

**#InstaGuam**  
**@guampeeps671**



*Support  
local  
business*

# INDUSTRY RECOVERY REPORT

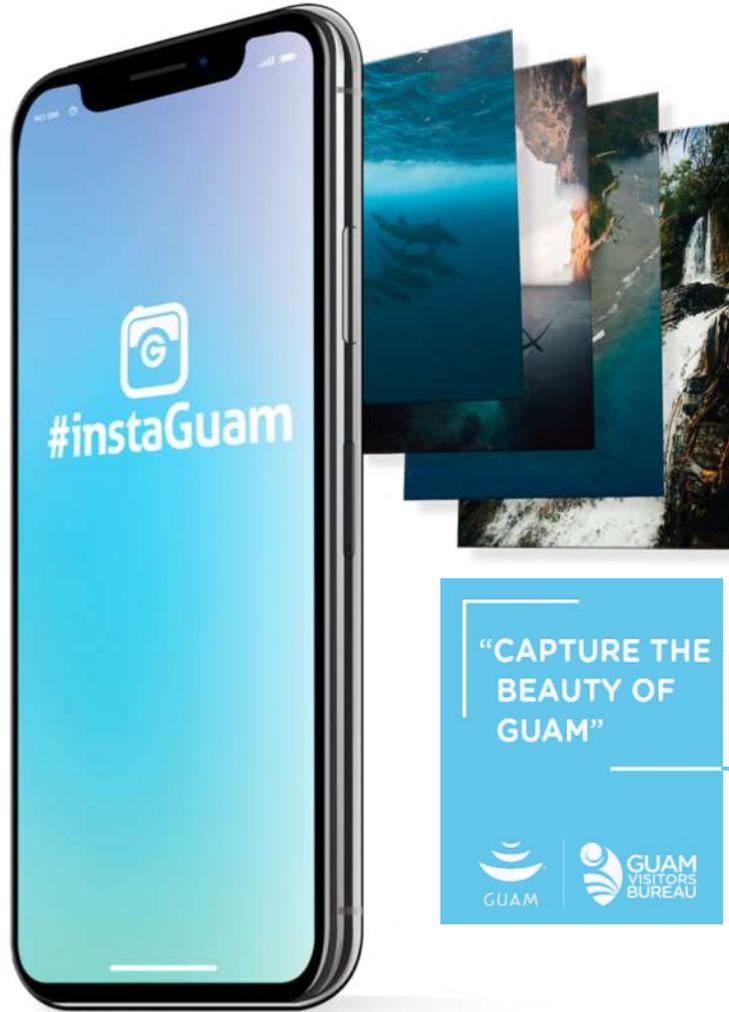
APRIL 15, 2022



# TABLE OF CONTENTS

3	DESTINATION UPDATES
10	ARRIVAL PROTOCOLS
15	MARKET UPDATES
19	● JAPAN
31	● SOUTH KOREA
41	● TAIWAN
48	● PHILIPPINES

# DESTINATION UPDATES



“CAPTURE THE  
BEAUTY OF  
GUAM”



## WEEKLY PRIZE CONTEST

GVB encourages everyone to share and submit their best photos or videos for a chance to win weekly prizes. For more on the #InstaGuam weekly contest, go to [visitguam.com/instaguam](https://visitguam.com/instaguam).



# FANDANÑA FRIDAY



- Fandanña Friday is **canceled** for Friday, April 15
- Will **resume next Friday**, April 22

**CANCELED**  
for April 15

*"Fandanña means to get together in CHamoru and we invite everyone to get together on Friday evenings at Ypao... We'll see you at the park!"*

~ GVB President & CEO Carl T.C. Gutierrez

# SAFE TRAVELS STAMP PROGRAM



## THE GUAM SAFE TRAVELS STAMP PROGRAM HAS BEEN REVAMPED

The World Travel & Tourism Council (WTTC) 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. The approved businesses are also featured on GVB's consumer site, [visitguam.com](https://visitguam.com) in English, Japanese, Korean, and Chinese. The Safe Travels Stamp certificate is valid through December 31, 2022.

*105 approved*



Go to [guamvisitorsbureau.com](https://guamvisitorsbureau.com)

- Select **Tools & Resources** on the menu, then click on **Safe Travels**
- Click on the **Safe Travels Application Form** and fill in the required information
- **Upload your company logo** along with **6-10 photos** that best showcase your business
- Read and agree to the **Safe Travels Pledge** and click **Submit**

- Safe Travels is globally recognized & instills a level of confidence and trust in both the tourism trade and international visitors
- FREE of charge to all eligible businesses

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

# FREE PCR TESTING FOR VISITORS



**PCR TESTING FOR VISITORS**

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

**1** Book an appointment with participating clinics. More information on participating clinics are on [www.visitguam.com/pcr](http://www.visitguam.com/pcr).



**2** Go to clinic for PCR test. You will need to do the following:

- Complete GVB's Patient Consent Form
- Provide passport, driver's license or birth certificate
- Provide copy of flight confirmations

**3** Wait for clinic to deliver results and any other documents required.



For more information, please visit:  
[www.visitguam.com/pcr](http://www.visitguam.com/pcr)



**PCR TESTING FOR VISITORS**

*Hafa Adai* Valued Guam Tourism Partners!

GVB is pleased to restart its PCR testing program for visitors upon their return home. This program aims to alleviate the COVID-19 testing cost in this new age of travel. We hope this will be a key competitive advantage to attract more visitors to Guam.

**Restart:** Monday, February 28, 2022 **End:** Saturday, April 30, 2022

**General Information**

- GVB will cover the cost of **one PCR test per person, per week.**
- This program is for PCR tests only.
- Clinics will provide test results and other necessary health documentation within **48 hours** to the patient.
- **Visitors must book their appointment directly with participating clinics.** Clinic information provided through the web pages listed below: (live on Feb 28)
  - English [visitguam.com/pcr](http://visitguam.com/pcr)
  - Japanese [visitguam.jp/pcr](http://visitguam.jp/pcr)
  - Korean [welcometoguam.co.kr/pcr](http://welcometoguam.co.kr/pcr)
  - Traditional Chinese [visitguam.org.tw/pcr](http://visitguam.org.tw/pcr)
- Each visitor is required to fill out a **Patient Consent Form** and provide other documents (listed below) to the clinics.
- Visitors are kindly requested to provide the following documents to the clinics:
  1. Government-issued identification: passport, driver's license or birth certificate
  2. Copy of arrival and departure confirmation (boarding pass or flight confirmation)

**Participating Clinics** (5 clinics, at 7 locations in Guam)



*Su Yuios Maisei* for your continued support. Program is subject to change.

**GUAM VISITORS BUREAU**  
Tel: +1-671-646-5278  
Ms. Margaret Sablan  
margaret.sablan@visitguam.com

**Mr. Brian Borja**  
brian.borja@visitguam.com

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

### GUTIERREZ: PAUL SHIMIZU LEAVES LASTING LEGACY

Håfa Adai! On the occasion of his recent passing, I here reflect on an extraordinary man of commerce and community involvement who changed Guam's outlook on what it means to work hard/play hard and how the two goals of fruitful labor and good times can and should be rolled into one for a better quality of life.

Guam Visitors Bureau Vice Chairman Paul San Nicolas Shimizu was one of the most down-to-earth gentlemen I've ever known. That may sound like a bit of a contradiction, but as a businessman and community leader, "Uncle Paul" was only formal when he had to be.

This duality came as naturally and unassumingly as the man himself. He seemed equally at ease with the wealthiest and most powerful among us as with the common everyday folks that he catered to as a wholesaler of beverages, tobacco, household sundries, snacks and sanitary products, as a promoter of sports and musical entertainment, as a philanthropist and as a rewarding employer of hardworking Guamanians. In a word, Paul was magnanimous. Rich or poor, professional or working class, he treated everyone generously and equally, with a healthy sense of mutual respect.

*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](mailto:communityrelations@visitguam.org).*

**CLICK HERE**  
**FOR FULL**  
**ARTICLE**



Support  
local  
business

#InstaGuam  
@gscfarmfresh



# MARKET INTELLIGENCE REPORT

As of April 15 and may be subject to change.



# ARRIVAL PROTOCOLS

## JAPAN

### JAPANESE NATIONALS

#### NO QUARANTINE

- Traveler entering/returning to Japan from Guam (a non designated country/region) AND has received three vaccination doses AND is negative at airport is exempted from quarantine.

#### REQUIREMENTS

- Negative result of COVID-19 test conducted within 72 hours prior to departure (RT-PCR, LAMP, TMA, TRC, Smart Amp, NEAR, Next Generation Sequence, CLEIA/ECLIA)  
<https://www.mhlw.go.jp/content/000807572.pdf> (Japanese)  
<https://www.mhlw.go.jp/content/000807573.pdf> (English)
- Submit a written pledge that you will follow the Japanese authorities requirements and fill out questionnaires
- Install mobile application (MySOS, Google Maps, COCOA; travel insurance for COVID-19 related issues recommended)

#### QUARANTINE

Traveler entering/returning to Japan from Guam (a non designated country/region) AND *has not* received three vaccination doses is subject to a a 7-day home quarantine (if the voluntary test on day 3 is negative, an exemption is made from further isolation).

### FOREIGN NATIONALS NEW ENTRY INTO JAPAN

#### (A) Foreign nationals eligible to this measure

- (1) Foreign nationals newly entering Japan for a short-term stay (less than three months) for purposes including business or employment and foreign nationals newly entering Japan for a long term stay (Except for tourist purposes)..
- (2) Foreign nationals fall under (1) and those who have receiving organizations located in Japan

*\*Refer to application for Visa for foreign Nationals eligible for Phased Measured toward Resuming Cross-Border Travel:*

[https://www.mofa.go.jp/ca/fna/page22e\\_000921.html](https://www.mofa.go.jp/ca/fna/page22e_000921.html)

*Information Source:*

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

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

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

## SOUTH KOREA

### NO QUARANTINE

- Fully vaccinated in Korea (14-180 days) or boosted can re-enter Korea without quarantine (as of March 21, 2022).
- Foreigners fully vaccinated other than Korea (14-180 days) or boosted can enter Korea without quarantine (as of April 1, 2022).

### REQUIREMENTS

- All travelers entering Korea (nationals and foreigners) must have a negative PCR test 48-hours prior to departure to Korea and K-ETA (only foreigners).
- Upon arrival must take a PCR test within 24 hours and antigen test on day 6 or 7 (covered by the Korean government).
- Foreigners must register their travel information, vaccination records, and PCR test to KDCA's website Q-Code before entering Korea. <https://cov19ent.kdca.go.kr/>
- Fully vaccinated in Korea that had tested positive but recovered must present positive result and official documentation of recovery before boarding their flight. If recovered within 10-40 days, no PCR test is required to return to Korea. If recovered past 40 days a negative PCR test result within 48-hours before departure is required.

### QUARANTINE

Unvaccinated nationals (including unvaccinated children 6-11 years old) will be required to [self-quarantine](#) for seven (7) days.

