital Ambassador UGC
Week 4	June 18 SUNDAY	June 19 MONDAY Water Activities Guam's Scenery GVB KR Digital Ambassador UGC	June 20 TUESDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 21 WEDNESDAY Guam's Scenery GVB KR Digital Ambassador UGC
			June 22 THURSDAY Card News Must do activities in Guam	June 23 FRIDAY IG Reels GVB KR Digital Ambassador UGC
Week 5	June 25 SUNDAY	June 26 MONDAY Hidden Gems in Guam Guam's Scenery GVB KR Digital Ambassador UGC	June 27 TUESDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 28 WEDNESDAY Guam's Scenery GVB KR Digital Ambassador UGC
			June 29 THURSDAY Card News Hotels in Guam	June 30 FRIDAY IG Reels GVB KR Digital Ambassador UGC

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

TAIWAN

SERIOUS COVID-19 CASES UP 30% AS TAIWAN ENTERS 4THOMICRON WAVE: CDC

Taipei, May 23 (CNA)

Taiwan reported a daily average of 204 moderate to severe COVID-19 cases from May 17-23, representing an increase of around 32 percent over the previous week's daily average of 154, the CC reported at a press conference.

CDC Deputy Director-General Tseng Shu-huai said the rising case numbers showed that Taiwan was entering its fourth wave of infections from Omicron subvariants, which is expected to peak sometime between mid and late June.

The CDC also confirmed Tuesday that from May 31, masks will no longer be required in ambulances

or long-term care facilities, though for a time being, they will still be mandatory in medical facilities, such as hospitals, clinics and pharmacies.



FOURTH OMICRON WAVE CAUSES SPIKE IN TAIWAN COVID CASES

Taipei, May 23 (CNA)

- Taiwan's Centers for Disease Control said serious COVID cases are on the rise due to the Omicron XBB variant replacing BA 2.75 as the dominant virus strain, per a CDC press release.
- Due to a spike in cases, the public is still required to wear masks when going to medical institutions. The public is also encouraged to monitor their health as the CDC expects the fourth COVID Omicron wave to reach its peak at the end of June.
- Last week, the CDC said there were 129 confirmed local COVID-19 Omicron cases. Another 67 cases were imported from overseas.



TAIWAN AIRLINE UPDATES

Current Route in Operation:

China Airlines CHINA AIRLINES

- See next page for June - August operations schedule

Eva Air

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

Starlux Airlines

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



CI June 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	3 flights/week
New York	4 flights/week	Penang	Daily	Yangon	3 flights/week
		Palau	4 flights/week	Bali	Daily
		Chiang Mai	4 flights/week	Da Nang	2 flights/week
		Cebu	5 flight/week		

CI June 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	5 flights/week
Frankfurt	Daily	Melbourne	4 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	5 flights/week	Brisbane	4 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
				Seoul(ICN)	Daily		
				Seoul(CJU)	Daily		



**CI July
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	3 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	2 flights/week
		Cebu	5 flight/week		



CI July 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	Hong Kong	Daily
				Seoul(CJU)	Daily	Shanghai	Daily



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(CJU)	Daily		



Charter Flights Schedule for May and June

May						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
		V				V
8	9	10	11	12	13	14
			V			
15	16	17	18	19	20	21
V				V		
22	23	24	25	26	27	28
	X				X	
29	30	31				
		X				

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				

Estimated flight resumption date : **6/16 (Fri)**

*The resumption is based on the reopening date/time of the beaches, restaurants, shopping mall, PIC hotel, fish eye marine park, etc.

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





 National Immigration Agency
 Ministry of the Interior
 (Starting Apr. 1, 2023 Taipei Time)

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

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

RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
 CHINA AIRLINES	6/2 Solomon Lee, General Manage	<ul style="list-style-type: none">• No updates for this week (up to June 2) 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.
 EVA AIR 長榮航空	6/2 Gary Wang, Executive Vice President	<ul style="list-style-type: none">• No updates for this week (up to June 2) 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.
 STARLUX 星宇航空	6/2 Joyce Pan, Manager	<ul style="list-style-type: none">• Charter flights from 5/23 – 6/12 has been canceled due to the damages caused by Typhoon Mawar (Please see next slide for scheduled flights)• Regarding the resumption of the Guam flight, Mrs. Pan said that STARLUX has been discussing and will continue to be evaluated in the future.

