

[#InstaGuam](#)



INDUSTRY RECOVERY REPORT

OCTOBER 15, 2021



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DESTINATION UPDATES

#InstaGuam - ENTER TO WIN

GVB's #InstaGuam photo and video contest is back. GVB encourages everyone to share and submit their best photos or videos for a chance to win weekly prizes.

For more on the #InstaGuam weekly contest, go to visitguam.com/instaguam.

GVB thanks the following sponsors for their donations and support:

- Vince Jewelers
- Rakuten Travel Guam
- UOG Endowment Foundation
- Micronesia Mall
- DKSH Guam, Inc. dba Time & Style by Caronel

Prizes include:

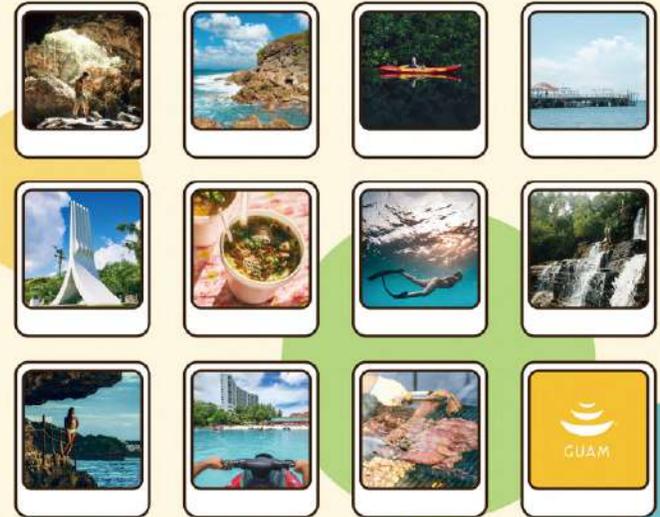
Silver Guam Seal Wave Pendant & Tungsten Engraved Håfa Adai Guam Seal Ring, Silver Traditional Guam Seal Pendant with Bamboo Border & Tungsten Engraved Håfa Adai Guam Seal Ring, Joinus Restaurant Kayaki gift certificates, Footlocker gift cards, a PHR social membership card, an O Bag Purse, and cash prizes.



Weekly Prize Contest

What do you love most about Guam?

Share & Submit Your best photos and videos on visitguam.com/instaguam



#InstaGuam

VACCINATION CLINICS

COVID-19 vaccination clinics continue at the locations and times below. Bring a photo ID. Those due for their second dose are reminded to bring their COVID-19 immunization card.

To view the complete schedule of COVID-19 vaccination clinics, visit dphss.guam.gov/vaccinategu.

Minors must be accompanied by a parent or legal guardian and provide government -issued identification to validate age. Minor's birth certificate is acceptable. Parent/legal guardian must have a government-issued ID. Guardians must also present legal guardianship or power-of-attorney document.

FREE COVID-19 COMMUNITY TESTING SCHEDULE FIRST-COME, FIRST-SERVED		
Thursday, Oct. 15 - Saturday, Oct. 16	8 a.m. - 12 p.m.	Old Carnival Grounds, Tiyan, Barrigada Rapid antigen testing will be offered on a first-come, first-served basis while supplies last. Four per vehicle. No symptoms are needed. Bring a photo ID
Friday, October 15	9 a.m. - 12 p.m.	DPHSS Southern Region Community Health Center, Inaláhan Rapid antigen testing will be offered on a first-come, first-served basis while supplies last. Four per vehicle. No symptoms are needed. Bring a photo ID

If eligible, please schedule your Booster Shot appointment [here](#). Walk-ins are accepted but should be prepared for longer wait times.

FREE COVID-19 VACCINATION CLINICS Pfizer-BioNTech, Moderna, Johnson & Johnson		
Everyday EXCEPT Thursdays and Sundays	11 a.m. - 5 p.m.	University of Guam Field House, Mangilao Register at tinyurl.com/vaxguam Walk-ins are welcome, but appointments will expedite. Please bring appointment confirmation and proof of identity. Last appointment is at 4:30 p.m.
Friday, Oct. 15 & Saturday, Oct. 16	11 a.m. - 4 p.m.	Micronesia Mall, 2nd Floor, Above Center Court, Dededo Register at tinyurl.com/covidstopswithme Walk-ins are welcome, but appointments will expedite. Please bring appointment confirmation and proof of identity. Last appointment is at 3:30 p.m.
Every Monday	9 a.m. - 12 p.m.	DPHSS Northern Region Community Health Center, Dededo Call (671) 635-4418/7400 to schedule an appointment. Walk-ins welcome.
Every Tuesday and Wednesday	9 a.m. - 12 p.m.	DPHSS Southern Region Community Health Center, Inaláhan Call (671) 828-7604/5/7518 to schedule an appointment. Walk-ins welcome.
Every Friday	1 p.m. - 4 p.m.	DPHSS Northern Region Community Health Center, Dededo Call (671) 635-4418/7400 to schedule an appointment. Walk-ins welcome.

GET YOUR BUSINESS CERTIFIED!

**APPLY
TODAY**

[Click
here to
apply](#)



**JOIN THIS
LIST OF
BUSINESSES**

[Click
here
for list](#)



WHAT IS GUAM SAFE CERTIFIED?

Guam Safe Certified is the official local designation, which identifies establishments that are in compliance and have care and pride in following government health and safety guidelines.

WHAT IS THE WTTTC SAFE TRAVELS STAMP?

The World Travel & Tourism Council (WTTTC) created the first ever global safety and hygiene stamp. This stamp enables travelers to recognize destinations around the world that have adopted standardized health and hygiene protocols.

Guam Visitors Bureau (GVB) serves as the official organization to advocate for the implementation of these protocols in Guam and to issue the Guam Safe certification and Safe Travels stamp to local businesses.

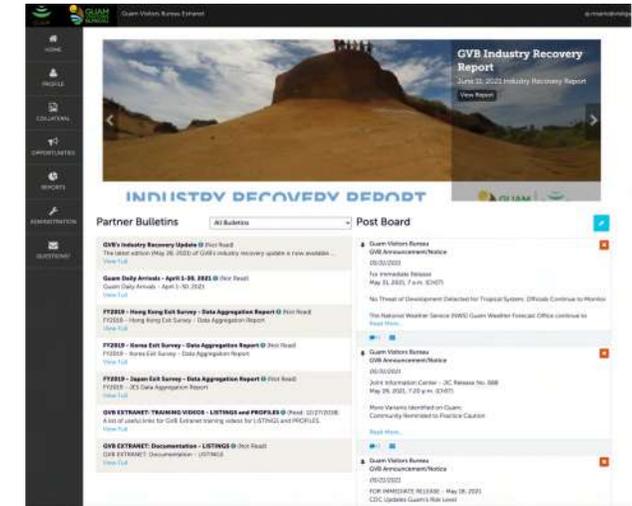
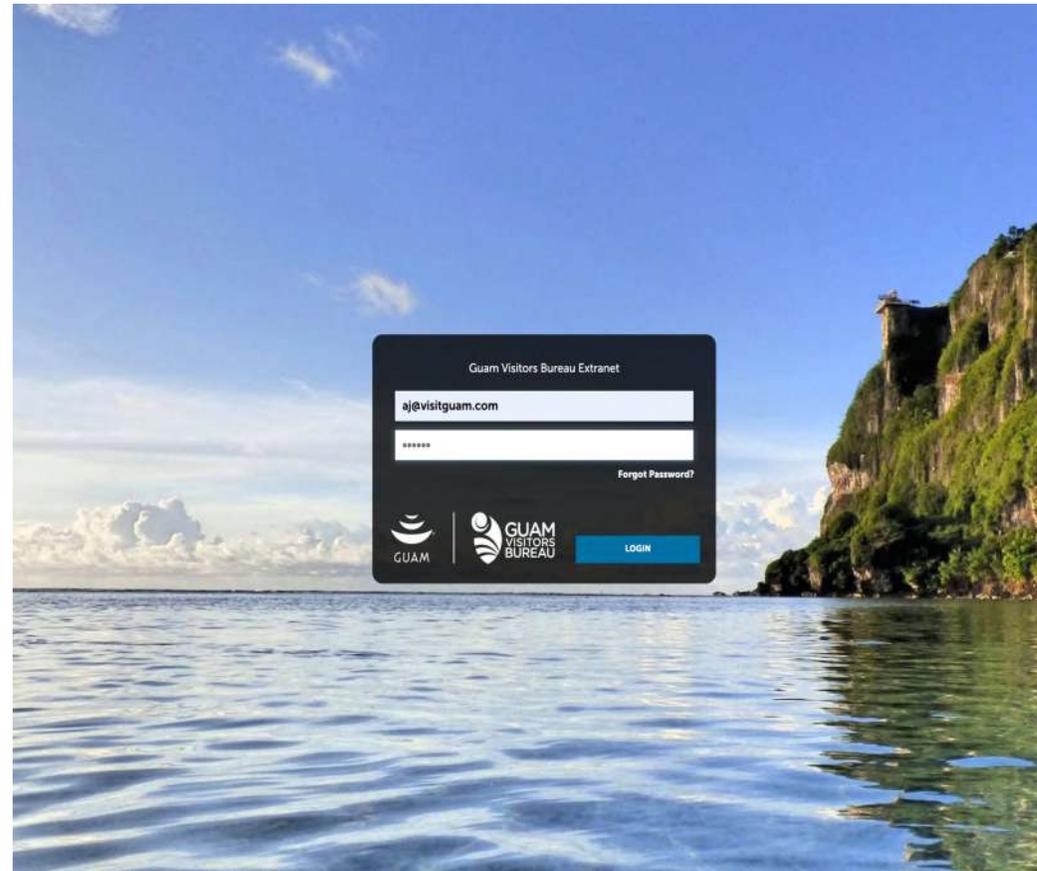
WHY?

- Guam Safe Certified is a branding initiative that endorses your business' health and safety practices at the local level and encourages island pride!
- The Safe Travels initiative is globally recognized & instills a level of confidence in both the tourism trade and international visitors.
- Both initiatives help to rebuild trust among tourists and within the tourism sector.
- Logos can be used on websites, emails, and digital channels can generate business materials, videos, social media campaigns.
- **FREE** of charge to all eligible businesses.

FY22 MEMBERSHIP RENEWAL – MEMBERSHIP EXTRANET

WE ARE PLEASED TO ANNOUNCE THAT WE ARE MIGRATING TO A TOUCHLESS, DIGITIZED PAYMENT OPTION.

- Identify a contact within your organization who will be authorized to access the GVB Membership Extranet
- Select the payment option and perform the payment securely with an authorized credit card
 - Cards accepted: Mastercard, Visa, and Discover (JCB, Diner's Club)



- Please send us the contact info of the authorized individual so that we may set up their user-account for them to login.
 - Contact Full Name
 - Title
 - Department
 - Telephone
 - Email Address

CRISIS MANAGEMENT: STORM TOOL KIT



GVB is pleased to announce the availability of our Crisis Management: Storm Tool Kit

This tool kit was developed in collaboration with Guam Department of Homeland Security and the Guam Hotel & Restaurant Association to enhance readiness among our industry stakeholders.