### NO QUARANTINE

#### FULLY VACCINATED IN KOREA

- Children 5 years old and below are exempted
- Must present negative PCR result taken 48-hours before departure
- Must register COOV app

#### FULLY VACCINATED IN KOREA RECENTLY RECOVERED FROM COVID

- Must show positive result, official documentation of recovery
- Recovered between 10-40 days no PCR test is requested before boarding
- Recovered after 40 days, PCR result taken 48-hours before boarding is required

#### FULLY VACCINATED IN ANOTHER COUNTRY

- Must present negative PCR result taken 48-hours before departure
- Must register KCDA's Q-Code and complete K-ETA - Only Foreigners

## TAIWAN

### QUARANTINE

- All travelers will be quarantined for 10 days at a self paid facility or home isolation
- Practice self-health management for 7 days and take a rapid antigen self test on the 2<sup>nd</sup> and 4<sup>th</sup> day

### REQUIREMENTS

- All travelers who arrive at an airport in Taiwan must present a certificate of a negative COVID-19 RT-PCR test taken within two days (calendar days) prior to the flight schedule time to the airline staff
- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://hdhq.mohw.gov.tw>
- Those who enter Taiwan shall arrange quarantine accommodation (a quarantine hotel or group quarantine facility where they plan to stay at their own expense) before visiting the country. Such travelers must also state that they have met related requirements by making relevant affidavits on the Quarantine System for Entry.

# TRAVEL RESTRICTIONS BY MARKET



## PHILIPPINES

### NO QUARANTINE

- Fully vaccinated nationals / foreign nationals
- Children below 12 years who cannot be vaccinated shall follow quarantine protocols of the parent or accompanying adult/guardian

### REQUIREMENTS

- Negative RT-PCR test result taken within 48 hours prior to departure from Guam
- OR a negative laboratory-based antigen test result taken within 24 hours prior to departure from Guam
- All inbound passengers shall register with the One Health Pass prior to arrival in the Philippines
- Self-monitor for any sign or symptom until the 7<sup>th</sup> day from arrival

### FACILITY-BASED QUARANTINE

Unvaccinated, partially vaccinated, unverified nationals are subject to a facility-based quarantine until release of negative results (5<sup>th</sup> day swabbing); self-monitor until 14<sup>th</sup> day of arrival.

*Travelers are considered Fully Vaccinated if:*

- They received 2<sup>nd</sup> dose series or single dose vaccine for more than 14 days prior to departure from country of origin
- Vaccine is included in EUA list or compassionate special permit (CSP) issued by the Philippine Food and Drug Administration OR EU listing of WHO

*Accepted proofs of vaccination:*

- World Health Organization (WHO) International Certificate of Vaccination or Prophylaxis; OR
- VaxCertPH; OR
- National/state certificate of the foreign government, including original CDC vaccination cards for those vaccinated in the US

**Entry Testing and Quarantine Protocols for Foreign Nationals arriving from Abroad effective 10 February 2022 per IATF Resolution No. 160-B:**

<https://aganapcg.dfa.gov.ph/79-advisories/1987-psa-2022-003>

# MARKETS AT-A-GLANCE

## JAPAN

- Number of new cases nationwide increased 11% from last week; number of infected cases turned around from a declining to an increasing trend
- Prime Minister Kishida hinted at a switch to prioritize economic activities by placing Covid-19 on par with influenza
- Most package, agent-organized tours cancelled until mid or late May; Jalpak until June 30
-  • **Flight operation:**
  - United: UA197 daily operation  
UA827/UA874 available from May 7 to June 2, 2022  
UA136, UA150 suspended until June 2  
UA172 suspended until June 23  
UA178 suspended until May 24  
UA166 suspended until July 31
  - JAL: suspended until June 30
  - Tway: suspended until April 30
  - JEJU: suspended until May 31
- Shown in appendix: SNS performance summary, content calendar, SNS posts, weekly Guam, Hypebeast articles and social listening results

## PHILIPPINES

- WHO warns of a surge in COVID-19 cases if unsafe gatherings continue
- Transport hubs brace for ‘revenge travelers’
- Duterte says he won’t lift facemask requirement
- 66M vaccinated against COVID-19; 12.4M boosted
-  • **Philippine Airlines – four flights per week; United Airlines - daily flights in April**
- Status of U.S. visa services, social media insights, and webinar details shown in appendix

## SOUTH KOREA

- Omicron wave is showing a clear downward trend, with government noting it will soon announce a post-omicron scheme, along with a decision on downgrading the infectious disease level of COVID-19
- KDCA’s new quarantine measures will begin April 11
- Korea begins to transition to ‘post-omicron’ era
- Booster shots for previous COVID-19 confirmed patients being considered
- Korea’s international flights to quarantine-free nations increase sharply in May
- Travel partner’s efforts for travel resumption to Guam detailed in appendix
- Travel trade partners requesting for overall abolition of PCR test
-  • **April-June airline seat capacity shown in appendix**
- SNS weekly activities and marketing content calendar shown in appendix

## TAIWAN

- Taiwan suspends some COVID contact tracing, adopts new control model
- CECC mulls home quarantine for people with light COVID-19 symptoms
- Quarantine rules relaxed amid growing COVID cases from unknown sources
- Taiwan eases isolation rules for mild, asymptomatic COVID-19 cases
- Taiwan still plans to open up gradually, despite case spike
- Show in appendix: CECC updates, airline routes, and April social media content calendar
- Marketing activities include: Con call with Agoda Global Government Affairs Manager Hsiao

DETAILS ARE FOUND IN THE APPENDIX

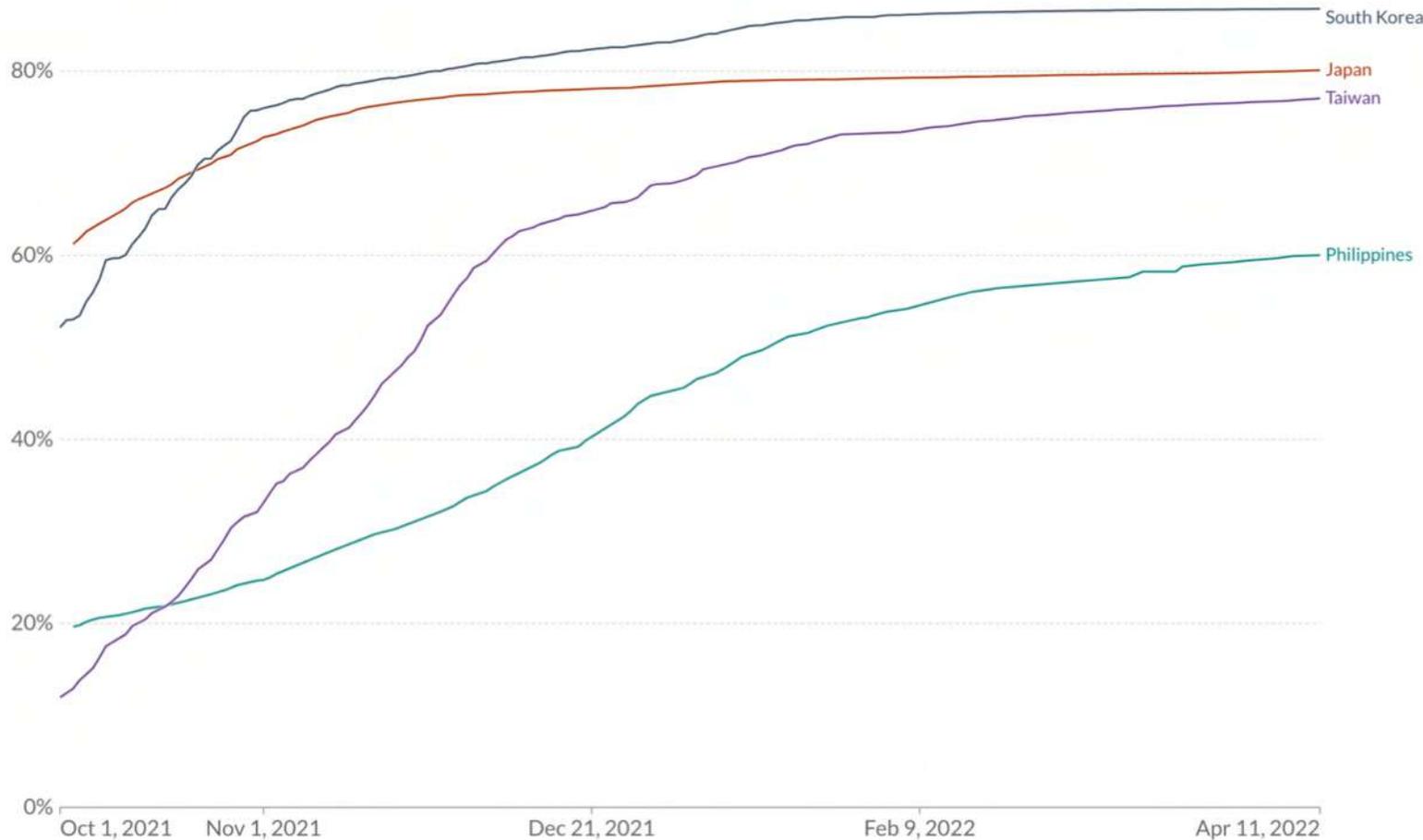
# MARKETS AT-A-GLANCE

## Share of people who completed the initial COVID-19 vaccination protocol

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

Our World in Data

LINEAR LOG



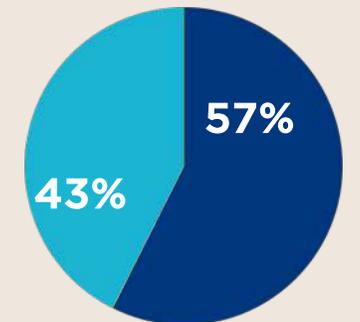
**GUAM**  
136,154 Fully Vaccinated

### COVID-19 CASES



Active In-Active

### BOOSTER



Have yet to receive  
Received booster

# APPENDIX

As of April 13, 2022 and may be subject to change.

*Support  
local  
business*



**#InstaGuam**  
**@\_kaduku.cards**

# JAPAN

# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The number of new cases nationwide increased 11% from last week to approximately 339,000.
- The number of infections per 100,000 population was approximately 263 in Japan and 377 in Tokyo. (4/2-4/8)
- The number of infected cases has turned around from a declining trend to an increasing trend. However, Prime Minister Kishida has hinted at a switch to prioritize economic activities by placing Covid-19 on par with seasonal influenza.

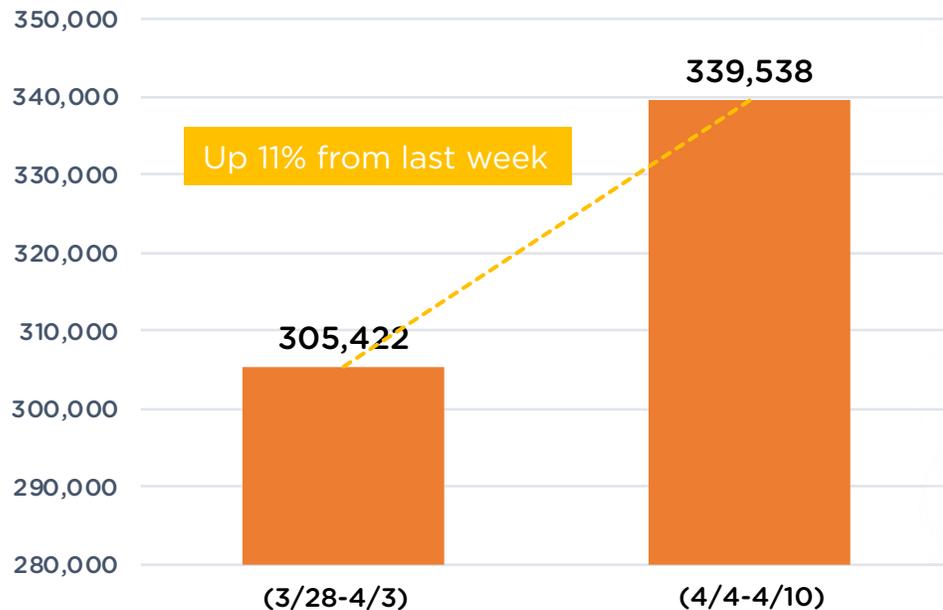


The number of infected people per 100,000 population:

NATIONWIDE  
**263**  
TOKYO  
**377**

Total for last 7 days

### Nationwide



Area / New cases	Mar-Apr 28-3	Apr 4-10	Changes (#) vs LW	Changes (%) vs LW
Tokyo	53,412	53,033	-379	99%
Osaka	22,826	26,917	4,091	118%
Aichi	17,322	18,032	710	104%
Fukuoka	15,327	16,884	1,557	110%
Nationwide	305,422	339,538	34,116	111%

Created based upon data from NHK (Japan Broadcasting Corporation)

## Confirmed COVID-19

### Cases:

# 7,124,030

## +51,331

# NEW CASES

AS OF APR 13, 2022

## HIGHLIGHTS

- Progress on the 3rd shot is not encouraging. Finally over 44%.
- Prime Minister Kishida announced a new budgetary contribution to promote vaccination of the youth population, due to poor progress in the third round of vaccinations.