NOTIFICATION PERIOD FOR SEVERE PNEUMONIA ADJUSTED FROM 24 HOURS TO 72 HOURS

The Centers for Disease Control and Prevention announced today (31) that the time limit for notification of the fourth category of notifiable infectious disease "severe specific infectious pneumonia" has been adjusted and relaxed from 24 hours to 72 hours, which will take effect immediately.

If a doctor finds a patient who meets the clinical conditions and testing conditions, he or she should report it within 72 hours according to the new regulations. After the notification, if the doctor evaluates the need for isolation treatment, he or she can be hospitalized for isolation treatment.

17 NEW CONFIRMED CASES OF MONKEYPOX (MPOX)

The Centers for Disease Control and Prevention announced today (30) that there were 17 new local cases of monkeypox (Mpox) in China, all of whom were males of their own nationality, 15 cases in northern counties and cities, and 2 cases in central areas, aged between their 20s and 40s. The onset date was between May 11 and May 26.

Due to symptoms such as fever, swollen lymph glands, blisters, and pustules, he was evaluated by a doctor and reported. Diagnosed today. After the epidemic investigation, 19 high-risk contacts were listed, and they have undergone self-health monitoring for 21 days. Since June 23 last year, my country has listed Mpox as a second-class statutory infectious disease. As of today, a total of 128 cases (116 local cases and 12 imported cases) have been diagnosed, of which 60 cases have recovered, 15 cases are still in hospital, 53 cases. An example is in home independent health management.

ASOA MONTHLY MEETING IN MAY

- Date: May 12
- Discussed coming activities including Food Taipei, Bio Asia, ITF, etc.
- IEAT Secretary General Peter Huang expressed that they hope the cooperate with ASOA members.
- IEAT also suggested raising ASOA's brand awareness by regularly inviting each state rep to introduce the business opportunities in their states to IEAT members.



ASSOCIATION OF TOUR MANAGERS (ATM) – GUAM PRESENTATION

- Date: May 12
- Discussed coming activities including Food Taipei, Bio Asia, ITF, etc.
- IEAT Secretary General Peter Huang expressed that they hope to cooperate with ASOA members.
- IEAT also suggested raising ASOA's brand awareness by regularly inviting each state rep to introduce the business opportunities in their states to IEAT members.



TAIWAN MARKETING ACTIVITIES

KAOSHIUNG INTERNATIONAL TRAVEL FAIR OPENING CEREMONY

- Date: June 2
- GTO attended the opening ceremony to support KATA.
- Photographed is GTO with Kaoshiung mayor Chi-Mai Chen and KATA members.
- Participated in lunch meeting and interacted with trade partners to maintain relationships.



NR MONITOR

For the past week (May 27 – June 02), a total of 33 exposures are monitored including:

- TV Exposure: 4
- Online Exposure: 28
- Social Media: 1
- Positive News: 16
- Negative News: 17

These exposures are mainly about the 109 Taiwanese travelers stranded on Guam who have been brought back to Taiwan.

Positive news includes consumers' comments such as staying safe during the storm, the travel agent's compensation, and the ferry Starlux sent to take them back, etc.

Negative comments reported are about the consumers' experience on Guam, such as lack of food and medicine, room issues, additional cost, etc.