The toolkit has storm safety graphics available in English, Japanese, Korean, and Chinese as well as preparedness messages that you can share on your social media channels or display monitors.

This tool kit can be downloaded [here](#).



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



GVB working to grow North American, Pacific Markets

Håfa adai! As the Guam visitor's industry source markets continue to make strides in their vaccination efforts and move closer to easing travel restrictions, we can count on arrivals from North America to help keep our tourism industry moving.

It is a much slower pace, but arrivals from North America market have tracked positive compared to last year. From Jan. 1 to Aug. 31, Guam received 30,918 visitors from the mainland, representing a 20.8% increase compared to the same time frame a year before.

We thank United for maintaining daily air service from Guam to Honolulu and to the mainland via Narita.

We attribute this small growth in arrivals to the federal government, as well as visiting friends and relatives, or out VFR market. You may have noticed a significant increase in military presence around the island as service members take advantage of the quiet tourism district and venture out into our villages

In addition to GVB President & CEO, former Governor Carl T.C. Gutierrez is the permit czar and chairman of the Governor's Economic Strategy Council.

Send comments or questions to GVB at communityrelations@visitguam.org.

CLICK HERE
FOR FULL
ARTICLE



**ISLAND
CLEANUP
SCHEDULE**

Hågat - Friday, Sept. 24
Malessó - Friday, October 1
Inalåhan - Friday, October 8
Talo'fo'fo' - Friday, October 15
Yoña - Friday, October 22

*Meeting locations to be announced.

guamgreengrowth.org



**VOLUNTEERS ARE WELCOME
TO HELP EVERY FRIDAY!**

PLEASE REGISTER [HERE](#)

#InstaGuam



MARKET INTELLIGENCE REPORT

As of Oct 15 and may be subject to change.



COUNTRY ARRIVAL PROTOCOLS

(as of September 30, 2021)



TRAVEL RESTRICTIONS OVERVIEW



INBOUND PROTOCOLS	JAPAN	KOREA	TAIWAN	PHILIPPINES
Foreigners traveling from US denied entry			X	X
Residents: 14-Day Quarantine required when traveling from US (10-Day Quarantine for fully vaccinated effective October 1)	X	Depends on vaccination status	X	X
Health Declaration & Travel Record Form	X	X	X	X
Residents: Quarantine at Government Facility (self paid)		X (denied entry without negative PCR)	X	X
Residents: Quarantine at Home with Negative Result	X	X (for unvaccinated residents)	X	X
Foreigners: Quarantine at Government Facility (self paid)	N/A	X		X
Cost to traveler for self paid quarantine	N/A	\$1,680	\$2,200	10 days: \$1,000 7 days: \$700 PCR test: \$70
PCR Testing of Returning Residents	X	X	X	X (During quarantine)
PCR Testing of all Inbound	X	X	X	X (During quarantine)
Install country specific app(s) for safety	X	X		X

OUTBOUND FOR COUNTRY NATIONALS	JAPAN	KOREA	TAIWAN	PHILIPPINES
Temperature Check at Arrival at Airport (Entry to Terminal)		X	X	
Temperature Check at Departure Area		X	X	
Temperature Check at the Gate		X	X	
Travel Survey and Exit Screening Station for US Bound Travelers		X		X
Wearing a Face Mask (without mask will be denied boarding)	X	X	X	X
Planned Opening Date for International Travel	Borders open	Borders open	Oct 1-Dec 31	Borders open

TRAVEL RESTRICTIONS BY MARKET



JAPAN

- Only Japanese nationals and foreign nationals with valid status of residence are allowed to enter Japan
- Japanese government does not distinguish between vaccinated and unvaccinated travelers for entry requirements
- All arrivals, regardless of nationality are subject to 14-day quarantine
- Secure negative certificate 72 hours prior to departure; airline to verify; test again *upon arrival*
- Download 3 apps on smartphone* (MySOS, Google Maps and COCOA)
* *Traveler will be required to rent a smartphone if they do not own one*
- For Japanese nationals who have negative result in both tests, requested to 14-days home self-quarantine

FOR JAPANESE NATIONALS
14-DAY HOME QUARANTINE

Note:
14 days begins from the day
after you enter Japan

SOUTH KOREA

- All travelers to South Korea must provide proof of a negative PCR test result collected within 72 hours of their departure
- As of May 5, those fully vaccinated in South Korea can bypass quarantine; As of Aug 30, PCR test required on Day 1 and Day 6/7 of arrival
- Those not fully vaccinated in Korea must undergo 14-day home quarantine; PCR tests required on day 1 and day 12/13 of arrival.
- Korean nationals arriving without a negative PCR test will be required to undergo a 7-day quarantine at a government facility at their expense (\$120/day), followed by 7 days of home quarantine.
- Foreigners arriving without a negative PCR test will be denied entry.
- Children under the age of 6 may be exempted from the negative PCR test result requirement and quarantine if all of the accompanying persons traveling with children have vaccinated and submitted valid negative PCR test results.
- Korean resident who receives their first dose in Korea and receives their second dose on Guam are able to bypass quarantine upon arrival in Korea if they register and get 2nd dose of vaccination certificate from the local public health center in Korea. (if no registration/issuance, no quarantine exemption)

Negative PCR Test &
Fully Vaccinated in Korea
NO QUARANTINE

Negative PCR Test &
Fully Vaccinated in another
country
14-DAY HOME QUARANTINE

Unvaccinated or
No Negative PCR Test
7-DAY GOVERNMENT FACILITY
QUARANTINE (\$1680) +
7-DAY HOME QUARANTINE



TRAVEL RESTRICTIONS BY MARKET



TAIWAN

- Requires a negative PCR test 72 hours prior to departure
- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://hdhq.mohw.gov.tw>
- Travelers are required to make an affidavit stating that the location of their intended **14-day quarantine** in Taiwan meets relevant regulations
- All travelers will be quarantined for 14 days with the following exceptions: Taiwan tourists who participate in the Palau Travel Corridor program only need 5 days enforcement self-health monitoring + 9 days self-health monitoring (individual is not allow to take any public transportations in this period)

FOR ARRIVING TRAVELERS
14-DAY QUARANTINE IN
GOVERNMENT FACILITY

Note:
Does not include those who
participate in Palau Travel
Corridor program

PHILIPPINES

- All nationals/Filipinos, including spouse and children (Filipino/foreign), foreign crew members, foreign government and international organization officials accredited to the Philippines and foreign nationals allowed under relevant IATF resolutions are permitted entry to the Philippines
- Undertake COVID-19 testing at the quarantine hotel/facility on day 6 from arrival
- Be within the max capacity of inbound passengers
- Have a pre-booked accommodation for at least seven nights in an accredited quarantine hotel/facility

Fully vaccinated, arriving from green country
(min 14-days) and test negative on day 6
7-DAY QUARANTINE IN GOVERNMENT FACILITY

All other arriving travelers
10-DAY QUARANTINE IN GOVERNMENT
FACILITY & 4-DAY HOME QUARANTINE

- 10 days: \$1,000 USD
- 7 days: \$700 USD*
- PCR test: \$70 USD

Quarantine cost varies based on hotel; prices are estimates in the mid-range.



MARKETS AT-A-GLANCE

MARKETS AT-A-GLANCE

JAPAN

- In a period of “Rebound Prevention Period”
- 63% of the eligible population is fully vaccinated
- New cases nationwide continues to drop; domestic restrictions are relaxed
- Government aims for 100% vaccination of eligible population by Oct or Nov
- Japanese vaccination certificate approved by 46 countries and regions
- Most package tour sales resume Dec 1, with exception of HIS Tours and Rakuten Travel which is Nov 16 and Nov 1 respectively
-  • Daily flights (NRT-GUM) UA196/197; all other UA flights suspended until mid-Dec or early-Jan; JAL flight (NRT-GUM) suspended until Nov 30; T'way (KIX-GUM) until Nov 30 and Jeju Air (KIX-GUM) until Oct 30
- Marketing activities shown in appendix; includes SNS performance summary (slight increase of followers for each platform), social media creatives, and TikTok activity report

TAIWAN

- 2nd batch of AstraZeneca vaccines donated by Lithuania arrive in Taiwan
- Health minister gives no date for ending of border restrictions
- Taiwan receives 1.13 million doses of Moderna vaccine, in time for 2nd doses
- CECC update on high risk countries shown in appendix
- Palau gives green light Medigen-vaccinated travelers to enter Palau
- More Pfizer doses arrive in Taiwan
- GTO participated at the 10th US Business Day event
- GTO had a dinner gathering to discuss co-op with National Taiwan Normal University (NTNU) and UOG, also having a conference call with NTNU and TECO to further opportunity
- Social media calendar for October shown in appendix

DETAILS ARE FOUND
IN THE APPENDIX

SOUTH KOREA

- South Korea's daily cases hovered around the 1,000s for a fourth straight day due to fewer tests over extended weekend
- Health authorities are staying on alert over a possible spike in new cases following a prolonged weekend and holiday
- A government committee will be set up to strategize on living with COVID-19
- Booster shots will be available for fully vax hospital workers
- Seoul announces incentives for vaccinated overstayers
- Italy exempts Koreans from self-quarantine
- People vaccinated abroad to receive vaccine incentives in Korea
- Online travel agents to extend overseas travel market
- Korea's 2nd travel bubble agreement with Singapore is effective Nov. 15
- Tmon to live broadcast its package tour product
- Allmytour's Guam live broadcast recorded great hits
- Travel agencies are preparing to resume normal operation
-  • Tway reduced service to once weekly but will resume 2x in Nov; Air Busan to resume 2x/w via Busan on Nov 7; Korean Air to increase to 4x/week in Dec; Jeju Air postponed flights to Dec 15 (2x/week), and Air Seoul postponed flights to Dec 23 (2x/week)
- Marketing activities detailed in appendix