## VACCINATION UPDATE

Total number of vaccination:  
**259,734,137**

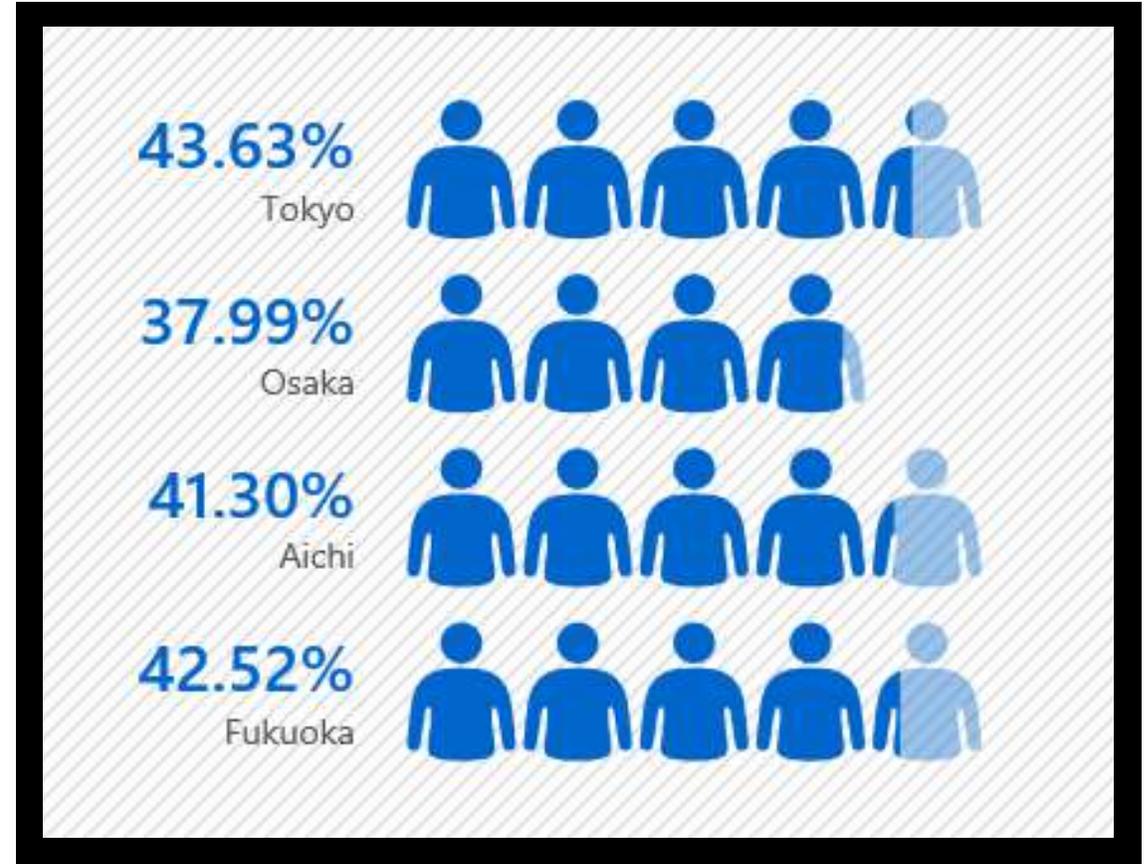
1st & 2nd doses administered:  
**102,744,247**  
**(81.1%)**  
**100,835,084**  
**(79.6%)**

Nationwide 3<sup>rd</sup> shot:  
**56,154,806**  
**(44.3%)**

Senior Citizens (+65):  
**1<sup>st</sup>: 33,197,434**  
**(92.8%)**  
**2<sup>nd</sup>: 33,092,036**  
**(92.5%)**

(4/7)

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



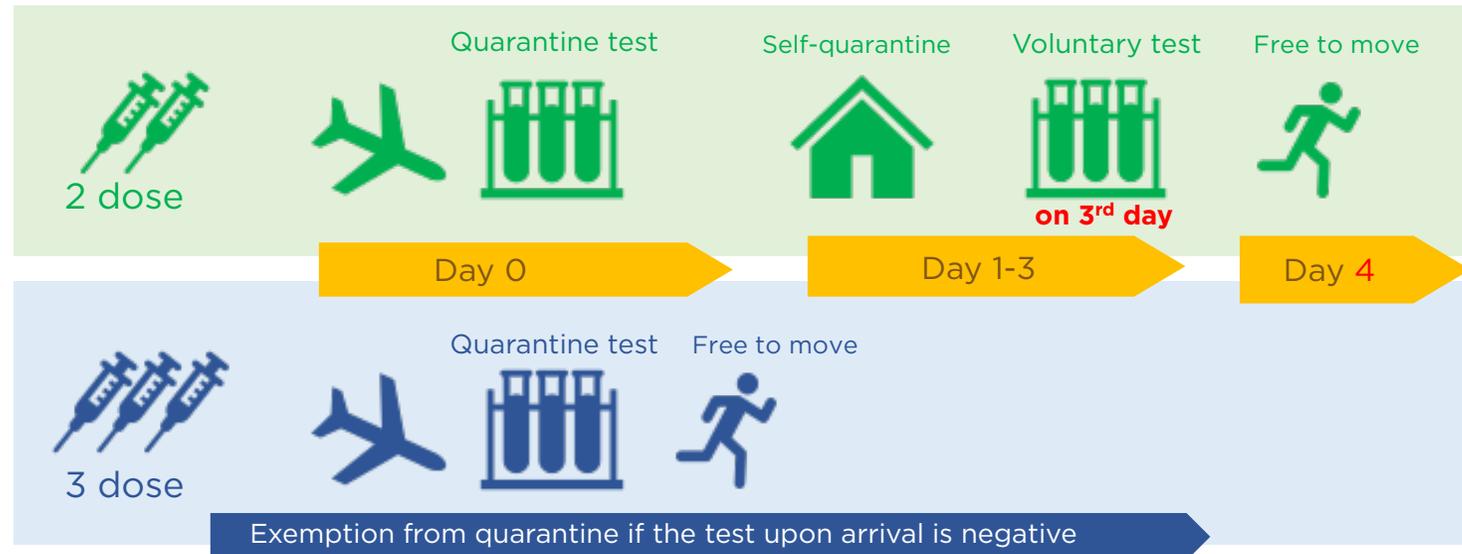
Created based upon data from Prime Minister's Office of Japan

## ENTRY PROTOCOLS

### HIGHLIGHTS

- The level of MOFA's "Overseas Travel Safety Information" has been lowered to "Level 2".
- Effective March 1, those returning from the U.S. (including Guam) who have completed their third vaccination are exempt from quarantine if they are negative upon return, while those who have completed their second or lower vaccinations are quarantined at home for three days.
- Effective April 10, the daily entry limit for new foreigners other than for tourism purposes will be relaxed to 10,000.

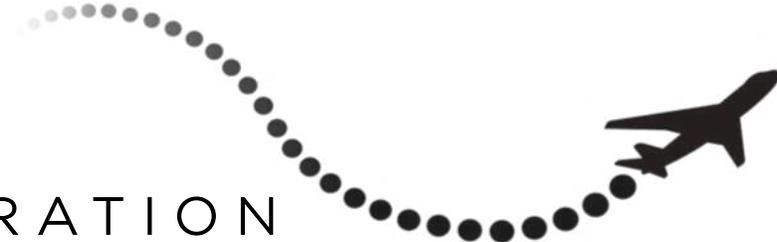
#### Effective from March 1 for those returning to Japan



*In the shortest possible time, assuming a negative result*

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION



AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from May 7, 2022 to June 2, 2022	UA 827	NRT	11:15 / 16:05	UA 828	6:55 / 9:55	Sat	166
	Available	UA 197	NRT	17:30 / 22:20	UA 196	13:05 / 16:05	Daily	166
	Available from May 7, 2022 to June 2, 2022	UA 874	NRT	21:05 / 1:45 +1	UA 873	17:05 / 19:50	Sun	166
	Suspended until June 2, 2022	UA 136	NGO	11:20 / 15:55	UA 137	7:30 / 10:20	Daily	166
	Suspended until June 23, 2022	UA 172	NGO	20:50 / 1:25 +1	UA 171	17:00 / 19:55	Daily	166
	Suspended until June 2, 2022	UA 150	KIX	11:05 / 15:45	UA 151	7:10 / 10:10	Daily	166
	Suspended until May 24, 2022	UA 178	KIX	20:50 / 1:20 +1	UA 177	16:50 / 19:50	Tue, Thu, Sat	166
	Suspended until July 31, 2022	UA 166	FUK	11:50 / 16:50	UA 165	07:40 / 10:50	Daily	166
	Suspended until June 30, 2022	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Daily	199
	Suspended until April 30, 2022	TW 311	KIX	10:45 / 15:10	TW 312	16:10 / 19:00	Daily	189
	Suspended until May 31, 2022	7C3174	KIX	10:10 / 14:50	7C3173	15:50 / 18:20	Daily	189
		7C3184 (Tue)		10:10 / 14:50	7C3183 (Fri)	15:50 / 18:20		

## PACKAGED SALES

TOUR SELLING (RESUMES)	FIT
 MAY 31	*
 MAY 15	*
 MAY 31	*
 JUNE 30	*
 MAY 15	*
 MAY 31	*
 MAY 15	*

# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- The number of followers has increased slightly, but is growing on each platform.
- Instagram's reach and engagement are becoming harder to grow, so we will be revamping our posts in April.
- We will launch #HereGuam and decide on a theme for each month and post materials that were taken the other day to create a sense of unity.