星宇包機載回！115名台灣客滯留關島6天終於回家



滯留近1個禮拜！星宇載109名關島旅客平安返台



TAIWAN MARKETING ACTIVITIES

Social Media June Content Calendar							EB
							Activity
							Service
							Shopping
							Attractions/Festival
							Restaurants
							Guam Scenery
							Accommodation
							Lucky Draw Event
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	1-Jun-23 THURSDAY	2-Jun-23 FRIDAY	3-Jun-23 SATURDAY
					x	Just Guam Promotion Lucky Draw Event	Just Guam Promotion Lucky Draw Event
Week 2	4-Jun-23 SUNDAY	5-Jun-23 MONDAY	6-Jun-23 TUESDAY	7-Jun-23 WEDNESDAY	8-Jun-23 THURSDAY	9-Jun-23 FRIDAY	10-Jun-23 SATURDAY
	Just Guam Promotion Lucky Draw Event	Guam EIF Promotion	Guam Scenery 1	Restaurant - Fizz & Co.	x		Charter Flights Promotion
	King Guam World Tennis Tour Promotion						
Week 3	11-Jun-23 SUNDAY	12-Jun-23 MONDAY	13-Jun-23 TUESDAY	14-Jun-23 WEDNESDAY	15-Jun-23 THURSDAY	16-Jun-23 FRIDAY	17-Jun-23 SATURDAY
	Attractions - Two Lovers' Point		Accommodation - Guam Reef Hotel	Guam EIF Promotion	x	Restaurant - Mighty Purple Café	Charter Flights Promotion
Week 4	18-Jun-23 SUNDAY	19-Jun-23 Monday	20-Jun-23 Tuesday	21-Jun-23 Wednesday	22-Jun-23 Thursday	23-Jun-23 Friday	24-Jun-23 Saturday
	Family Tour Promotion Lucky Draw Event	Family Tour Promotion Lucky Draw Event	Guam Scenery 2	Liberation Day Parade Promotion	Dragon boat festival Lucky Draw Event	Dragon boat festival Lucky Draw Event	Dragon boat festival Lucky Draw Event
					x		Charter Flights Promotion
Week 5	25-Jun-23 SUNDAY	26-Jun-23 Monday	27-Jun-23 Tuesday	28-Jun-23 Wednesday	29-Jun-23 Thursday	30-Jun-23 Friday	Saturday
	Dragon boat festival Lucky Draw Event	Restaurant - Tony Roma's	Attractions - Talofofo Falls	Shopping - Micronesia Mall	x	Guam Scenery 3	

PHILIPPINES

BIVALENT JABS NOW AVAILABLE

MANILA, JUNE 5, 2023

With the bivalent vaccines against COVID-19 finally available in the country, the Department of Health (DOH) advised the eligible population to get a third booster jab against COVID-19.

The DOH reported that over 390,000 bivalent vaccine doses donated by Lithuania arrived in the country late Saturday.

DOH officer-in-charge Maria Rosario Vergeire explained that the donated bivalent vaccines will help boost the Philippines' COVID-19 response by providing protection against the original COVID-19 strain, SARS-CoV-2, and Omicron subvariants BA.4 and BA.5.

DOH continues coordinating with the COVAX Facility to get additional doses of bivalent vaccines. Under DOH guidelines on the management and administration of the donated bivalent vaccines, those eligible to receive their third booster shots are health care workers (A1) and senior citizens (A2).

Eligible individuals may be vaccinated with the bivalent vaccines at least four to six months after getting their second booster shots.

COVID-19 POSITIVITY RATE IN NCR DECLINES TO 22%

MANILA – Philippines

The positivity rate or the number of people testing positive for the coronavirus disease 2019 (Covid-19) in the National Capital Region (NCR) has decreased to 22 percent as of May 27.

On Monday, OCTA Research Group fellow Dr. Guido David said the figure was over a 3 percent decrease from the region's positivity rate of 25.7 percent from May 14 to 20.

The positivity rates also decreased in Batangas, Bulacan, Camarines, Cavite, Isabela, Laguna, Rizal, and Zambales. Positivity rates remained high in most of Luzon, stated Dr. Guido.



COVID-19

CASES:
4.15M

ACTIVE:
0.33%

AS OF JUNE 5, 2023





***Until June 25, 2023 PAL is operating flights 4X a week. PAL to return to daily flight operations starting July 2023**

Manila-Guam-Manila

- **Tues, Thurs, Sat, & Sun**

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

Independence Day Seat Sale

MNL to GUM 15 Aug – 20 Aug 2023	ILO to GUM 27 Jun – 11 Jul 2023	DVO to GUM 26 Jul - 09 Aug 2023	CEB to GUM 04 Nov – 12 Nov 2023
From US \$337* Round Trip Economy	From US \$613* Round Trip Economy	From US \$501* Round Trip Economy	From US \$444* Round Trip Economy

https://flights.philippineairlines.com/en-gu/flights-from-guam? gl=1*kfqbq2* gcl_au*OTg2OTY5OTE2LjE2Nzg3Njg2NTk

*Prices subject to change. Travel seasonality, blackout dates, terms & conditions apply.