PHILIPPINES

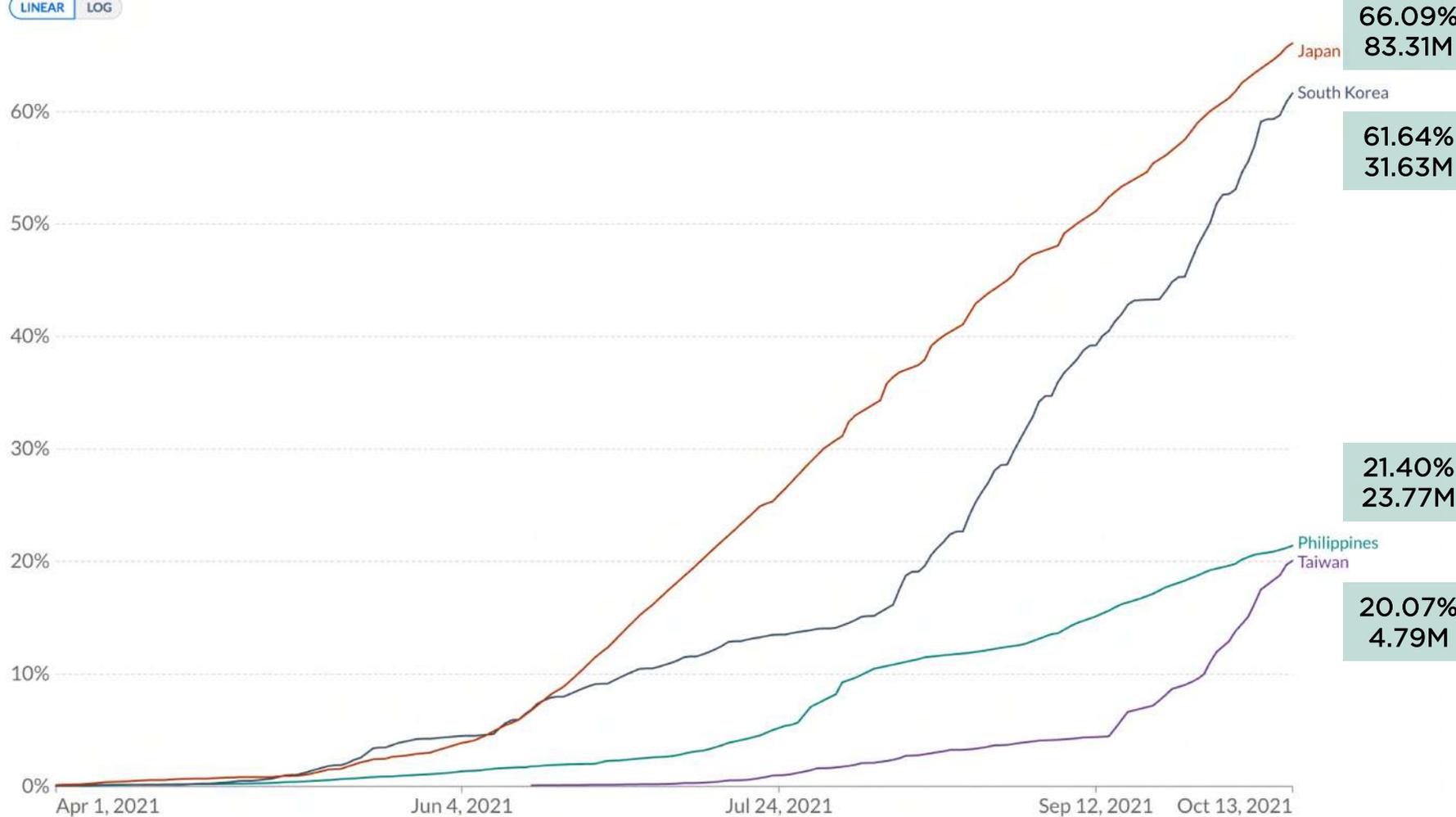
- IATF announced Resolution No. 142 on Oct 7 that eases quarantine protocols for arriving travelers from green and yellow list countries
- IATF further updated protocols on Oct 13 for fully vaccinated persons arriving from green lane countries; no quarantine if vaccinated traveler presents a negative PCR test result taken within 72 hours before departure
- Department of Health said COVID-19 vaccinations among minors aged 12 to 17 will begin with children who have underlying medical conditions
- OCTA see Metro Manila under low-risk by November
- Philippines received 918,450 Pfizer doses from the U.S.
-  • PAL offers two flights per week; UA continues daily flights in Oct

MARKETS AT-A-GLANCE

Share of the population fully vaccinated against COVID-19

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

[LINEAR](#) [LOG](#)



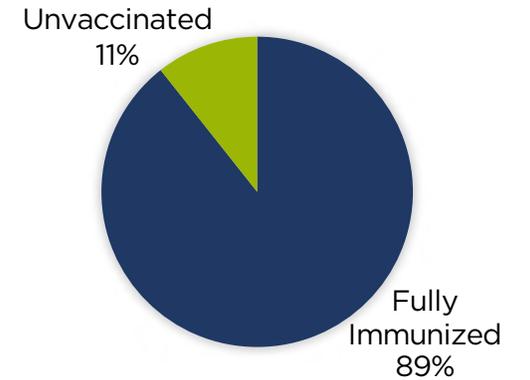
Our World in Data

Source: Official data collated by Our World in Data. Alternative definitions of a full vaccination, e.g. having been infected with SARS-CoV-2 and having 1 dose of a 2-dose protocol, are ignored to maximize comparability between countries.

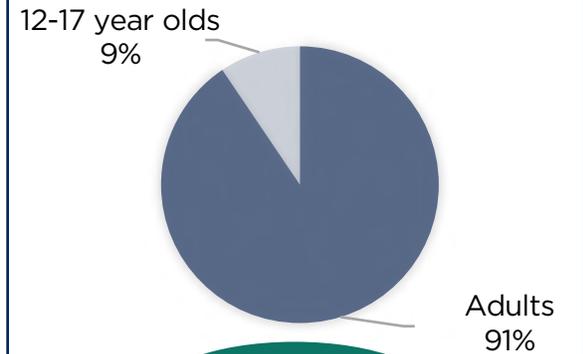
CC BY

GUAM - 121,791

VACCINATION UPDATE



FULLY IMMUNIZED



89.36%



APPENDIX

As of Oct 14, 2021 and
may be subject to change.

#InstaGuam



JAPAN



JAPAN COVID-19 NEWS



RELAXATION OF RESTRICTION

- Japan is in a period of “Rebound Prevention Period”.
- Easing some of restrictions on dining establishments and others.

COVID-19

- New cases nationwide began to drop below 1,000 since October 3.
- Tokyo had 60 new cases confirmed on October 10, which is the lowest number of cases per day since the beginning of this year.

VACCINATION

- 74.3% of population received the first dose and 65.4% were fully vaccinated.
- The government aims to complete the vaccination of 100% of the eligible population between October and November.



VACCINATION CERTIFICATE

- 46 countries & Regions approved Japan's vaccination certificate as for now.

PRODUCT SALES

- Most major wholesalers have suspended tours until the end of November.

FLIGHT OPERATION

- UA197 & UA196 operate daily base.
- Most of airline have extended their suspension until end of November or mid of December.

Confirmed
COVID-19

Cases:
1,712,649

0.55%
active
(9,494)

AS OF OCT 15, 2021

worldometer

HIGHLIGHTS

- The period of October 1 to 31 is designated as the "Rebound Prevention Period."
- Restaurants and bars that are certified to follow safety measures may serve alcohol until 8 p.m. and remain open until 9 p.m.
- Non-certified restaurants and bars are asked to continue to refrain from serving alcohol and close by 8:00 p.m. A maximum of four people per table is allowed.
- A large entertainment facility can increase daily capacity from 5,000 to 10,000.
- Commercial facilities will be allowed to stay open until 9pm.
- Reduction of 70% in the number of commuters in Tokyo.
- Traveling across the prefecture is possible, but avoiding the crowded places.

RELAXING DOMESTIC RESTRICTIONS

STATE OF EMERGENCY

- Lifted on September 30
- Designated the period of October 1 to 31 as Rebound Prevention Period



EVENT

- Increase its maximum daily capacity from 5,000 to 10,000 people.



BUSINESS

- Encourage telework
- Reduction of 70% in the number of commuters in Tokyo



DINING ESTABLISHMENTS

- Serve alcohol until 8PM and remain open until 9PM
- A maximum of four people per table is allowed



SCHOOLS

- Face-to-face classes in principle
- Web classes can be used together



TRAVEL

- Traveling across the prefecture is possible, but avoiding the crowded places



TRAVEL TRADE INSIGHT

- Snake Research & Data reported that 69.8% of people are willing to use "Go To Travel" if it is resumed. The survey was conducted in July among 5,189 Japanese people aged 18 and above.
- MLIT will begin demonstrating 'vaccination and test package' for designated tours or accommodations to make sure smooth and safe travel in the country with a vaccination or negative certificate.
- AirAsia Malaysia will require all passengers on domestic and international flights operated by the airline to be vaccinated.

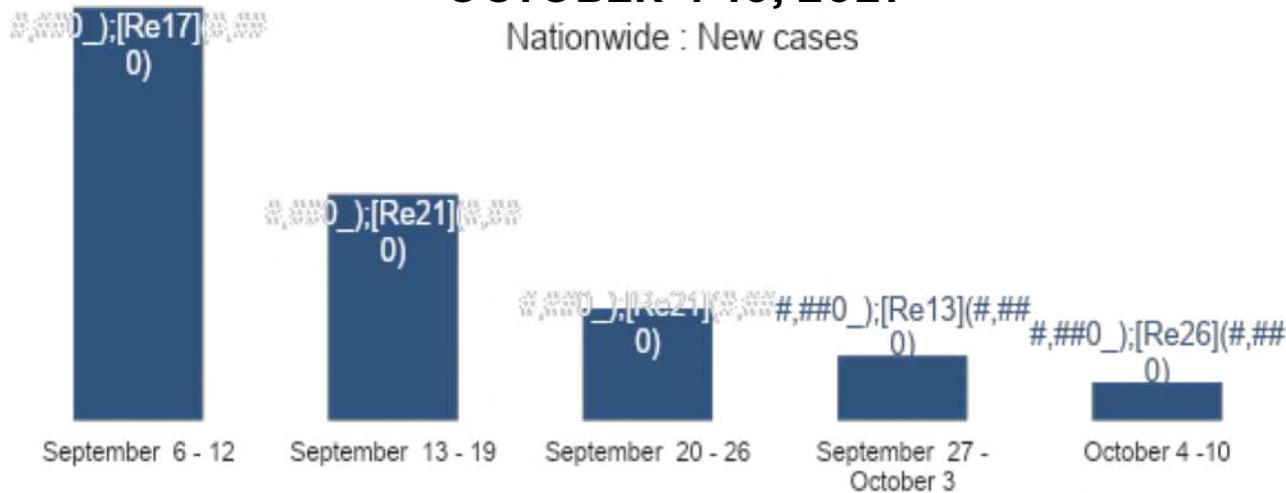
JAPAN COVID-19 NEWS

HIGHLIGHTS

- New cases nationwide for the past week has dropped by 42% to 5,839.
- 60 new cases confirmed in Tokyo on October 10, which is the lowest daily figure so far this year. The seven-day average of daily new cases at 115, down 44%.
- New cases nationwide for the past week has dropped by 42% to 5,839.
- 60 new cases confirmed in Tokyo on October 10, which is the lowest daily figure so far this year. The seven-day average of daily new cases at 115, down 44%.
- New cases nationwide began to drop below 1,000 since October 3.
- New cases nationwide continue its extended decline from the fifth wave's peak in late August and head toward close to zero early next year if a booster is given as soon as.