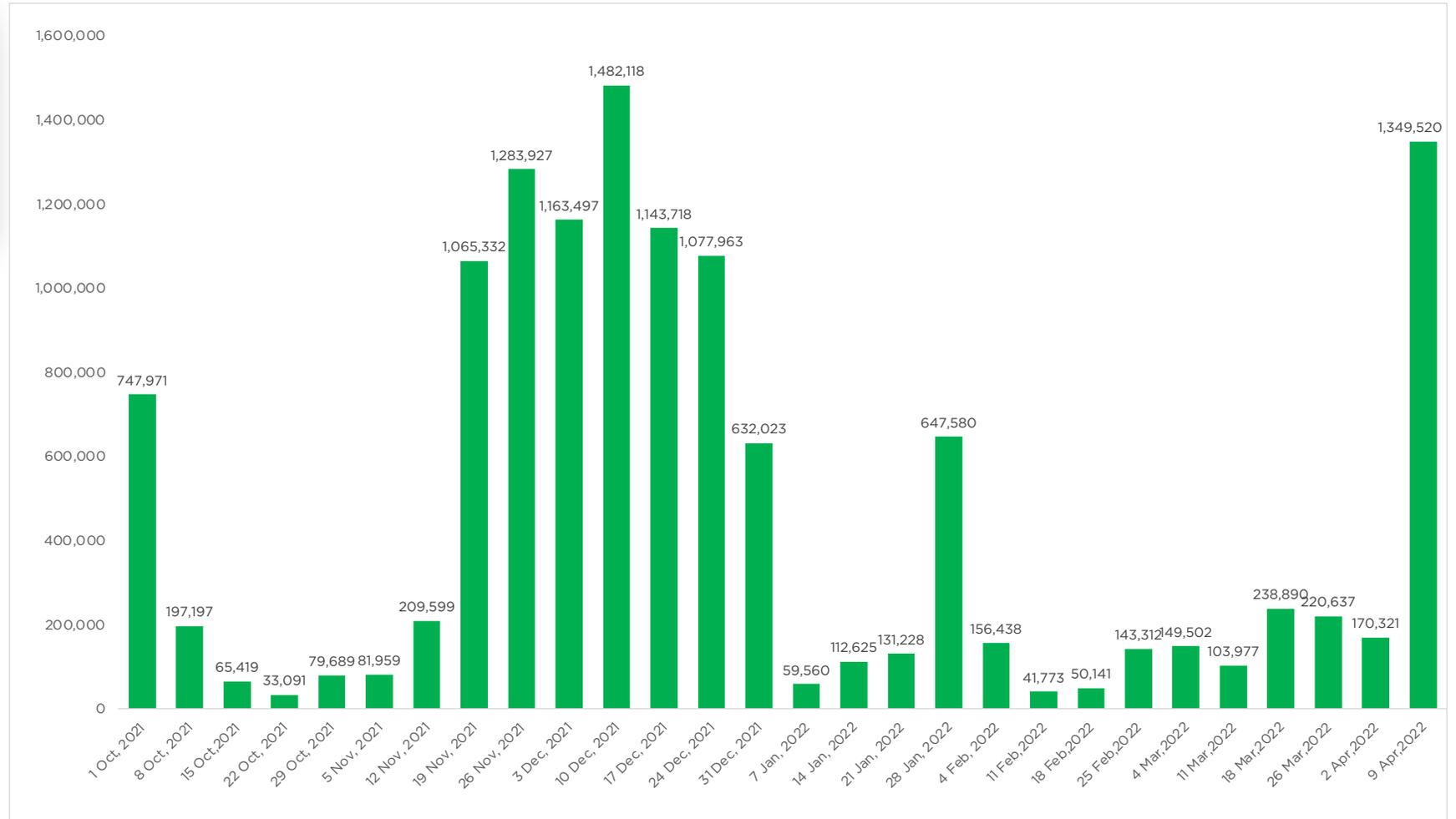
SNS	follower		Week Reach		Week Engagement	
	2 Apr,2022	9 Apr,2022	2 Apr,2022	9 Apr,2022	2 Apr,2022	9 Apr,2022
	22,985	23,027	14,870	334,915	1,806	1,432
	0.18%		2152.29%		-20.71%	
	23,814	23,808	6,402	6,380	977	889
	-0.03%		-0.34%		-9.01%	
	13,776	13,809	74,049	937,725	3,921	2,485
	0.24%		1166.36%		-36.62%	
	12,365	12,432	75,000	70,500	6,215	6,895
	0.54%		-6.00%		10.94%	
	1,650	-	1,650	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	5,314	5,587	12,790	13,679	0:01:45	0:01:50
	5.14%		6.95%		4.76%	

# JAPAN MARKETING ACTIVITIES



## SNS FOLLOWERS

- Total # of SNS reach is 11,761,044



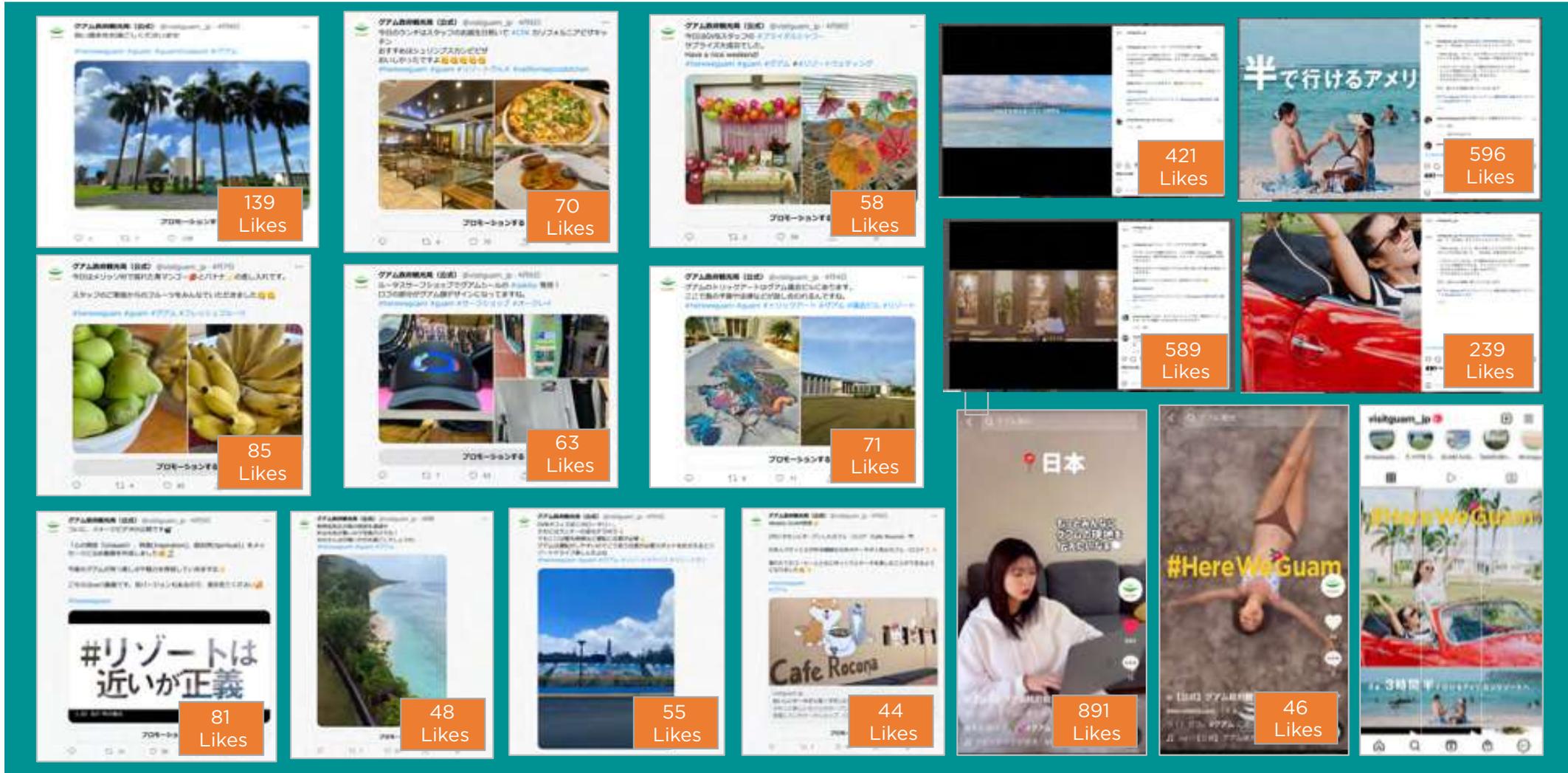
# JAPAN MARKETING ACTIVITIES

## SNS CONTENT CALENDAR: MARCH - APRIL

Apr 2022							
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
SNS	28	29	30	31	1	2	3
Instagram				HYPEBEAST	WeeklyGUAM		
Facebook				HYPEBEAST	WeeklyGUAM		
Twitter				HYPEBEAST	WeeklyGUAM		
Tiktok							
LINE							
SNS	4 <small>AD (Instagram/Twitter/YouTube)</small>	5 <small>AD (Instagram/Twitter/YouTube)</small>	6 <small>AD (Instagram/Twitter/YouTube)</small>	7 <small>AD (Instagram/Twitter/YouTube)</small>	8 <small>AD (Instagram/Twitter/YouTube)</small>	9 <small>AD (Instagram/Twitter/YouTube)</small>	10 <small>AD (Instagram/Twitter/YouTube)</small>
Instagram			#hereweguam 12post				
Facebook		Points of Guam Travel	weeekly GUAM	Points of Guam Travel	weeekly GUAM		
Twitter	GUAM Life	Points of Guam Travel	weeekly GUAM	Points of Guam Travel	weeekly GUAM		
Tiktok		GUAM Life	GUAM Life	GUAM Life	GUAM Life		
LINE							
SNS	11 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	12 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	13 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	14 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	15 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	16 <small>AD (Instagram/Twitter/YouTube)</small>	17 <small>AD (Instagram/Twitter/YouTube)</small>
Instagram	#hereweguam_safety		#hereweguam_clean		#Hereweguam_unrish		
Facebook		Points of Guam Travel	WeeklyGUAM	Points of Guam Travel	WeeklyGUAM		
Twitter	GUAM Life	Points of Guam Travel	weeekly GUAM	Points of Guam Travel	weeekly GUAM		
Tiktok		GUAM Life	GUAM Life	GUAM Life	GUAM Life		
LINE			#campaign				
SNS	18 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	19 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	20 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	21 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	22 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	23 <small>AD (Instagram/Twitter/YouTube)</small>	24 <small>AD (Instagram/Twitter/YouTube)</small>
Instagram	#hereweguam_safety		#hereweguam_clean		#Hereweguam_unrish		
Facebook		Points of Guam Travel	WeeklyGUAM		WeeklyGUAM		
Twitter	GUAM Life	Points of Guam Travel	weeekly GUAM	Points of Guam Travel	weeekly GUAM		
Tiktok		GUAM Life	GUAM Life	Points of Guam Travel	GUAM Life		
LINE							
SNS	25 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	26 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	27 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	28 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	29 <small>AD (Instagram/Twitter/YouTube/tiktok)</small>	30 <small>AD (Instagram/Twitter/YouTube)</small>	1 <small>AD (Instagram/Twitter/YouTube)</small>
Instagram	#hereweguam_safety		#hereweguam_clean		#Hereweguam_unrish		
Facebook		Points of Guam Travel	WeeklyGUAM	Points of Guam Travel	WeeklyGUAM		
Twitter	GUAM Life	Points of Guam Travel	weeekly GUAM	Points of Guam Travel	weeekly GUAM		
Tiktok		GUAM Life	GUAM Life	GUAM Life	GUAM Life		
LINE							
SNS	2	3	4	5	6	7	8
Instagram							
Facebook							
Twitter	GUAM Life						
Tiktok							
LINE							
Instagram			WeeklyGUAM		WeeklyGUAM		
Facebook			weeekly GUAM		weeekly GUAM		
Twitter			GUAM Life		GUAM Life		
Tiktok							
LINE							

# JAPAN MARKETING ACTIVITIES

## SNS POSTS



The collage displays 15 social media posts from the Guam Visitors Bureau's Japanese account. Each post is accompanied by an orange overlay indicating the number of likes it received:

- Post 1: 139 Likes
- Post 2: 70 Likes
- Post 3: 58 Likes
- Post 4: 421 Likes
- Post 5: 596 Likes
- Post 6: 85 Likes
- Post 7: 63 Likes
- Post 8: 71 Likes
- Post 9: 589 Likes
- Post 10: 239 Likes
- Post 11: 81 Likes
- Post 12: 48 Likes
- Post 13: 55 Likes
- Post 14: 44 Likes
- Post 15: 891 Likes
- Post 16: 46 Likes