Manila-Guam-Manila

- **Daily**

UA184 Depart MNL 22:35 / Arrive GUM 04:25
UA183 Depart GUM 19:15 / Arrive MNL 21:00

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10

Featured Daily Fairs for Flights from MNL to GUM

June 2023	July 2023	August 2023
From US \$723* Round Trip Economy	From US \$512 Round Trip Economy	From US \$466* 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.

CHANGES IN PAL'S MANILA (NAIA) TERMINAL ASSIGNMENTS

Manila (Philippine Airlines, May 19)

All PAL International flights to use NAIA Terminal 1 starting June 16, 2023.

The transfer of all PAL international flights to NAIA Terminal 1 is part of the Manila International Airport Authority (MIAA) terminal reassignment initiative to ease passenger congestion at all terminals.

Please check the flight terminal assigned to your flight before proceeding to the airport, to ensure a hassle-free departure and arrival. Shuttle buses between Terminals 1 and 2 will be available for passengers with connecting flights in the other terminal.

Shuttle buses between Terminals 1 and 2 will be available for passengers with connecting flights in the other terminal.



SEAT SALE ALERT: PHILIPPINE AIRLINES OFFERS P125 FLIGHTS UNTIL JUNE 25

Starting June 5, travelers can book a flight as low as P125 via Philippine Airlines. As part of its Independence Day Seat Sale, travelers not only have the options to purchase P125 one-way base fares domestically but also \$79 (P4,000) round trip base fares to international destinations this month.

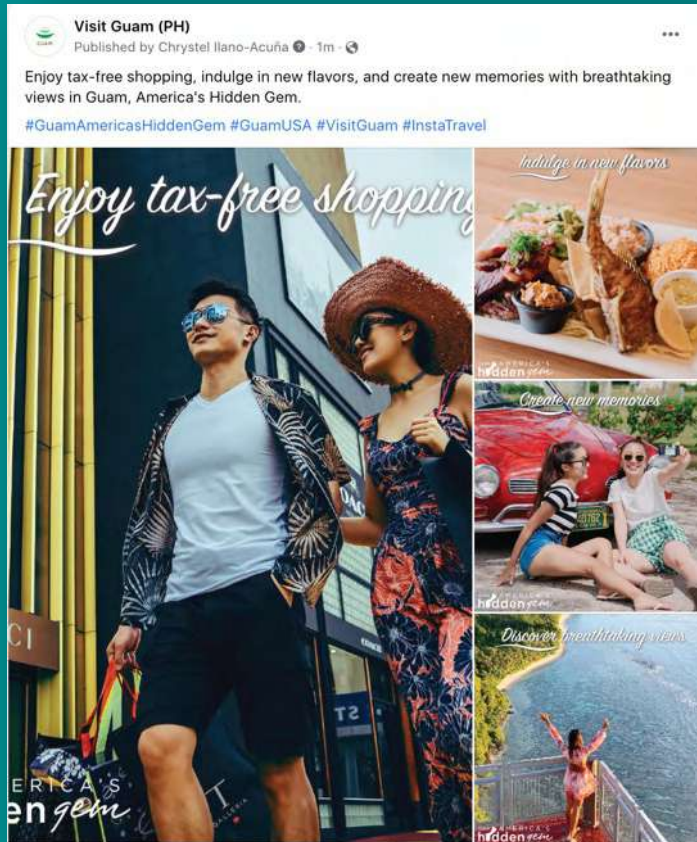
The booking period for the promo is from June 5 to 25. The domestic travel period is from Feb. 1, 2024 onwards. For international travelers, meanwhile, the travel period includes South Korea and Guam from July 1 onwards; Hong Kong, Macau, China, Taiwan, and Southeast Asia from Sept. 1 onwards; Japan from Jan. 15 onwards; North America, Middle East, and Australia from Feb. 1 onwards.

To avail of the promo, visit the airline company's section on flight ticket details and click "book now" below your chosen destination.

This comes after Cebu Pacific's P88 offering on local one-way base fares as well as AirAsia's PISO sale on domestic and international flights in May.