OCTOBER 4-10, 2021

Nationwide : New cases



NATIONWIDE

-42% vs LW

AREA / NEW CASES	SEPT 27 - OCT 3	OCTOBER 4 - 11	CHANGES (#) VS LW	CHANGES (%) VS LW
Tokyo	1,444	803	-641 ↓	-44%
Osaka	1,645	1,041	-604 ↓	-37%
Aichi	747	345	-402 ↓	-54%
Fukuoka	284	147	-137 ↓	-48%
Okinawa	343	151	-192 ↓	-56%
Hokkaido	182	117	-65 ↓	-36%
Kanagawa	796	516	-280 ↓	-35%
Saitama	650	343	-307 ↓	-47%
Chiba	519	291	-228 ↓	-44%
Nationwide	10,087	5,839	-4,248 ↓	-42%

HIGHLIGHTS

- In Japan, 172,127,058 doses have been administered to date.
- 72.8% of the total population of 127 million have received the first dose and 63.1% have been fully vaccinated.
- Senior citizens aged 65 years and over were vaccinated at 91% for the first dose and 90% for the second dose.
- The government targets to complete 100% of the population for eligible citizen between October and November.
- MHLW has approved a third additional dose of the vaccine, and it will begin with healthcare workers in December.



VACCINATION UPDATE

Total number of vaccination:
172 million times

Vaccine doses administered per 100 people:
172.13 times

1st & 2nd doses administered:
1st : 94 million (74.3%)
2nd : 82.8 million (65.4)

Senior Citizens (+65)
1st : 32.56 million (91%)
2nd : 32.14 million (90%)

VACCINATION CERTIFICATE



46 COUNTRIES & REGIONS APPROVED

United States (Guam only), Ireland, Angola, Italy, Indonesia, UK, Ecuador, Estonia, Austria, Oman, Netherlands, Canada, Gabon, Greece, Costa Rica, Kosovo, Samoa, Singapore, Spain, Sri Lanka, Slovakia, Slovenia, Saint Saint Christopher and Nevis, St. Vincent, Thailand, Tunisia, Denmark, Germany, Turkey, Papua New Guinea, Palau, Paraguay, France, Bulgaria, Vietnam, Belarus, Belize, Belgium, Poland, Hong Kong, Honduras, Marshall Islands, Malaysia, Maldives, Lithuania.



JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

AIRLINES	DEPARTURE	FLT NBR	JPN TO GUM	FLT NBR	GUM TO JPN	FREQUENCY	CAPACITY	REMARKS
United	NRT (Narita)	UA827	11:00 15:55	UA828	07:05 09:55	Daily	166	Suspended until December 15, 2021
United	NRT (Narita)	UA197	16:50 21:35	UA196	12:10 15:00	Daily	166	Daily operation
United	NRT (Narita)	UA874	21:05 01:45+1	UA873	17:05 19:50	Daily	166	Suspended until January 3, 2022
United	NGO (Nagoya)	UA136	11:30 16:10	UA137	07:25 10:15	Daily	166	Suspended until December 15, 2021
United	NGO (Nagoya)	UA172	20:50 01:25+1	UA171	17:00 19:55	Daily	166	Suspended until January 3, 2022
United	KIX (Kansai)	UA150	11:05 15:55	UA151	07:25 10:10	Daily	166	Suspended until December 15, 2021
United	KIX (Kansai)	UA178	20:50 01:20+1	UA177	16:50 19:50	Tue, Thu, Sat	166	Suspended until January 3, 2022
United	FUK (Fukuoka)	UA166	11:50 16:50	UA165	07:40 10:50	Daily	166	Suspended until January 3, 2022
Japan Airlines	NRT (Narita)	JL941	09:30 14:15	JL942	16:25 19:10	Daily	199	Suspended until November 30, 2021
Tway	KIX (Kansai)	TW311	10:40 15:10	TW312	16:10 19:10	Daily	189	Suspended until November 30, 2021
JEJU Air	KIX (Kansai)	7C3174 7C3184 (Tue)	10:10 14:50 10:10 14:50	7C3173 7C3183 (Fri)	15:50 18:20 15:50 18:20	Daily	189	Suspended until October 30, 2021



HIGHLIGHTS

- MOFA travel advisory & warning level to US remains as level 3
- 10 days self-quarantine upon arrival in Japan
- Flight suspension to Guam

PACKAGED TOUR SALES

TOUR SELLING (DEPARTURE DATE)	
	DEC 1
	NOV 16
	DEC 1
	DEC 1
	DEC 1
	DEC 1
	NOV 1

JAPAN MARKETING ACTIVITIES

SNS	follower		Week Reach		Week Engagement	
	1 Oct ,2021	8 Oct ,2021	30 Sep,2021	7 Oct,2021	30 Sep,2021	7 Oct,2021
	20,255	20,259	225,127	47,103	6,482	1,882
	0.02%		-79.08%		-70.97%	
	23,740	23,738	224,656	40,124	6,482	1,686
	-0.01%		-82.14%		-73.99%	
	13,446	13,453	18,388	36,370	1,307	1,109
	0.05%		97.79%		-15.15%	
	5,035	5,054	279,800	73,600	30,214	7,412
	0.38%		-73.70%		-75.47%	
	1,708	0	1,082	0	77	0
	-100.00%		-		-	
Visitguam.jp	Unique User		Page View		Avg. Time on Page	
	6,288	4,633	13,809	10,837	0:01:13	0:01:25
	-26.32%		-21.52%		16.44%	

SNS PERFORMANCE SUMMARY

- Since the beginning of October, there has been a significant decrease in impressions and engagement due to the impact of the ad outage.
- Number of followers increased slightly for each platform.
- The plan for October and beyond is gradually being decided, so we hope to increase the amount of posts and resume advertising in accordance with that plan.



Date	Day	Facebook	Instagram	Instagram (Story)	Twitter	LINE	TikTok
October 1, 2021	Fri	Guam Culture Guide		Repost	Guam Culture Guide		
October 2, 2021	Sat			Repost			
October 3, 2021	Sun			Repost			
October 4, 2021	Mon	50 Things to Do in Guam	50 Things to Do in Guam	Repost	50 Things to Do in Guam		
October 5, 2021	Tue			Repost			
October 6, 2021	Wed	Guam Culture Guide		Repost	Guam Culture Guide		
October 7, 2021	Thu	Weekly GUAM 50 Things to Do in Guam REIWA travel Twitter Campaign	Weekly GUAM 50 Things to Do in Guam REIWA travel Twitter Campaign*	Repost	Weekly GUAM 50 Things to Do in Guam REIWA travel Twitter Campaign		GUAM Common things 2



JAPAN MARKETING ACTIVITIES



PROMOTED ADVERTISING FOR THE PURPOSE OF INCREASING TIKTOK'S FOLLOWER BASE

Contents	Delivery period	¥Budget	\$Budget	Views	Acquisition Follower	¥CPF	\$ CPF
グアムあるある (GUAM Common things)	9/7-9/10	62,500	\$565.51	187,534	1,271	¥49	\$0.44
グアム絶景(Guam spectacular view)	9/13-9/16	62,500	\$565.51	107,187	390	¥160	\$1.45
タモントレードセンター(Tamon Trade Center)	9/13-9/16	62,500	\$565.51	8,469	16	¥3,906	\$35.34
PCR検査(PCR test support Campaign)	9/15-9/18	62,500	\$565.51	99,600	276	¥226	\$2.05
グアムスーパー買いたいもの (Guam Super Souvenir)	9/15-9/18	62,500	\$565.51	169,200	1,028	¥61	\$0.55
グアムのヒミツ (The Secret of Guam)	9/24-9/27	62,500	\$565.51	30,222	247	¥253	\$2.29
グアム朝食 (Breakfast at KING's)	9/25-9/28	62,500	\$565.51	59,935	520	¥120	\$1.09
Googlemap (Googlemap Virtual Tour)	9/27-9/30	62,500	\$565.51	46,700	62	¥1,008	\$9.12
グアムどっちは? (Which Guam do you like better?)	9/30	45,454	\$411.27	24,719	66	¥689	\$6.23
TOTAL		545,454	\$4,935.34	733,566	3,876	¥141	\$1.27

TIKTOK PROMOTE SIMPLIFIED REPORT (SEPT)



- The number of followers increased by 3,876 (estimated 3,800) compared to the budget projection.
- In terms of playback, the number of views was 730,000 (+321%), far exceeding the expected 220,000.
- We believe that more efficient acquisition will be possible in the future by having a long enough ad serving period (at least 4 days), not serving a large number of ads at once, and tuning the amount of posts and content while judging the evaluation of each ad.

- In addition to advertisements, organic posts such as "Secrets of Guam" and "Souvenirs to buy in Guam" were a hit.
- In the latter half of the month, "Google Map" and "Guam: Which is it? As a result of intensive Guam PR operations during a short period of time at the end of the month, the frequency of ad appearances increased, and the effectiveness of the ads deteriorated.

JAPAN MARKETING ACTIVITIES

TIKTOK PROMOTE SIMPLIFIED REPORT (SEPT)



- As initially expected, there were differences in engagement depending on the video.
- Engagement differed depending on the video, as initially expected. In particular, the videos “Guam common things” and “Guam Super Souvenir ” performed well with a unit price of \$0.44 and \$0.55 respectively.

OCT 1 - OCT 7

Blue: SNS, Green: News media

SNS and ONLINE NEWS MEDIA



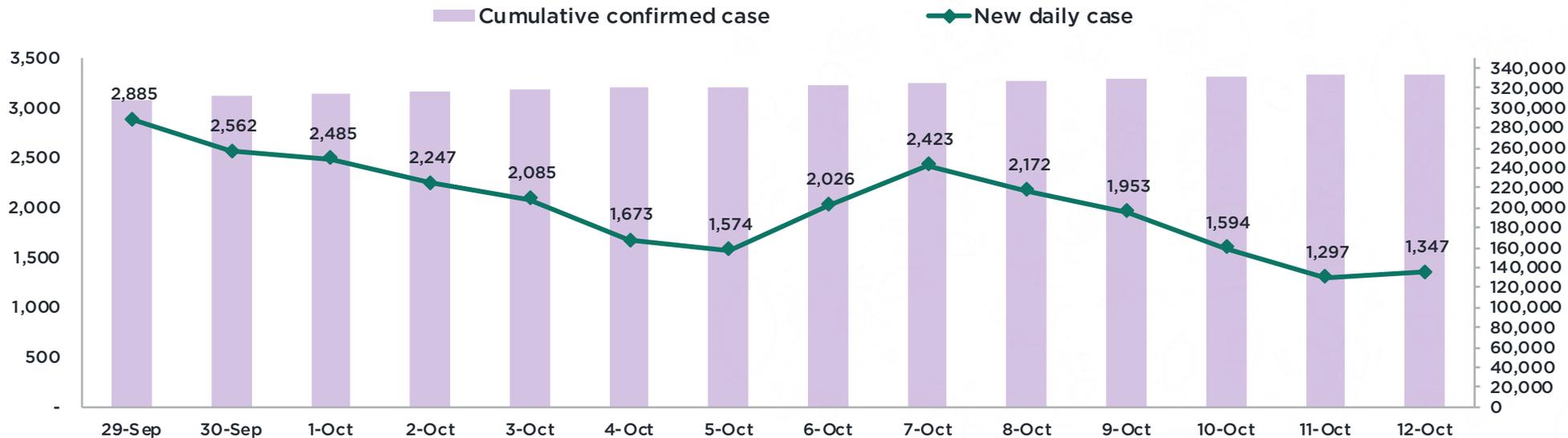
SOUTH KOREA

KOREA COVID-19 NEWS

KOREA COVID-19 STATUS

	Test Performed	Confirmed Cases (positive rate)	Recovered	Isolated	Death
OCT 12	107,574	1,347 (1.3%)	1,238	TBD	11
Total	18,605,861	334,163 (1.8%)	299,260	32,309	2,594

COVID-19 STATUS - SEPT 29 - Oct 12, 2021



Confirmed
COVID-19

CASES:
337,679

9.3%
active
(31,342)

KOREA COVID-19 NEWS



HIGHLIGHTS

- South Korea's daily new COVID-19 cases hovered around the 1,000s for a fourth straight day on Tuesday due to fewer tests over an extended weekend.
- However, health authorities are still staying on alert over a possible spike in new cases following a prolonged weekend and holiday.