# JAPAN MARKETING ACTIVITIES

**HYPEBEAST** 大自然の中でのゴルフ体験を始めとするグアムの魅力を HYPEBEAST がレポート

大自然の中でのゴルフ体験を始めとするグアムの魅力を HYPEBEAST がレポート

グアムには、美しい自然と、世界最高級のゴルフコースが数多くあります。その中でも、自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。また、美しい自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。

**ONWARD MANGILAO GOLF CLUB**

グアムには、美しい自然と、世界最高級のゴルフコースが数多くあります。その中でも、自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。また、美しい自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。

**GUAM ADVENTURES**

グアムには、美しい自然と、世界最高級のゴルフコースが数多くあります。その中でも、自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。また、美しい自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。

**Dededo Skate Park**

グアムには、美しい自然と、世界最高級のゴルフコースが数多くあります。その中でも、自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。また、美しい自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。

**OPAKE Guam**

グアムには、美しい自然と、世界最高級のゴルフコースが数多くあります。その中でも、自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。また、美しい自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。

**THREE SQUARES**

グアムには、美しい自然と、世界最高級のゴルフコースが数多くあります。その中でも、自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。また、美しい自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。

**Fit & Co.**

グアムには、美しい自然と、世界最高級のゴルフコースが数多くあります。その中でも、自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。また、美しい自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。

**The Saubaki Tower Queen**

グアムには、美しい自然と、世界最高級のゴルフコースが数多くあります。その中でも、自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。また、美しい自然と調和した美しい景色を楽しむことができる「ONWARD MANGILAO GOLF CLUB」が人気です。

**HYPEBEAST** 大自然の中でのゴルフ体験を始めとするグアムの魅力を HYPEBEAST がレポート #sponsored

大自然の中でのゴルフ体験を始めとするグアムの魅力を HYPEBEAST がレポート

「グアム政府観光局 (GUAM VISITORS BUREAU)」と「HYPEGOLF Japan」がタグを組...

**HYPEBEAST Japan** 大自然の中でのゴルフ体験を始めとするグアムの魅力を HYPEBEAST がレポート

大自然の中でのゴルフ体験を始めとするグアムの魅力を HYPEBEAST がレポート

「グアム政府観光局 (GUAM VISITORS BUREAU)」と「HYPEGOLF Japan」がタグを組...

**HYPEBEAST** 大自然の中でのゴルフ体験を始めとするグアムの魅力を HYPEBEAST がレポート

大自然の中でのゴルフ体験を始めとするグアムの魅力を HYPEBEAST がレポート

「グアム政府観光局 (GUAM VISITORS BUREAU)」と「HYPEGOLF Japan」がタグを組...

2022年3月30日 - Twitter Web App

2022年3月30日 - Twitter Web App

**HYPEBEAST**

- FAM article now available
- 30 March 2022

# JAPAN MARKETING ACTIVITIES

## SOCIAL LISTENING

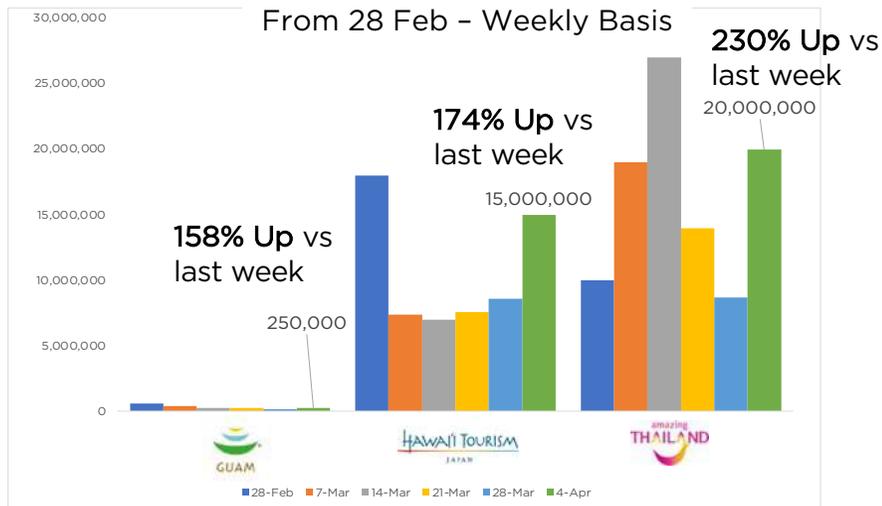
Significantly increased SNS reach among all directions.

### # OF NEWS



## SNS REACH

From 28 Feb - Weekly Basis



## WEEKLY GUAM

Popular tours that you can enjoy Guam to the fullest are opening one after another!



# JAPAN MARKETING ACTIVITIES

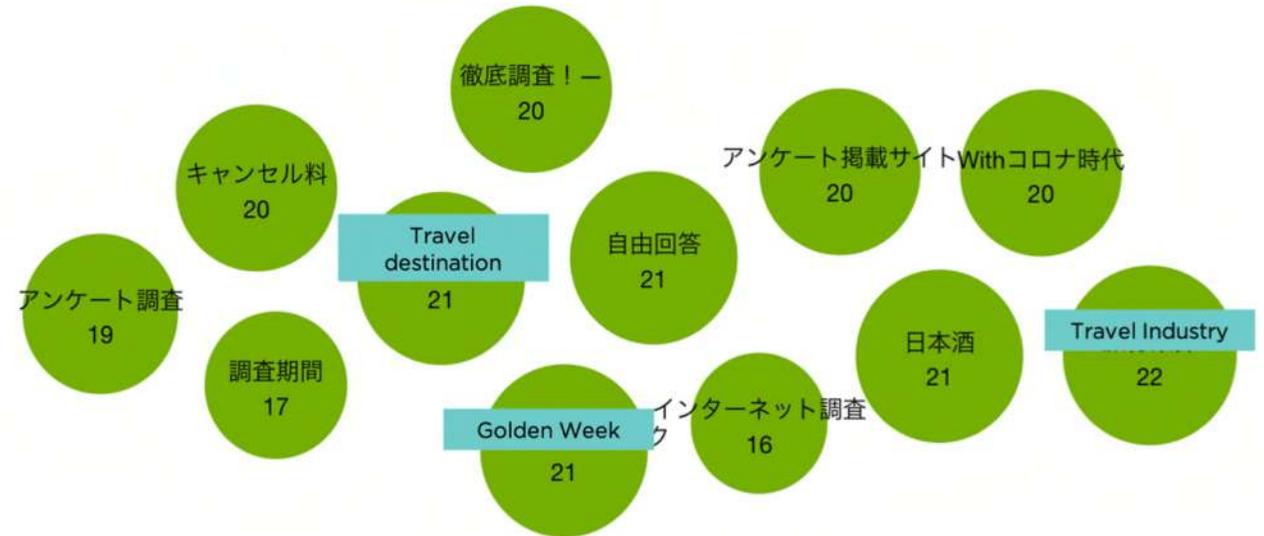
## # HERE WEGUAM PR/SOCIAL LISTENING

日本人旅行受入れ55周年でサービス特典提供

日本人旅行受入れ55周年でサービス特典提供 **グアム**政府観光局は今年が**グアム**への日本人旅行者を初めて受け入れてから55周年の節目を迎えるのにあわせてゴールデンウィークから9月末までをめぐりに「GOGO **GUAM**キャンペーン」を実施する。現地の**ホテル・レストラン・アクティビティ**な



The Guam Visitors Bureau will launch the "GOGO GUAM Campaign" from Golden Week to the end of September to mark the 55th anniversary of the first Japanese visitors to Guam this year.

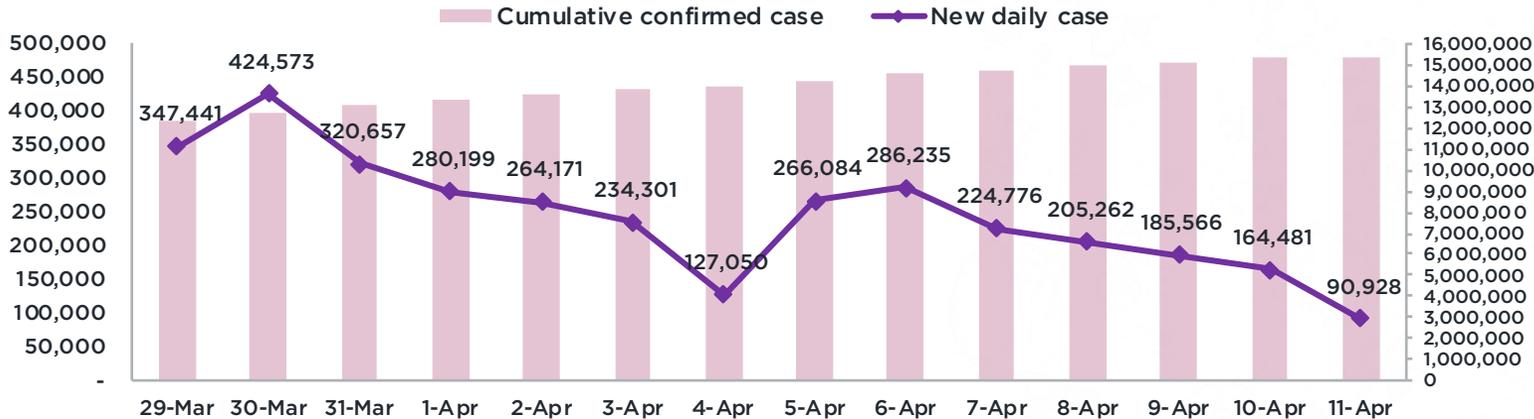


- Started showing travel related keywords

# SOUTH KOREA

# KOREA COVID-19 NEWS

MARCH 29 - APRIL 11, 2022



## HIGHLIGHTS

- South Korea's omicron wave is showing a clear downward trend, the government noting that it will soon announce a post-omicron scheme, along with a decision on downgrading the infectious disease level of COVID-19.

**Confirmed COVID-19 CASES:**  
**15,830,644**

## COVID-19 VACCINATION STATUS: FEB 26, 2021 - APR 11, 2022

**1ST DOSE ADMINISTERED**

**44,998,026**  
*87.7% of total population*  
*97.2% of 18 and older*  
*96.3% of 60 and older*

**FULLY IMMUNIZED**

**44,514,483**  
*86.7% of total population*  
*96.4% of 18 and older*  
*95.8% of 60 and older*

**BOOSTER SHOT**

**32,923,050**  
*64.2% of total population*  
*73.9% of 18 and older*  
*89.2% of 60 and older*

Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot
AstraZeneca	11,074,438 (24.6%)	9,241,168 (20.8%)	1,425 (TBD)
Pfizer	25,409,519 (56.5%)	26,976,067 (60.6%)	22,026,128 (66.9%)
Janssen	1,515,830 (3.4%)	1,515,830 (3.4%)	26,781 (0.1%)
Moderna	6,811,395 (15.1%)	6,636,386 (14.9%)	10,819,765 (32.9%)
NOVAVAX	106,656 (0.2%)	67,186 (0.1%)	42,932 (0.1%)
etc. (WHO-authorized)	80,188 (0.2%)	77,846 (0.2%)	6,019 (TBD)
<b>Total:</b>	<b>44,998,026</b>	<b>44,514,483</b>	<b>32,923,050</b>

**+195,370 NEW CASES**

## KDCA'S NEW QUARANTINE MEASURES FROM APRIL 11



- As South Korea's omicron wave is on a clear downward trend, the government decided to make a shift in the current quarantine measure.
- It aims to gradually reduce the number of hospital beds secured for COVID-19 patients and scale back residential treatment centers and screening stations.