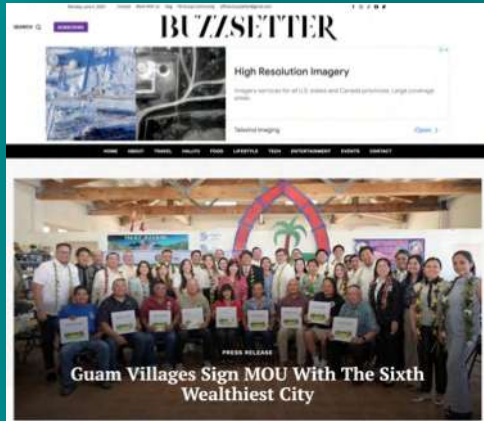
SOCIAL MEDIA CAROUSEL POST



**MARKETING ACTIVITY:
GUAM: AMERICA'S HIDDEN GEM CAMPAIGN LAUNCH**

PHILIPPINES MARKETING ACTIVITIES

The Buzzsetter



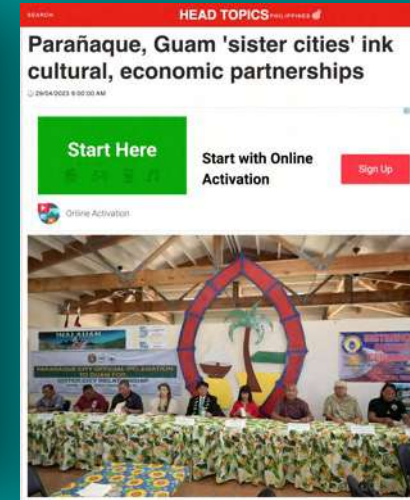
Congressman Olivarez' FB Page



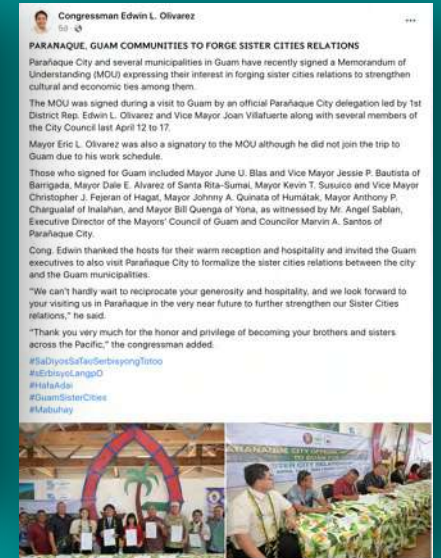
Manila Bulletin



Head Topics

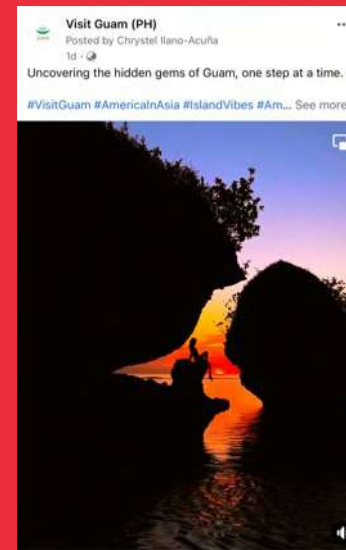


Congressman Olivarez' FB Page



MARKETING ACTIVITY: PRESS RELEASE MONITORING

PHILIPPINES MARKETING ACTIVITIES



**MARKETING ACTIVITY:
SOCIAL MEDIA POST HIGHLIGHTS**

PHILIPPINES MARKETING ACTIVITIES

Social Media - June Content Calendar						Sights/Attractions
						Activities
						Info/Events
						Promos
				June 1	June 2	June 3
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Poolside		Guam Sunsets
June 4	June 5	June 6	June 7	June 8	June 9	June 10
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Dolphin Cruise		Paddle Boarding		Pride Month	
June 11	June 12	June 13	June 14	June 15	June 16	June 17
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
PAL Independence Day Seat Sale		Trip to Guam		Guam Beaches		Guam's Unique Architecture
June 18	June 19	June 20	June 21	June 22	June 23	June 24
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Håfa Adai Spirit/Trip to Guam		Guam Sunsets		Poolside	
June 25	June 26	June 27	June 28	June 29	June 30	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jetskiing		Guam Beaches		Golf in Guam		