VACCINATION STATUS

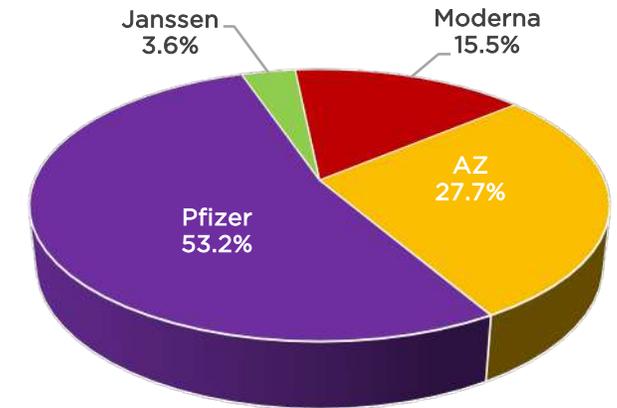
1ST DOSES ADMINISTERED

40,014,733
(77.9% of total population
90.6% of 18 and older)

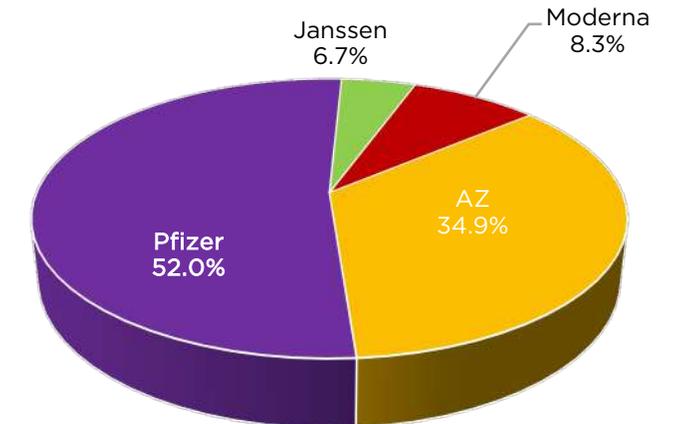
FULLY IMMUNIZED

30,606,048
(59.6% of total population
69.3% of 18 and older)

1ST DOSE ADMINISTERED - VACCINE TYPE



FULLY IMMUNIZED - VACCINE TYPE



COVID-19 VACCINATION STATUS

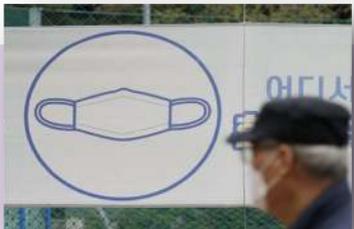
Vaccine Maker	1st Dose Administered	Fully Immunized
	11,096,484 (27.7%)	10,675,129** (34.9%)
	21,270,736 (53.2%)	15,925,276 (52%)
	1,459,629 (3.6%)	1,459,629 (4.8%)
	6,187,884 (15.5%)	2,546,014 (8.3%)
Total:	40,014,733	30,606,048

**Included Pfizer vaccines (1,666,807) for 2nd dose (mixed)

GOVERNMENT PANEL FORMED TO ADDRESS 'LIVING WITH COVID-19'



- South Korea will set up a committee for a strategy on the "New Normal" of "living with COVID-19," with the vaccination campaign picking up speed.
- Based on the discussions, the government plans to come up with a road map to get people's virus-hit lives back to normal on a gradual basis from Nov. 9.



SEOUL ANNOUNCES INCENTIVES FOR VACCINATED OVERSTAYERS

- Illegal stayers who want to leave South Korea voluntarily after completing COVID-19 vaccination will be given various incentives, including exemption from fines.
- The government will waive fines and suspend reentry restrictions for fully vaccinated illegal stayers choosing to voluntarily depart from South Korea until this year.

WEEKLY ISSUE

BOOSTER SHOT FOR COVID-19 TREATMENT HOSPITAL WORKERS STARTS



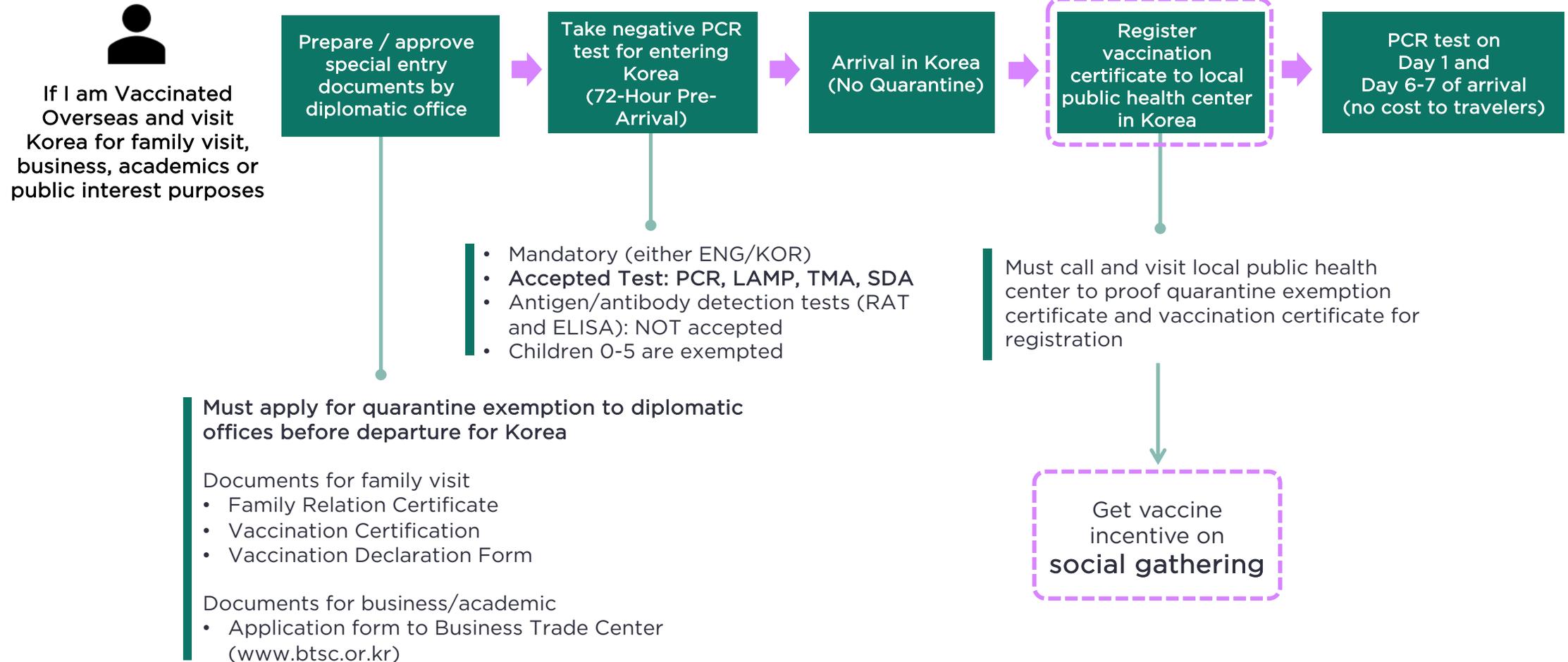
- Booster shots will be inoculated for those who have been six months after fully vaccinated among workers at the COVID-19 treatment hospital from Oct. 12.
- About 160 COVID-19 treatment hospitals are eligible while the booster shots will be inoculated with Pfizer vaccines.
- The medical institutions will thoroughly check the vaccination history through the COVID-19 vaccination management system before vaccination.



ITALY EXEMPTS KOREANS FROM SELF-QUARANTINE

- Italy's Ministry of Health announced that the COVID-19 vaccination certificate issued by the Korean health authorities has the same legal effect as the EU Digital COVID Certificate, exempting Koreans from self-quarantine when entering Italy.
- For Korean travelers, vaccination certificates must be issued in one of Italian, English, French, Spanish, and German in document or electronic form.

PEOPLE VACCINATED ABROAD TO RECEIVE VACCINE INCENTIVES IN KOREA



KOREA MARKET INTELLIGENCE



ONLINE TRAVEL AGENTS TO EXPAND OVERSEAS TRAVEL MARKET

- Hana Tour and OTA platform, Yanolja signed a MOU agreement, which mainly focuses on an exclusive overseas travel product supplies by Hana Tour and a joint investment to establish IT infrastructure.
- OTA platform, Good Choice Company will break into the outbound travel market through the acquisition of about 20% of Online Tour stake.
- It will simultaneously supply leisure products as well as overseas travel products to 3.2 million users per month when travel demand moves from Korea to abroad.



The movement to target the preoccupation of the overseas travel market.

SOUTH KOREA'S SECOND TRAVEL BUBBLE AGREEMENT WITH SINGAPORE TO BE EFFECTIVE FROM NOV. 15

- From Nov. 15, Korean and Singapore citizens can travel freely between two countries under 'travel bubble', without having to complete a mandatory quarantine on their arrival as long as they are fully vaccinated.
- Hana Tour has already launched two travel bubble package tours as a preemptive measure to attract the high travel demand.