### COVID-19 TESTING

Rapid antigen testing will no longer be available at COVID-19 screening centers at public health centers from April 11

Those under the age of 60 can get tested only at local hospitals and clinics

### ARRIVAL PROTOCOL FOR FOREIGN RESIDENTS

Long-term foreign residents with a confirmed record of COVID-19 in Korea, 10 to 40 days before the departure date, would no longer have to submit a negative PCR test result upon arrival effective from April 11

*However, those who are confirmed positive in overseas are not exempted from PCR test result submission*

## KOREA BEGINS TRANSITION TO 'POST-OMICRON' ERA

The government will soon announce a post-omicron scheme, along with a decision on downgrading the infectious disease level of COVID-19. The compulsory quarantine period for all COVID-19 patients will be shortened or possibly gotten rid of altogether as well, once the infectious disease level of COVID-19 is set lower. Meanwhile, it will reveal adjusted social distancing rules this Friday, aiming at normalizing the medical system to pre-pandemic days.



## BOOSTER SHOTS FOR PREVIOUS COVID-19 CONFIRMED PATIENTS BEING CONSIDERED

The government is considering whether to recommend a third dose of vaccine to people with history of confirmed COVID-19 as the 4th vaccination was allowed for the elderly in the US and Europe. Currently, if a person has completed the second dose of the vaccine and has a history of confirmed COVID-19, the third dose is not recommended.

## KOREA'S INTL. FLIGHTS TO QUARANTINE-FREE NATIONS TO INCREASE SHARPLY STARTING IN MAY

The government will increase the weekly number of international flights to the US, Europe and other COVID-19 quarantine-free nations by 100 flights every month starting in May in line with growing demand for overseas travel. It is expected that the rate of expansion will be further increased to 300 flights every month from July along with the normalization of international flight services at regional airports such as Muan, Cheongju and Jeju intl. airport.



## TRAVEL PARTNER'S EFFORTS FOR TRAVEL RESUMPTION TO GUAM

As the omicron wave is slowing after reaching its peak in mid-March, even the new COVID-19 cases falling below 100,000 for the first time in almost two months as of April 11, travel trade partners are opening up diverse promotions for Guam travel in line with the increasing travel demand.



- Partnered with PHR's five local hotels to provide various benefits for passengers on the PUS-GUM route from May 6 to 31.
- Five affiliated hotels: The Tsubaki Tower, PIC Guam, Hilton Guam Resort & Spa, Hotel Nikko Guam, and Righa Royal Laguna Guam Resort.



- Will provide customers with special-price tickets on a first-come, first-served basis along with the hotel-affiliated event promotions.
- Air Seoul passengers can also get additional discounts on local rent-a-cars and optional activities through 'Guamjoa.com', an option tour company.



- Will open a total of 40 domestic and overseas package products and promotions at special price from April 5, under the concept of "Monthly Overseas Travel".
- Will sell popular travel packages to 400 people on a first-come, first-served basis for a month in April, which includes Guam, Saipan, Southeast Asian countries, etc.

## TRAVEL TRADE PARTNERS REQUESTING FOR OVERALL ABOLITION OF PCR TEST

Aviation and travel industries are demanding government to abolish pre-departure and on-arrival PCR tests, which are mandatory conditions for entry in Korea. They are arguing that mandatory PCR tests in Korea are working as a major obstacle to the recovery of the travel industry as it can be a huge burden for travelers both in financial and psychological aspect.

# KOREA MARKET INTELLIGENCE

## APRIL AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	THU/SUN	9:00	14:20	2,152
Jin Air	LJ641	TUE/WED/FRI/SUN	9:10	14:35	2,457
T'way	TW301	WED/SAT (Apr 23rd-)	18:00	23:40	567
TOTAL					5,176

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT (Apr 30th-)	08:05	13:05	220
Jin Air	LJ773	TUE/SAT (Apr 16th-)	08:00	13:00	945
TOTAL					1,165



TOTAL OUTBOUND SEAT CAPACITY (APRIL): 6,341 SEATS

# KOREA MARKET INTELLIGENCE

## MAY AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	WED/THU/SAT/SUN	9:00	14:20	5,111
Jeju Air	7C3102	THU/SUN (May 4~)	9:00	14:30	3,024
Jin Air	LJ641	TUE/WED/FRI/SUN	9:10	14:35	3,402
T'way	TW301	WED/THU/SAT/SUN	18:00	23:40	3,213
Air Seoul	RS101	WED/SAT (May 14~)	08:15	13:35	975
TOTAL					15,725

### • B U S A N - G U A M

*Korean Air : Daily (May 30~)*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,980
Jin Air	LJ773	TUE/SAT	08:00	13:00	1,701
Jeju Air	7C3154	THU/SUN	09:30	15:00	1,512
TOTAL					5,193



TOTAL OUTBOUND SEAT CAPACITY (MAY): 21,107 SEATS

# KOREA MARKET INTELLIGENCE

## 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	Seat Capacity
Korean Air	KE113	DAILY	9:00	14:20	8,070
Jeju Air	7C3102	WED/THU/SAT/SUN	9:00	14:30	3,402
Jin Air	LJ641	DAILY	9:10	14:35	5,670
T'way	TW301	DAILY	18:00	23:40	5,670
Air Seoul	RS103	WED/THU/SAT/SUN	08:15	13:35	3,510
<b>TOTAL</b>					<b>26,322</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,760
Jin Air	LJ773	TUE/SAT	08:00	13:00	1,512
Jeju Air	7C3154	THU/SUN	09:30	15:00	1,701
<b>TOTAL</b>					<b>4,973</b>



**TOTAL OUTBOUND SEAT CAPACITY (JUNE): 31,295 SEATS**

# KOREA MARKETING ACTIVITIES



## SNS WEEKLY ACTIVITY: APR 04 - APR 08

#GuamAgain | NATURE ACTIVITIES IN GUAM



blog **관광부관광청 한국사무소** 🔍 ☰

관광 정보

**[관광 액티비티] 자연이 살아 숨 쉬는 곳 - 밸리 오브 더 라떼**

관광부관광청 2022. 4. 4. 12:00 [+이웃추가](#)

**자연 경관 액티비티**  
밸리 오브 더 라떼

visitguam\_kr

GUAM 1,371 게시물 2.2만 팔로워 2,001 팔로잉

관광부관광청 한국사무소 🇺🇸 🇰🇷  
Hafa Adai! 관광부관광청 한국사무소 공식 인스타그램에 오신 것을 환영합니다.  
더 다양한 소식은 아래 링크를 통해 만나보세요 ➡  
[linktr.ee/visitguam.kr](https://linktr.ee/visitguam.kr)

[팔로우](#) [메시지](#) [연락처](#) [+](#)

[SHOP GUAM](#)

#GuamAgain **살맛 e-팩스...**

Hafa Adai!

오늘은 관에서 즐길 수 있는 초록빛 액티비티를 소개해 드리려고 합니다!

도시 속에서는 만날 수 없는 초록숲이 우거진 정글, 신비스러운 강에서의 짜릿한 카야킹 그리고 차모로 전통 생활 모습도 엿볼 수 있는 기회!

밸리 오브 더 라떼 (Valley of the Latte)에 대해 알아보나요?

<https://blog.naver.com/gvbkorea/222690624682>

**자연 경관 액티비티**  
밸리 오브 더 라떼

Visit Guam 관광청 한국사 (KR) Published by Barco Chu April 4 at 5:05 PM

초록색으로 물든 강과 푸른 하늘이 어우러진 풍경은 보는 것만으로도 힐링이 됩니다!

정글 속 깊숙한 곳으로 들어가서 시원한 물줄기를 따라 카야를 즐기는 것은 정말 특별한 경험입니다!

도시 속에서는 만날 수 없는 초록숲이 우거진 정글, 신비로운 강에서의 짜릿한 카야킹 그리고 차모로 전통 생활 모습도 엿볼 수 있는 기회!

정말 자연을 느끼고 싶다면 #밸리오브더라떼를 추천합니다!

#GuamAgain #Travel\_Guam

Visit Guam 관광청 한국사 (KR) Published by Barco Chu April 4 at 5:05 PM

자연이 살아 숨 쉬는 곳 - 밸리 오브 더 라떼

정글 속 깊숙한 곳으로 들어가서 시원한 물줄기를 따라 카야를 즐기는 것은 정말 특별한 경험입니다!

도시 속에서는 만날 수 없는 초록숲이 우거진 정글, 신비로운 강에서의 짜릿한 카야킹 그리고 차모로 전통 생활 모습도 엿볼 수 있는 기회!

정말 자연을 느끼고 싶다면 #밸리오브더라떼를 추천합니다!

#GuamAgain

Visit Guam 관광청 한국사 (KR) Published by Barco Chu April 4 at 5:05 PM

자연이 살아 숨 쉬는 곳 - 밸리 오브 더 라떼

정글 속 깊숙한 곳으로 들어가서 시원한 물줄기를 따라 카야를 즐기는 것은 정말 특별한 경험입니다!

도시 속에서는 만날 수 없는 초록숲이 우거진 정글, 신비로운 강에서의 짜릿한 카야킹 그리고 차모로 전통 생활 모습도 엿볼 수 있는 기회!

정말 자연을 느끼고 싶다면 #밸리오브더라떼를 추천합니다!

#GuamAgain

Visit Guam 관광청 한국사 (KR) Published by Barco Chu April 4 at 5:11 PM

Hafa Adai!

오늘은 관에서 즐길 수 있는 초록빛 액티비티를 소개해 드리려고 합니다!

도시 속에서는 만날 수 없는 초록숲이 우거진 정글, 신비로운 강에서의 짜릿한 카야킹 그리고 차모로 전통 생활 모습도 엿볼 수 있는 기회!

정말 자연을 느끼고 싶다면 #밸리오브더라떼를 추천합니다!

#GuamAgain

Visit Guam 관광청 한국사 (KR) Published by Barco Chu April 4 at 5:11 PM

[관광 액티비티] 자연이 살아 숨 쉬는 곳 - 밸리 오브 더 라떼

[Learn more](#)

# KOREA MARKETING ACTIVITIES



## MEDIA MONITORING

GVB delegations visit Korea to seek cooperation with travel trade partners for travel resumption

### Newsis

[https://newsis.com/view/?id=NISX20220404\\_0001819680&cID=10701&pID=10700](https://newsis.com/view/?id=NISX20220404_0001819680&cID=10701&pID=10700)



### Gukje News

<https://www.gukje.com/news/articleView.html?idxno=2440336>



### E-daily

<https://www.edaily.co.kr/news/read?newsId=03548966632292840&mediaCodeNo=257&OurlnKChk=Y>

### Digital Chosun Ilbo

[http://digitalchosun.dizo.com/site/data/html\\_dir/2022/04/04/2022040480135.html](http://digitalchosun.dizo.com/site/data/html_dir/2022/04/04/2022040480135.html)



### Discovery News

<http://www.discoverynews.kr/news/articleView.html?idxno=773754>



### Tour Korea News

<http://www.tournews21.com/news/articleView.html?idxno=51349>

### Herald Economy

<http://news.heraldcorp.com/view.php?ud=0220404000656>

### TTL News

[http://www.ttlnews.com/article/biz\\_world/11621](http://www.ttlnews.com/article/biz_world/11621)

# KOREA MARKETING ACTIVITIES

GVB KOREA - April Content Calendar							<b>Channels:</b>	
							Instagram Story / Video	
							Naver Blog/ Facebook/Kakao	
							Instagram Feed Daily Uploads	
							SNS EVENT	
							Offline Event Notice	
						April 1	April 2	
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Week 1	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						#GuamAgain Beach	
	April 3	April 4	April 5	April 6	April 7	April 8	April 9	
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Week 2	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)							
		#GuamAgain Valley of Latte	#GuamAgain Let's ride guam	#FromGuam UGC	#GuamAgain Nature scenery	#FromGuam UGC		
April 10	April 11	April 12	April 13	April 14	April 15	April 16		
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Week 3	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)							
		#GuamAgain Hotel Updates	#GuamAgain hotel	#FromGuam UGC	#GuamAgain Hotel (Card News)	#GuamAgain hotel		
April 17	April 18	April 19	April 20	April 21	April 22	April 23		
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Week 4	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)							
		Event	#FromGuam UGC	#FromGuam UGC	#FromGuam UGC	#FromGuam UGC		
April 24	April 25	April 26	April 27	April 28	April 29	April 30		
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Week 5	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)							
		#GuamAgain Restaurants	#FromGuam Restaurant	#FromGuam UGC	#GuamAgain Restaurant (Card News)	#GuamAgain Restaurant		

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

# TAIWAN

## TAIWAN SUSPENDS SOME COVID CONTACT TRACING, ADOPTS NEW CONTROL MODEL



Health and Welfare Minister Chen Shih-chung said Thursday that COVID-19 contact tracing has been partially suspended in Taiwan and a new disease control model is being put in place, amid a rise in domestic cases.

The immediate suspension of contract tracing applies only to travelers who test positive for COVID-19 in Taiwan, either on arrival at the airport or during mandatory quarantine, Chen said. That decision was made in a bid to free up resources to monitor the growing number of domestic COVID-19 cases, he said at a press briefing, after he reported 531 new cases -- 382 domestically transmitted and 149 imported.

Chen said contact tracing on new imported cases will only be done if any of them are believed to be linked to COVID-19 clusters at quarantine hotels or quarantine centers in Taiwan.

Regarding the recent daily rise in domestic infections, Chen said the current goal is to bring the situation under control, even though it is impossible to achieve zero new domestic cases at this time.

## CECC MULLS HOME QUARANTINE FOR PEOPLE WITH LIGHT COVID-19 SYMPTOMS

CECC is evaluating plans to have people with light COVID-19 symptoms quarantine at home if the number of domestic cases in Taiwan continues to rise, Health Minister Chen Shih-chung said Wednesday.

Chen made the comments during the CECC's daily press briefing, after reporting 281 new domestically-transmitted COVID-19 cases, marking the highest daily total this year and the sixth consecutive day in which local cases have exceeded 100.

Despite the rising case totals, only five of the 2,061 domestic cases recorded between Jan. 1 and April 5, or 0.24 percent, had moderate to severe symptoms of the disease, while the others were either mild or asymptomatic, CECC data showed.

### Home quarantine for light COVID-19 cases:

When asked about an appeal by New Taipei Mayor Hou Yu-ih, whose city has been a hotspot during the recent outbreak, to begin allowing COVID-19 patients with light symptoms quarantine at home, Chen confirmed that planning is already underway.



## Confirmed COVID-19

### CASES: 28,666

### 22.6% active (6,478)

AS OF APR 13, 2022

worldometer

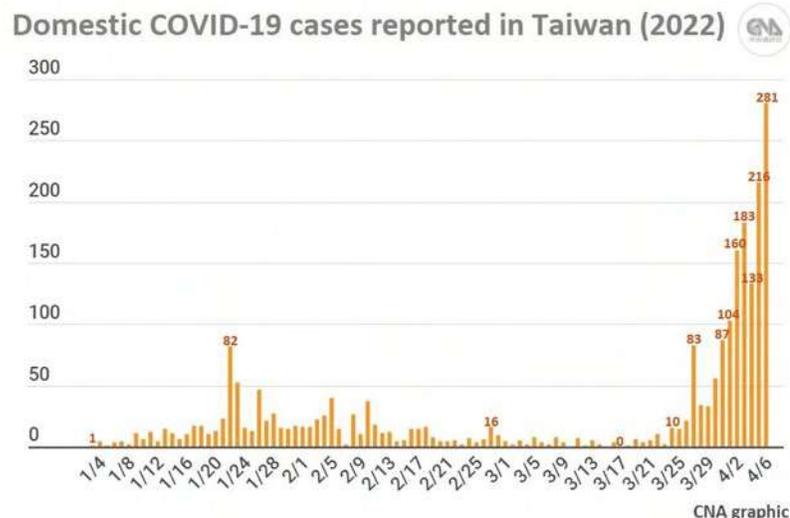
## QUARANTINE RULES RELAXED AMID GROWING COVID CASES FROM UNKNOWN SOURCES

Home quarantine rules for people in Taiwan confirmed as having come into contact with COVID-19 positive individuals have been relaxed amid growing local infections from unknown sources, the CECC said Wednesday. (April 6)

Before the relaxed rules were announced, people listed as contacts of confirmed cases and ordered by the health authorities to isolate at home had to do so in an independent living unit.

Under the new rules, which came in effect Wednesday, people required to undergo home quarantine can do so in their residence, even if they do not live alone, according to the CECC.

The new rules have been introduced, said Minister of Health and Welfare Chen Shih-chung during a CECC press briefing that day, because the current spread of COVID-19 in Taiwan mainly involves the more infectious Omicron variant of the virus.



## TAIWAN EASES ISOLATION RULES FOR MILD, ASYMPTOMATIC COVID-19 CASES

People in Taiwan who test positive for COVID-19 but have no symptoms or only a mild infection can now reduce their period of isolation, once their tests show they are not highly contagious, the Central Epidemic Command Center (CECC) said Sunday. (April 3)



For new COVID-19 cases, isolation can end whenever the patient obtains two consecutive negative PCR tests or a cycle threshold (CT) test with a value of 30 or higher, the CECC said, explaining that the higher the CT value, the lower the virus load.

All travelers arriving in Taiwan, however, will still have to observe 10 days of quarantine, either in a designated hotel or at home, and must obtain a negative COVID-19 PCR test before their quarantine could end, said Lo Yi-chun, deputy head of the CECC's medical response division.'

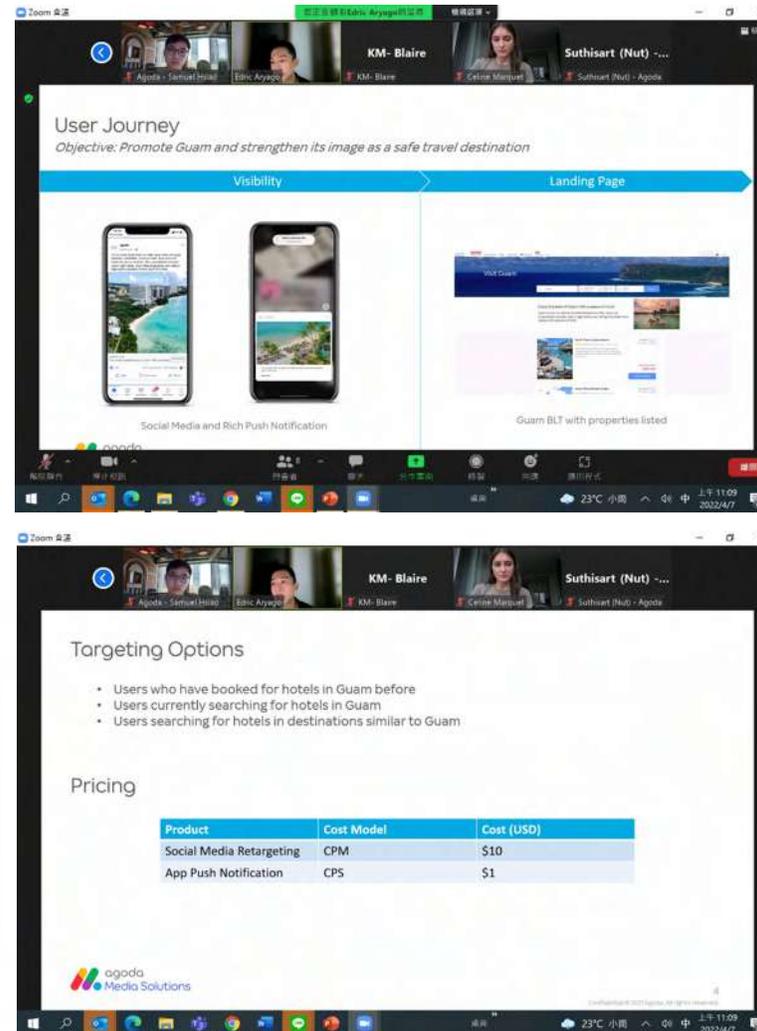
Everyone who tests positive for COVID-19 must conduct seven days of self-health management after their release from isolation and take two rapid tests during that seven-day period, he said at a press briefing Sunday.

## TAIWAN STILL PLANS TO OPEN UP GRADUALLY, DESPITE CASE SPIKE: PREMIER

Despite a recent spike in locally transmitted COVID-19 cases, Taiwan still intends to open up the country gradually and focus on balancing disease prevention and economic development, Premier Su Tseng-chang said Friday. (April 1)

Taiwan now has enough COVID-19 vaccines in inventory and sufficient medical resources to leave the government willing to take some risks, but it will continue to closely monitor the disease's spread and make required adjustments.

Emergency measures, such as imposing a lockdown, will only be implemented if there is an unexpected surge of cases, the premier said.



## CON CALL WITH AGODA GLOBAL GOVERNMENT AFFAIRS MANAGER HSIAO

- Date: Apr 7
- GTO and Agoda manager conducted a con call again to discuss the plan provided by Agoda last time. Since the promotional plan is mainly aimed at all consumers (not only Taiwanese), GTO suggested Agoda to make a proposal and will continue to follow up.



- CECC announced that it has begun devising plans for quarantine, moving towards reducing the 14-day quarantine to a 10-day quarantine followed by a 7-day self-health management. (Feb. 14)
- From April 1-30, current mask mandate and other epidemic prevention measures to remain in place, and epidemic prevention rules for certain leisure and entertainment venues to be enhanced: (Mar. 28)
- CECC revises criteria for releasing COVID-19 cases with mild or no symptoms from isolation to preserve for isolation care capacity. (Apr. 3)

*On February 24, CECC announced that quarantine for all arrivals will be reduced to 10 days starting on March 7, 2022*

**A. REQUIRED QUARANTINE PERIOD AND QUARANTINE LOCATION:**

- The number of days an arrival should quarantine will be shortened to 10 days, and the day of arrival counts as Day 0; a seven-day self-health management will be required starting the 11th day.
- The arrival should quarantine at home or a residence of his or her family or friends, and the principle of one person per residence should be observed.
  - **If the principle of one person per residence cannot be followed, the arrival should complete the 10-day quarantine at a quarantine hotel.**
- Family members/household members who arrive on the same day may choose to quarantine together in their home or a residence of their friends or family or they may stay in the same quarantine quarter depending on their willingness and room types of the quarantine hotel where they stay.

**B. TESTING MEASURES:**

- PCR testing:
 

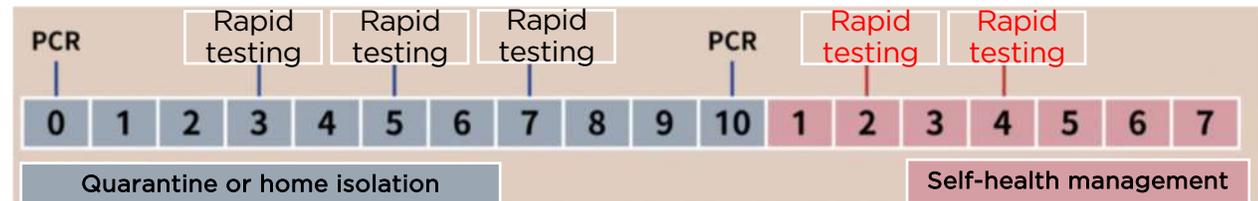
Arrivals will undergo a PCR test upon arrival (Day 0) as currently required.