PRE-REQUIREMENT

Upload electronic vaccine certificate before departure and request a Vaccinated Travel Pass(VTP)



DOCUMENT

Certificate of vaccination, negative PCR result within 48 hours before departure, travel insurance



PROTOCOL

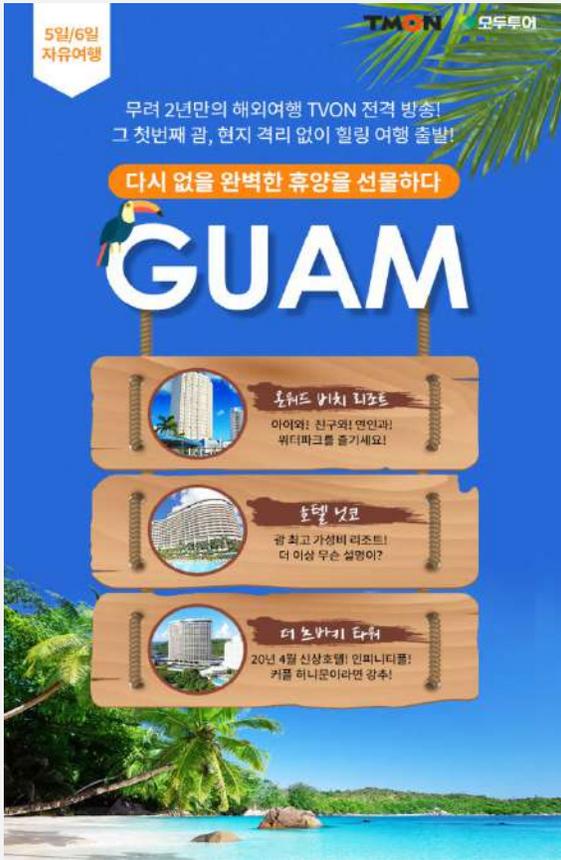
PCR test needed upon arrival; Vaccinated Travel Lane (VTL) opened for Korean travelers



TRAVEL BUBBLE PACKAGE

- Hana Tour introduced a new promotion that focused solely on Singapore in preparation for 'Living with COVID-19'
- One-time local PCR test fee will be supported if a customer who used the no-landing flight of Singapore in last October makes a reservation.

KOREA MARKET INTELLIGENCE



Result

- **Sales result:** approx. 100pax (as of Oct 7 *confidential)
- Additional live commerce promotion will be held with the ardent interest of Korean consumers. (TBD)

TMON TO LIVE BROADCAST ITS PACKAGE TOUR PRODUCT

- T-mon will be the first in the domestic e-commerce industry to host a live broadcast in Guam and sell a tour product for around \$600.
- A two-hour live broadcast will be held, connecting the Korea studio and Guam in real time for the first time through TMON's own live commerce platform 'TVON'.

Live Commerce Promotion

- **Live Commerce Promotion:** Oct 7
- **Channel:** TVON
- **Guam package:** 3N5D/4N6D package
- **Airline:** T'way
- **Travel Agency:** Mode Tour
- **Hotel:** Onward resort, Hotel Nikko Guam, The Tsubaki Tower
- **Departure:** November 2021 ~ February 2022
- **Price:** \$699 ~ (3N5D Onward Resort)

❖ Each travel agency is opening promotions in various ways, such as home shopping, SNS, Kakao channel, which shows that from November, travel demand for Guam will be greatly increased.



ALLMYTOUR'S GUAM LIVE BROADCAST RECORDED GREAT HITS

- More than 120,000 viewers flocked to Naver's live broadcast of Dusit Thani Guam Resort package released by Korea's staycation-focused travel agency, Allmytour.
- An official from Allmytour said this sale seems to have been booked mainly for honeymoon demand as travelers are attracted to exotic mood of Guam.



Live Commerce Promotion

- **Live Commerce Promotion:** Oct 7
- **Channel:** Naver Shopping Live
- **Guam package:** hotel product
- **Travel Agency:** allmytour
- **Hotel:** Dusit Beach Resort Guam, Dusit Thani Guam & Resort
- **Package Sales:** Oct.7 ~ 31
- **Accommodation period:** until Mar. 31, 2022
- **Price:** \$245~ (Dusit Beach Resort Guam) \$393~ (Dusit Thani Guam & Resort)

KOREA MARKET INTELLIGENCE

TRAVEL AGENCIES PREPARING TO RESUMES NORMAL OPERATION

- More travel agencies are welcoming back their employees from Q4 as the vaccination rate is speeding up amid the movement for 'Living with COVID-19'.
- The travel industry is expected to become more active with the second travel bubble agreement with Singapore, and there will be changes in working system of travel agencies, accordingly.



- Interpark Tour had all employees return in September to prepare for the post-pandemic travel



- Began its normal working system from October
- Employees on unpaid leave returned and who were working from home were also back to the office



- Mode Tour has switched to a four-day work system starting October (150 employees out of 700)



- Lotte Tourism is not showing an active movement, but it plans to resume its operation, first with the South Pacific team



- Tried to reinforce its workforce in July but put it on hold due to delta variant
- Plans to switch to a normal working system as early as November upon reduction of COVID-19 cases and adjustment of social-distancing rules



AIRLINE SCHEDULE (REGULAR FLIGHT) - OCTOBER

• Incheon - Guam

AIRLINES	FLIGHT NO.	DAYS	DEP TIME	ARR TIME	SEAT CAPACITY
Korean Air	KE111	THU/SUN	19:35	01:00+1	2,619
Jeju Air	7C3102	THU/SUN (Oct 28 th -)	10:40	16:05	378
Jin Air	LJ641	TUE	18:50	00:15+1	1,512
	LJ771	FRI	09:20	14:45	
T'way	TW301	SAT	18:00	23:40	945
TOTAL					5,454

TOTAL OUTBOUND SEAT CAPACITY (OCTOBER): 5,454 SEATS



- 1/w from Aug 5th
- 2/w from Oct 3rd



- Anticipated 2/w from Oct 28th; however, postponed to Dec 15th



- 2/w from Aug



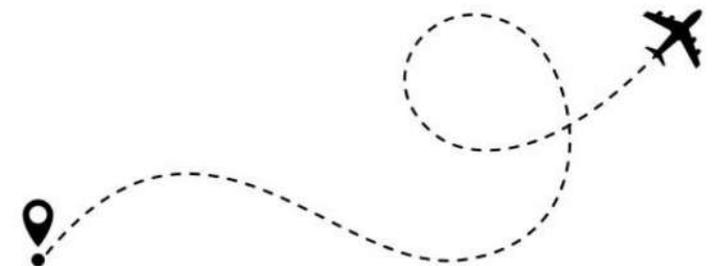
- 1/w from Oct



- 2/w from Nov 7th (TBD)



- 2/w from Nov 7th (PUS)



AIRLINE SCHEDULE (REGULAR FLIGHT) - NOVEMBER

• Incheon - Guam

AIRLINES	FLIGHT NO.	DAYS	DEP TIME	ARR TIME	SEAT CAPACITY
Korean Air	KE111	THU/SUN	19:35	01:00+1	2,328
Jeju Air	7C3102	THU/SUN	10:40	16:05	1,512
Jin Air	LJ641	TUE	18:50	00:15+1	1,701
	LJ771	FRI	09:20	14:45	
T'way	TW301	WED/SAT	18:00	23:40	1,512
Air Seoul	RS101	THU/SUN (Nov 7 th)	19:25	00:55+1	1,365
Air Busan	BX614	THU/SUN (Nov 4 th)	11:00	16:05	1,440
TOTAL					9,858

TOTAL OUTBOUND SEAT CAPACITY (NOVEMBER): 9,585 SEATS



- 2/w from Oct 3rd
- 4/w in Dec



- Anticipated 2/w from Oct 28th; however, postponed to Dec 15th



- 2/w from Aug



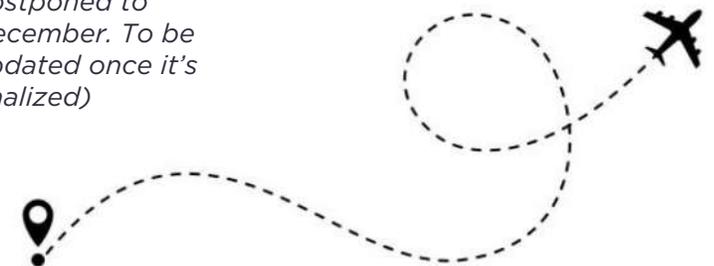
- 1/w from Oct
- 2/w from Nov



- 2/w from Nov 7th - *subject to be postponed to December. To be updated once it's finalized*



- 2/w from Nov 7th (PUS)



KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: OCT 4 - 8

#GuamAgain
Introduce best sunset points on Guam

blog | 관정부관광청 한국사무소

저녁 노을과 식사를 동시에 책임져 줄 광 맛집 (feat. 더 비치 그릴&바, 더 그릴 옛 산타페)

관정부관광청 | 2021. 10. 5. 14:13

광 노을 맛집
저녁 노을과 식사를 동시에 책임져줄 그릴앤바

Hafa Adai~

여러분은 하루 중 가장 기분 좋아지는 시간대가 언제인가

visitguam_kr

1,241 게시물 | 1.8만 팔로워 | 2,032 팔로잉

관정부관광청 한국사무소 Hafa Adai! 관정부관광청 한국사무소 공식 인스타그램에 오신 것을 환영합니다. elise_blog님, pururune님 외 65명이 팔로우합니다

팔로잉 | 메시지 | 연락처

설문조사 이... 광온라인전... #GiveUsA... 삼 광 e-패...



Visit Guam 관정부관광청 한국사무소 | 10월 5일 오전 2:00

핑크색, 보라색 물결이 울쭉러진 듯한 하늘 바라보며...
리태일 한 잔 어떠세요?
더 비치 바 & 그릴 (The Beach Bar & Grill)... 더 보기



Visit Guam 관정부관광청 한국사무소 | 10월 6일 오전 2:00

지금 눈 앞에 펼쳐진 게 사진인지... 그런인지...
분간이 안 될 정도로 아름다운 형형색색의 하늘...
어판 비치 (Ipan Beach)... 더 보기



Visit Guam 관정부관광청 한국사무소 | 10월 7일 오전 2:00

도넛덕만 #사랑의질병...
찾아하는 더 로맨틱한 광의 노을...
#GuamAgain #GiveUsAMoment #LetsGoGuam #StandbyGuam #광광 #광미
가고싶다 #랜선여행 #광스타그램 #guamtravel #Guam #loveguam #광여행
#머헨스타그램 #관정부관광청 #관여행사진 #관여행중 #관여행스타그램 #관
맛집 #여행가고싶다 #광가고싶다 #광맛집 #광여행 #광여행
#twittosafebraveitamp #SafeGuam #GuamSafeCertified #저녁노을 #애들녁 #
사랑의질병



Visit Guam 관정부관광청 한국사무소 | 10월 8일 오전 2:00

먹구름이 광의 해는 가릴 수 있어도...
광의 아름다움을 가릴 수는 없나 봅니다...
지미디 그네 (Jimmy Dee's Swing)... 더 보기



KOREA MARKETING ACTIVITIES

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

Channels:
Instagram Story / Video
UGC / Event
Naver Blog/ Facebook/Kakao
Instagram Feed Daily Uploads
ALL

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week 1	September 1 - September 4						
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
				#GuamAgain Memories in Guam	#GuamAgain Memories in Guam	IG Story: #GuamAgain Guam Entry Protocol & Travelguideline	
	September 5	September 6	September 7	September 8	September 9	September 10	September 11
Week 2	September 12 - September 18						
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		#GuamAgain Places to shop in Guam (w/ Safe & WTTC approved shopping malls) + DFS T-Galleria Press Release	Recommended shopping malls in Guam (Guam Safe & WTTC Safe Travels Certified)	Recommended shopping malls in Guam (Guam Safe & WTTC Safe Travels Certified)	IG Story: #GuamAgain Shopping in Guam (Guam Safe & WTTC Safe Travels Certified)	Recommended shopping malls in Guam (Guam Safe & WTTC Safe Travels Certified)	
	September 12	September 13	September 14	September 15	September 16	September 17	September 18
Week 3	September 19 - September 25						
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		#GuamAgain Planning a Thanksgiving trip to Guam (Guam product introduction for Chuseok period)	#GuamAgain Healing and wellness in Guam	#GuamAgain Healing and wellness in Guam	IG Story: #GuamAgain Ongoing promotion by airlines and TAs	#GuamAgain Healing and wellness in Guam	
	September 19	September 20	September 21	September 22	September 23	September 24	September 25
Week 4	September 26 - September 30						
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		#GuamAgain Ultimate eats: Best dining experiences in Guam (w/ Safe & WTTC approved restaurants)	Enjoy the unique island cuisine - Recommended restaurants in Guam (w/ Safe & WTTC approved restaurants)	Enjoy the unique island cuisine - Recommended restaurants in Guam (w/ Safe & WTTC approved restaurants)	IG Story: Tasty Guam: Great local restaurants vs. Luxury hotel restaurants	Enjoy the unique island cuisine - Recommended restaurants in Guam (w/ Safe & WTTC approved restaurants)	
	September 26	September 27	September 28	September 29	September 30		
Week 5	September 31 - September 31						
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		#GuamAgain How to enjoy beach vibes in Guam	Best beaches in Guam	Best beaches in Guam	Best beaches in Guam		



**SNS
WEEKLY
ACTIVITY**

TAIWAN

2ND COVID-19 VACCINE DONATION FROM LITHUANIA ARRIVES IN TAIWAN

- A second batch of AstraZeneca (AZ) COVID-19 vaccine donated by Lithuania, totaling 235,900 doses, arrived in Taiwan on Saturday evening.
- Turkish Airlines flight TK6486, carrying the vaccine, touched down at Taoyuan International Airport at 8:03 p.m.
- According to the Central Epidemic Command Center, the doses included in the latest batch have expiry dates of Oct. 31, 2021 and Nov. 30, 2021.



HEALTH MINISTER GIVES NO DATE FOR ENDING OF COVID-19 BORDER RESTRICTIONS



- Health Minister Chen Shih-chung gave no definitive timeline for ending COVID-19 border restrictions when quizzed by lawmakers Friday, stating vaccination rates and medical preparedness would play a decisive role.
- Chen told lawmakers during a Legislative Yuan session the government would consider four factors when deciding when to lift border restrictions: progress of the COVID-19 vaccine rollout, face mask use, the capacity of the health care system to cope with a surge in infections, and supplies of medications use to treat COVID-19.
- However, Chen did not provide further details or targets with regards to the four factors.
- The current border restrictions -- which only allow citizens, residents and those with special permission to enter Taiwan, subject to a 14-day quarantine stay -- were introduced on May 19 amid a surge of local COVID-19 cases and the international spread of the Delta variant.



Confirmed
COVID-19

CASES:
16,321

0.89%
active
(145)

TAIWAN COVID-19 NEWS

TAIWAN RECEIVES 1.13 MILLION DOSES OF MODERNA VACCINE

- The eighth batch of the Moderna COVID-19 vaccine purchased from the American vaccine maker arrived in Taiwan early Saturday, comprising 1.13 million doses, and comes at a time when many people who received their first dose of the brand over two months ago still haven't been given their second shot.
- The vaccine will be rolled out to people who were vaccinated with a Moderna shot prior to July 16 and need to obtain a second jab to be fully vaccinated, the Central Epidemic Command Center (CECC) said on Friday, without revealing how many of those people have yet to receive a second jab.

Taiwan's COVID-19 vaccine/vaccination statistics					
Brand	Doses received	Doses administered	[First dose]	[Second dose]	Rollout date
AstraZeneca	10,762,900	9,941,380	7,712,508	2,228,872	March 22
Moderna	6,242,100	4,867,954	3,457,461	1,410,493	June 9
Medigen	1,700,000	1,274,105	737,943	536,162	Aug 23
Pfizer-BioNTech	5,098,400	1,804,026	1,803,768	258	Sept 22
Total	23,803,400	17,887,465	13,711,680	4,175,785	
Source: CDC Data as of 10 a.m. Oct. 9, 2021					
Suppliers	Doses ordered	Doses received	Percentage	Note	
AstraZeneca	10 million	5,023,000	50.23%	Latest delivery: 656,000 (Sept. 30)	
COVAX	4.76 million	1,020,000	21.43%	AstraZeneca (April 4, May 19, Sept. 5)	
	5.05 million	3,712,100	73.51%	Latest delivery: 1.13 million (Oct. 9)	
Moderna	36 million	0	-	* 1 million to be delivered from Q4 * The rest in 2022 and 2023	
Pfizer-BioNTech	15 million	5,098,400	33.99%	Latest delivery: 889,200 (Oct. 8)	
Medigen	5 million	1,700,000	34.00%		
United Biomedical	5 million	0	-		
Donated by Japan	-	3,904,000	-	AstraZeneca (June 4, July 8 & 15, Sept. 7 & 25)	
Donated by the U.S.	-	2,500,000	-	Moderna (June 20)	
Donated by Lithuania	-	255,900	-	AstraZeneca (July 31 & Oct. 9)	
Donated by the Czech Republic	-	30,000	-	Moderna (Aug. 29)	
Donated by Poland	-	400,000	-	AstraZeneca (Sept. 5)	
Donated by Slovakia	-	160,000	-	AstraZeneca (Sept. 28)	
Total	80.81 million	23,803,400			

- According to CECC data, as of Saturday, approximately 3.45 million people in Taiwan had received their first Moderna shot, including 2.6 million people who received their first shot before mid-July.
- However, as of Saturday, only 1.37 million had been fully vaccinated with two doses, showing that the country doesn't have enough vaccines to give a second shot to people vaccinated with the Moderna vaccine.

- On September 23, The CECC pointed out that the list of key high-risk countries, after adjustment, includes India, the UK, Israel, Indonesia, and Myanmar. Travelers with history of travel to the five countries shall stay in group quarantine facilities for the 14-day quarantine and cooperate with the required testing measure during the quarantine period.
- The latest list of the risk categories for countries/regions is as follows:
 - Level 1 (Watch): None.
 - Level 2 (Alert): Palau.
 - Level 3 (Warning): The rest of the countries/regions in the world except for Palau.
- CECC restarts entry program for overseas students on a case-by-case basis as pandemic continues to subside in Taiwan.



PALAU GIVES GREEN LIGHT TO MEDIGEN-VACCINATED TRAVELERS



- Oct. 7 (CNA) Travelers that have received two shots of the Medigen COVID-19 vaccine will now be able to enter Palau, the Pacific island nation announced Thursday.

- Republic of China (Taiwan) Ambassador to Palau Wallace Chow (周民淦) told CNA Thursday of the approval of the vaccine made by Taiwan-based Medigen Vaccine Biologics Corp., after an announcement earlier in the day by Palau President Surangel Whipps Jr.
- Whipps Jr. presented Chow with a directive issued on Oct. 7 by Palau's health authorities confirming the recognition of Medigen, at a cocktail party held by the embassy to celebrate the ROC's Oct. 10 National Day.
- Noting the timing of the announcement, Chow described the directive as a National Day gift for Taiwan.

MORE PFIZER-BNT DOSES ARRIVE; TWO VACCINE SHIPMENTS TO COME FRIDAY

- Taiwan received a sixth shipment of the Pfizer-BioNTech (BNT) COVID-19 vaccine on Thursday, with another shipment of the same brand, as well as a batch of the Moderna vaccine, scheduled to arrive on Friday, according to the Central Epidemic Command Center (CECC).
- The sixth shipment of the Pfizer-BNT vaccine, containing 889,200 doses, arrived at Taiwan Taoyuan International Airport on a China Airlines charter flight at 5:34 a.m.
- It is part of 15 million doses of the Pfizer-BNT vaccine that have been ordered by Hon Hai Precision Co./YongLin Charity, Taiwan Semiconductor Manufacturing Co., and the Buddhist Tzu Chi Foundation, and are all being donated to the government for distribution.
- With Thursday's shipment, Taiwan has now received over 4.2 million doses of the Pfizer-BNT vaccine.



TAIWAN MARKETING ACTIVITIES

2021 US BUSINESS DAY

EVENT DATE: OCT 5-6

- The 10th U.S. Business Day event attracting about 60 local companies to attend physically. GTO participated in this highly anticipated annual business event between Taiwan and the U.S. to introduce Guam's MICE tourism as well as its potential for business operators and investors.
- GTO received a productive result for its first-time participation. The presentation of GTO wowed the participants that Guam is not only an ideal destination for MICE tourism but also boasts opportunities for light manufacturing, high-tech agriculture, pharmaceutical production, captive insurance, and hotel and attraction development.
- The event went successfully and attracted over 30 visits to Guam table among the event's 60 attendees.



DINNER GATHERING TO DISCUSS CO-OP WITH UOG

DATE: OCT 6

- GTO seek opportunity to expand the high education interaction between Guam and Taiwan as well as to build up relationships in education and politics.



- Dr. Chun-Chi Lin, President for International Affairs of National Taiwan Normal University, would like to know if the University of Guam has interests in building ties with NTNU for student long-term and short-term learning/exchanging programs.
- GTO received the Proposal and letter of Intent from NTNU to UOG

TAIWAN MARKET INTELLIGENCE

TAIWAN-PALAU TRAVEL BUBBLE UPDATE



- People who have received two shots of the Medigen COVID-19 vaccine are allowed to enter Palau, the Pacific island nation said on Thursday. (Oct. 9, 2021)

- Consumer Sentiments: Tourists from Taiwan continue to give good reviews and share their good experiences in Palau. (Oct. 12, 2021)

AIR V&V PROMOTION NR MONITOR

For the past week (October 5-12), a total of **25** exposures are monitored.

As of October 12, a total of **28** exposures are monitored this month including:

- **Online Exposure:** 25
- **Social Media:** 3



CONCALL WITH NTNU AND TECO GUAM

DATE: OCT 7

- GTO further seek resource for NTNU to create potential student visits to Guam via their potential cooperation with UOG
- GTO arranged a concall promptly to learn more details about NTNU's demands to UOG and assisted NTNU to build a connection with TECO Guam.
- NTNU's Mandarin Training Center staff said The University of Guam is an ideal co-op target for them since it is safe, English-speaking, and friendly to Taiwan. They would like to know if UGO will be interested in signing MOU with NTNU so the students could enjoy the academic resources from both sides.