Before the end of quarantine (the 10th day of quarantine), arrivals will undergo another PCR test at a hospital or a location arranged or designated by their local government. Those testing negative should continue to practice a seven-day self-health management after being released from quarantine.
- At-home rapid testing:
 

At-home rapid tests: Starting on March 17, a COVID-19 rapid antigen self-test will be mandatory on the 2nd and 4th day of the seven-day self-health management period that follows quarantine or home isolation.

On April 3, the Central Epidemic Command Center (CECC) announced that it has revised the criteria for releasing COVID-19 cases with mild or no symptoms from isolation as most imported cases had been infected with COVID-19 before entry. Related revisions are listed below.

- For new cases or cases who have a Ct value <30 in their first PCR test, the criterion which prescribes that "10 days have passed since the date of symptom onset or the date of specimen collection" has been deleted.
- For cases who have a Ct value ≥30 in their first PCR test, the criterion which prescribes that "the result for SARS-CoV-2 anti-N IgG antibodies is positive" has been deleted.



# TAIWAN MARKET INTELLIGENCE

## AIRLINE UPDATES CURRENT ROUTE IN OPERATION

### CHINA AIRLINES

- Routes scheduled for April-May



### EVA AIR

- TPE to Hong Kong, BKK, Seoul (four flights per week)
- TPE to Shanghai, LA, Jakarta, Manila, San Francisco, New York, Hanoi, Singapore (three flights per week)
- TPE to Osaka, Seattle, Tokyo, Vancouver (two flights per week)
- TPE to Paris (one flight per week)



### STARLUX AIRLINES

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



## 關島、捷格推遠距醫療照護平台

關島紀念醫院與捷格科技攜手合作遠距醫療照護平

04:10 2022/04/06 | 工商時報 | 陳又真



## AIR V&V PROMOTION - NR MONITOR

From Apr 1 to Apr 8, a total of 6 exposures are monitored including:

TV Exposure:	0
Online Exposure:	6
Social Media:	0

# TAIWAN MARKETING ACTIVITIES

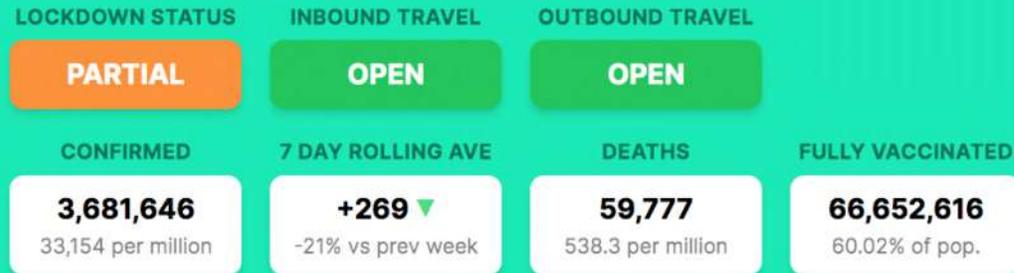
## Social Media April Content Calendar

Social Media April 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	FRIDAY	SATURDAY	
					Guam Scenery 1		Safe-Certified Accommodations - Westin Hotels & Resorts
Week 2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Children's day event	GVB-DestinationMarketing pic 1		x	Safe-Certified Restaurants-TGI Friday's	Guam Scenery 2	
Week 3	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Safe-Certified Service - Spa Ayualam (Hotel Nikko Guam)	Safe Shopping - Tumon Sands Plaza	Guam Scenery 3	x	Safe-Certified Restaurants - Pika's Café		
Week 4	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Activities- Tasi Tours Inc.	GVB-DestinationMarketing pic 2		Safe-Certified Service - Rich Rent A Car	x	Guam Scenery 4	Activities- APRA DIVE & MARINE SPORTS
Week 5	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Safe-Certified Accommodations - Onward Mangilao Golf Club	Guam Scenery 5		x	Safe-Certified Restaurants - Submarina Guam	Activities- The Globe	

# PHILIPPINES

# PHILIPPINES COVID-19 NEWS

202,700 international tourist arrivals recorded from border reopening to 7 Apr.



Source: Cases - John Hopkins University (2022-04-11). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2022-04-11). Retrieved from OurWorldInData.org



## WHO WARNS OF A SURGE IN COVID-19 CASES IF UNSAFE GATHERINGS CONTINUE

With the unsafe gatherings and social mixing expected in the next two months, a surge in COVID-19 cases is quite likely, says a representative from the World Health Organization (WHO).

From April to May 2022, Filipinos will observe Ramadan and Holy Week and engage in election-related activities.

Everyone should at least wear a mask and get booster shots of COVID-19 vaccines, as prescribed by the government, to prepare for and possibly avoid a potential surge, said Dr Rajendra Yadav, Acting WHO Representative to the Philippines.

“The continuous recalibration of the country’s COVID-19 response strategies is essential to prepare for a possible surge in cases and manage COVID-19 sustainably. Therefore, WHO recommends focusing on the priority groups that remain unvaccinated and house-to-house vaccination for these groups,” said Dr Yadav.

## TRANSPORT HUBS BRACE FOR ‘REVENGE TRAVELERS’

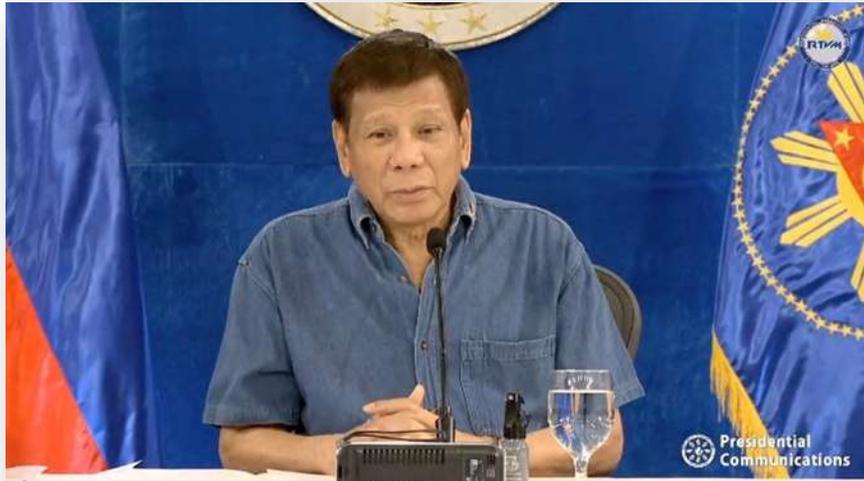
The Holy Week holidays are sure to trigger a surge in revenge travel—or the rush for bookings for trips and vacations in this pandemic era—going by the crowd of passengers being anticipated in just one transport hub.

The Department of Transportation has designated the period of Palm Sunday, April 10, until April 18 as “Oplan Biyaheng Ayo: Summer Vacation 2022,” in line with the government’s efforts to revive the travel and tourism industries.

Daily passengers at the Parañaque Integrated Terminal Exchange (PITX) are currently at 91,000 and could swell up to 110,000 this Holy Week, according to corporate affairs head Jason Salvador.



## DUTERTE SAYS HE WON'T LIFT FACEMASK REQUIREMENT



President Duterte said there was no way that the wearing of facemasks will not be required until his last day in office, saying the Philippines was not yet “out of the woods” despite the low number of Covid-19 cases.

Duterte made the statement following reports of the resurgence of Covid-19 in different countries and the threat of the new Omicron XE variant that was first reported in Thailand.



## 66M VACCINATED VS COVID-19; 12.4M BOOSTED

More than 66 million individuals have been fully vaccinated against Covid-19 while 12.4 million are already boosted, the Department of Health (DOH) announced on Monday, April 11.

The health department said that 66 million individuals are 74.05 percent of the government’s target population.

## MARKETING ACTIVITY: SOCIAL MEDIA

**Facebook Page Insights (Apr 4 - Apr 10):**

Post Reach	404.4k	↑ 60%
Post Engagements	45.9k	↑ 100%
New Page Likes	2	↓ 50%

**Instagram Insights (Apr 4 - Apr 10):**

**Insights Overview**

You reached **+6.1%** more accounts compared to Mar 28 - Apr 3

Accounts reached	1,782	+6.1%
Accounts engaged	46	-25.9%
Total followers	4,463	0%

**Content You Shared**

1 Post

# PHILIPPINES MARKET INTELLIGENCE



## U.S. Embassy in the Philippines

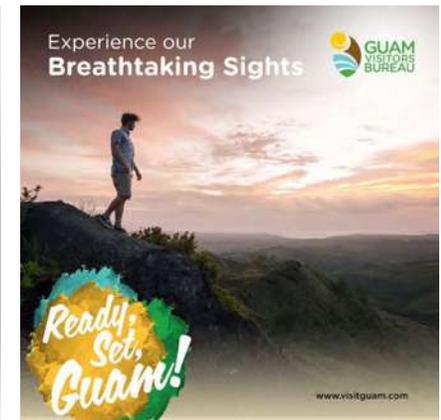
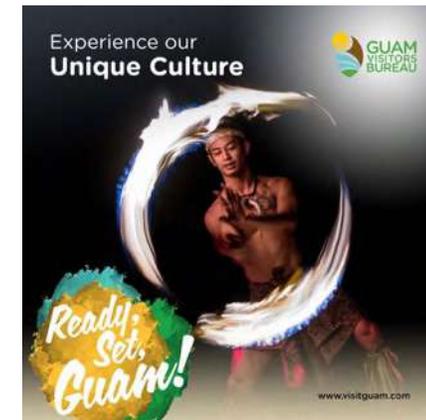
### STATUS OF U.S. VISA SERVICES - APRIL 2022

Routine visa services remain limited at the U.S. Embassy Manila. Wait times for interviews are long, except for immediate relative applicants. For nonimmigrant visas, the Embassy is prioritizing applicants with urgent travel needs.

<https://ph.usembassy.gov/visas/contactus/> for more detailed info.

Source: [www.boundless.com/blog/covid-19-u-s-embassy-and-consulate-reopening/](http://www.boundless.com/blog/covid-19-u-s-embassy-and-consulate-reopening/)

## OMNIBUS AD – READY, SET, GUAM! CAMPAIGN



## AIRLINE SCHEDULE



UA 184 MNL-GUM  
DAILY FLIGHTS



PR 110 MNL-GUM  
4X WEEKLY  
(M/W/SAT/SU)

- Beginning April 6 – May 16, 2022
- Friday flights canceled

WEBINAR

## Travel to Guam and Feel our Håfa Adai Spirit!

Friday, April 22, 2022 | 1:00PM Philippines | 3:00PM Guam

Guam Virtual Tour!  
Tour Packages of the Island  
New Travel Protocols When You #TravelToGuam



**REGISTER TODAY**  
FREE

With the ease in international flight protocols, we welcome you to travel to Guam and fully feel our Håfa Adai spirit. Join our webinar to get a glimpse of what you can experience in Guam.



**Guam Virtual Tour!**



**Tour Packages of the Island**



**New Travel Protocols When You #TravelToGuam**

[guamvisitorsbureau.com/webinars](https://guamvisitorsbureau.com/webinars)

Click [here](#)