TAIWAN MARKETING ACTIVITIES

Social Media October Content Calendar

Stockholder:

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

Week 1		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	1-Oct-21 FRIDAY	2-Oct-21 SATURDAY
							Guam Scenery
Week 2	3-Oct-21 SUNDAY	4-Oct-21 MONDAY	5-Oct-21 TUESDAY	6-Oct-21 WEDNESDAY	7-Oct-21 THURSDAY	8-Oct-21 FRIDAY	9-Oct-21 SATURDAY
		Safe-Certified Restaurants - Crust Pizzeria Napoletana		Guam Scenery		Phase 1 collateral materials- REC (Skydiving)	Safe-Certified Accommodations - Grand Plaza Hotel
Week 3	10-Oct-21 SUNDAY	11-Oct-21 MONDAY	12-Oct-21 TUESDAY	13-Oct-21 WEDNESDAY	14-Oct-21 THURSDAY	15-Oct-21 FRIDAY	16-Oct-21 SATURDAY
	Guam Scenery	Phase 1 collateral materials- Food	Safe-Certified Activity - Guam Tropical Dive Station	Safe-Certified Restaurants- Longhorn Steakhouse Guam		Safe-Certified Accommodations - Dusit Thani Guam Resort	Guam Scenery
Week 4	17-Oct-21 SUNDAY	18-Oct-21 MONDAY	19-Oct-21 TUESDAY	20-Oct-21 WEDNESDAY	21-Oct-21 THURSDAY	22-Oct-21 FRIDAY	23-Oct-21 SATURDAY
	Safe-Certified Accommodations - The Tsubaki Terrace		Safe-Certified Activity - Ride the Ducks	Guam Scenery		Phase 1 collateral materials- REC(Driving) 2	Safe-Certified Restaurants - Tony Roma's
Week 5	24-Oct-21 SUNDAY	25-Oct-21 MONDAY	26-Oct-21 TUESDAY	27-Oct-21	28-Oct-21	29-Oct-21	30-Oct-21
	Safe-Certified Accommodations - Hilton Guam Resort & Spa		Guam Scenery		Halloween Lucky Draw Event on FB	Halloween Lucky Draw Event on FB	Halloween Lucky Draw Event on IG
Week 6	31-Oct-21 SUNDAY						
	Halloween Lucky Draw Event on IG						



**SNS
WEEKLY
ACTIVITY**

PHILIPPINES

IATF ANNOUNCED RESOLUTION NO. 142 ON OCTOBER 7



REPUBLIC OF THE PHILIPPINES INTER-AGENCY TASK FORCE FOR THE MANAGEMENT OF EMERGING INFECTIOUS DISEASES

1. Fully vaccinated individuals coming from either “Green” or “Yellow” List countries/territories/jurisdictions, need to undergo facility-based quarantine until the release of their negative Reverse Transcription - Polymerase Chain Reaction (RT-PCR) testing taken on the fifth (5th) day. After which, they shall be required to undergo home quarantine until their tenth (10th) day, with the day of arrival being the first day. The Bureau of Quarantine (BOQ) shall ensure strict symptom monitoring while in the facility. Foreign nationals shall be required to secure their own pre-booked accommodation of at least six (6) days;
2. Unvaccinated, partially vaccinated, or individuals whose vaccination status cannot be independently verified/confirmed by Philippine authorities as valid and authentic coming from either “Green” or “Yellow” List countries/territories/jurisdictions, shall be required to undergo facility-based quarantine until the release of their negative RT-PCR testing taken on the seventh (7th) day. After which, they shall be required to undergo home quarantine until their fourteenth (14th) day, with the day of arrival being the first day. The BOQ shall ensure strict symptom monitoring while in the facility. Foreign nationals shall be required to secure their own pre-booked accommodation of at least eight (8) days;

#coronavirus #impact-summary



Philippines

Airlines lobby for increased quota for international arrivals to Manila.

LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	
PARTIAL	RESTRICTED	OPEN	
CONFIRMED	7 DAY ROLLING AVE	DEATHS	FULLY VACCINATED
2,683,372 24,164 per million	+10,043 ▼ -32% vs prev week	39,896 359.3 per million	23,538,103 21.20% of pop.

Source: Cases - John Hopkins University (2021-10-12). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2021-10-12). Retrieved from OurWorldInData.org

IATF EASES QUARANTINE PROTOCOLS FOR GREEN AND YELLOW LIST COUNTRIES

For arriving passengers from green* and yellow list countries: those fully vaccinated will be required to undergo facility-based quarantine for five days, with their RT-PCR test result released on the fifth day and home quarantine for another five days. **see new rule announced on Oct 13 for those arriving from green list countries (on next page)*

Meanwhile, unvaccinated and partially vaccinated people will need facility-based quarantine for seven days, with their RT-PCR test result released on the seventh day and home quarantine for another seven days.



IATF: RED, GREEN, & YELLOW LISTS

The Philippine government announced its updated list of red, green, and yellow countries for the period of October 1 to 15, which corresponds to the length of quarantine period required for persons traveling to the Philippines from those countries.

RED: Bermuda

Red list countries mean travelers from there are not allowed to enter the Philippines during the given time period.

GREEN: American Samoa, Burkina Faso, Cameroon, Cayman Islands, Chad, China (mainland), Comoros, Republic of the Congo, Djibouti, Falkland Islands (Malvinas), Hungary, Madagascar, Mali, Federated States of Micronesia, Montserrat, New Zealand, Niger, Northern Mariana Islands, Palau, Poland, Saba (Special Municipality of the Kingdom of Netherlands), Saint Pierre and Miquelon, Sierra Leone, Sint Eustatius, Taiwan, Algeria, Bhutan, Cook Islands, Eritrea, Kiribati, Marshall Islands, Nauru, Nicaragua, Niue, North Korea, Saint Helena, Samoa, Solomon Islands, Sudan, Syria, Tajikistan, Tanzania, Tokelau, Tonga, Turkmenistan, Tuvalu, Uzbekistan, Vanuatu, and Yemen

Green list countries mean fully vaccinated persons from these places benefit from a shortened quarantine period upon arrival - seven days, with RT-PCR on the fifth day.

YELLOW: All others

Yellow list countries mean there is no such perk for fully vaccinated persons from these places. They must still do a 14-day quarantine - 10 days in an accredited quarantine facility, 4 days under home quarantine in their local government of destination, with an RT-PCR test on the seventh day of quarantine.

QUARANTINE NOT REQUIRED FOR FULLY VAXXED 'GREEN LANE' TRAVELERS

Presidential Spokesperson Harry Roque said the new rule that arriving passengers from green lane countries/regions will not need to quarantine will take effect on Oct. 14. In a press statement, Roque said fully vaccinated foreign nationals must yield negative reverse transcription-polymerase chain reaction (RT-PCR) test result within 72 hours before they depart from the country of origin to qualify. Traveler will need to self-monitor for any symptoms until the 14th day.

VACCINATIONS FOR MINORS AGED 12-17 TO START WITH THOSE WITH COMORBIDITIES

The Department of Health (DOH) recently said that COVID-19 vaccinations among minors aged 12 to 17 will begin with children who have underlying medical conditions.

Minors belonging to this group will be considered as part of the government's A3 category or persons with comorbidities, while others will become eligible to get vaccinated "once adequate coverage of the A2 priority group or senior citizens has been achieved nationwide and vaccine supply becomes sufficient to include children."



In Malacañang's regular Laging Handa briefing, DOH Undersecretary Myrna Cabotaje said that the rollout of vaccines to minors with comorbidities may start as early as October 15 and could begin with a pilot run in Metro Manila.

OCTA SEES METRO MANILA UNDER LOW-RISK BY NOVEMBER

The COVID-19 situation in the National Capital Region continues to see a steady improvement, which means its risk classification could be downgraded next month, OCTA Research said.

OCTA Research fellow Dr. Guido David told CNN Philippines the seven-day average daily cases in Metro Manila has dropped below 2,000 — the first time since the strictest enhanced community quarantine was enforced over the region in August.

He said cases could go below 1,000 per day in Metro Manila before the end of October since the reproduction number is only at 0.63 now.

"We have already reversed the trend in NCR down to even before ECQ was implemented," David said.



OCTA said if the encouraging trend is sustained over Metro Manila, it is possible that the capital region will be classified as low-risk area by November, so the alert level system could be lowered.

The alert level determined by the Department of Health is based on the risk classification and hospital utilization rate. Metro Manila is under moderate risk and on Alert Level 4 until Oct. 15.

MORE PFIZER COVID-19 VACCINES ARRIVE IN PH



More doses of the Pfizer COVID-19 vaccine arrived in the country. The government received 918,450 doses of the vaccine from the COVAX facility at the Ninoy Aquino International Airport.

It is the latest shipment of vaccines to arrive in the country. Vaccine czar Carlito Galvez, Jr. and U.S. Chargé d'Affaires Heather Variava were present to welcome the latest Pfizer shipment donated by the United States.

Variava said more vaccine doses from the World Health Organization-led COVAX facility will arrive in the country.

Galvez, meanwhile, said more or less 500,000 Filipinos would benefit from the latest shipment.



PHILIPPINES MARKET INTELLIGENCE



AIRLINE SCHEDULE



TICKETING PERIOD : 20 SEPTEMBER - 30 NOVEMBER 2021

ROUTING	BCC	FARE BASIS	RT GROSS FARE IN USD (PER ADULT)	VALIDITY		REMARKS
				MIN	MAX	
MNL - GUM - MNL	TRAVEL PERIOD: 20 SEPTEMBER - 15 DECEMBER 2021 / 01 FEBRUARY - 15 MARCH 2022					
	O	OLTGU	200	2D	14D	*UNLIMITED FREE REBOOKING
	U	ULTGU	250			
	TRAVEL PERIOD: 16 - 31 DECEMBER 2021 / 01 - 31 JANUARY 2022 / 16 MARCH - 30 JUNE 2022					
O	OHTGU	230	2D	14D	*UNLIMITED FREE REBOOKING	
U	UHTGU	280				

*UNLIMITED FREE REBOOKING, PROVIDED CHANGES ARE MADE 4 DAYS BEFORE DEPARTURE. OTHERWISE, COLLECT APPLICABLE CHANGE FEE. SUBJECT TO FARE DIFFERENCE, IF APPLICABLE.

FLIGHT	DAY	Departure	Arrival
MNL-GUM (PR110)	Sun/Thurs	10:55PM	4:35AM+1
GUM-MNL (PR111)	Mon/Fri	6:40AM	8:25AM

OCTOBER 2x weekly



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*Valid until 30NOV2021. Please visit united.com or contact your travel agent.

FLIGHT	TUE/FRI		MON/WED/THU/SAT/SUN	
	DEPARTURE	ARRIVAL	DEPARTURE	ARRIVAL
MNL-GUM UA 184	9:50PM	3:55AM +1	10:25PM	4:30AM +1
GUM-MNL UA 183	7:05PM	8:50PM	7:25PM	9:10PM

OCTOBER Daily Flights

*All-in fares starting from USD 244 for one-way, and USD 254 for roundtrip. Inclusive of PH tax.