

#InstaGuam

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INDUSTRY REPORT

JUNE 23, 2023



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DESTINATION UPDATES

GVB LAUNCHED TAP PROGRAM TO ASSIST SMALL BUSINESSES WITH TYPHOON RECOVERY

- The Guam Visitors Bureau launched the Tourism Assistance Program (TAP) on June 14, 2023.
- The program aims to specifically assist qualified small businesses that support the tourism industry with grants up to \$25,000 subject to the availability of funds.
- The goal is for these businesses to reopen in time for GVB's summer campaign period in mid-July.
- GVB has allocated a budget of \$2 million for this grant program.
- This program is paid for by the Tourist Attraction Fund. Subject to the availability of funds.
- The application and other required forms can be found on our Guam Visitors Bureau website. (<https://www.guamvisitorsbureau.com/destination/tap>)



LEARN ABOUT **TAP**

TOURISM ASSISTANCE PROGRAM

The Guam Visitors Bureau will provide financial assistance to small-size tourism businesses that have suffered economic damage as a result of Covid-19 and further exacerbated by Typhoon Mawar. The grant is designed to provide up to \$25,000 in financial assistance to qualified companies, with the aim for these businesses to open their doors for a Summer Campaign.

WHO IS ELIGIBLE?

1. Local tourism-related business that will be open on or before July 15, 2023.
2. Can certify that the business is directly related to or in support of international or military guests visiting Guam.
3. Can provide evidence of economic/financial hardship or can provide evidence of damage associated with Typhoon Mawar.

REGISTRATION REQUIREMENTS

Eligible companies must provide and complete the following as part of the grant process:

1. W-9 Form
2. Copy of current business license
3. GVB vendor registration form
4. Grant application form
5. Only one application per corporation allowed

This program is paid for by the Tourist Attraction Fund. Subject to the availability of funds.

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



CALL OUT TO GVB MEMBERSHIP FOR COMPANY BROCHURES

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

- Guam Visitors Bureau
- GVB's Concierge Service Desk



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

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

CALL OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

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

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



If interested,
please click link
for more info

TESTING AND VACCINATION

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



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

Predeparture Travel COVID-19 Tests

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

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

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



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@j.torres

MARKET INTELLIGENCE REPORT

As June 23, 2023 and may be subject to change.



TRAVEL PROTOCOLS

TRAVEL PROTOCOLS BY MARKET

JAPAN

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

SOUTH KOREA

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

REQUIREMENTS

- **OPTIONAL:** All travelers entering South Korea may register their travel information on KDCA's Q-Code website: cov19ent.kdca.go.kr/cpassportal.

TAIWAN

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

PHILIPPINES

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

FULLY VACCINATED (Filipino and Foreign Travelers)

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

UNVACCINATED or PARTIALLY VACCINATED (Filipino and Foreign Travelers)

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

MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for June at 20,750; July at 33,778; and August at 50,420.
- Japan Airlines summer 2023 flight schedules shown in appendix.
- Consumer event with JAL
- Joint PR with Tobu Top Tours
- Gogo Curry Collaboration
- Shown in appendix are: SNS performance summary; content calendar; SNS highlights; YouTube SNS Always On and TikTok Ads report; Weekly Guam and GLAM digital PR articles; and media performance



SOUTH KOREA

- Airlines fiercely compete to acquire additional aircraft.
- June – August airline outbound seat capacity changes details shown in appendix: June is at 12,402; July remains at 37,846; and August remains at 44,335.
- Shown in appendix are: media monitoring - press release; SNS weekly activity; and content calendar

PHILIPPINES

- New DOH chief to prioritize COVID-19, HIV, TB issues.
- Philippines logs 6,630 new COVID-19 cases.
- Seat sale alert: Philippine airlines offers P125 flights until June 25
- United Airlines and Philippine Airlines continue to fly daily in July 2023.
- Shown in appendix: marketing activities and social media highlights.



TAIWAN

- Taiwan's 4th COVID-19 wave has reached plateau: CDC.
- Serious COVID cases still rising, but infections must be peaking: CDC.
- Taiwan ranked 7th most popular destination for APAC tourists.
- The COVID-19 epidemic is at a high point, with an average of 245 new local cases of COVID-19 per day last week.
- Shown in appendix are: current airline routes for other destinations and airline updates, restrictions for entering Taiwan (effective March 20); CECC updates; social media calendar; GTO marketing activities

DETAILS ARE FOUND IN THE APPENDIX



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@chun.jiang

APPENDIX

As of June 23, 2023 and may be subject to change.



JAPAN



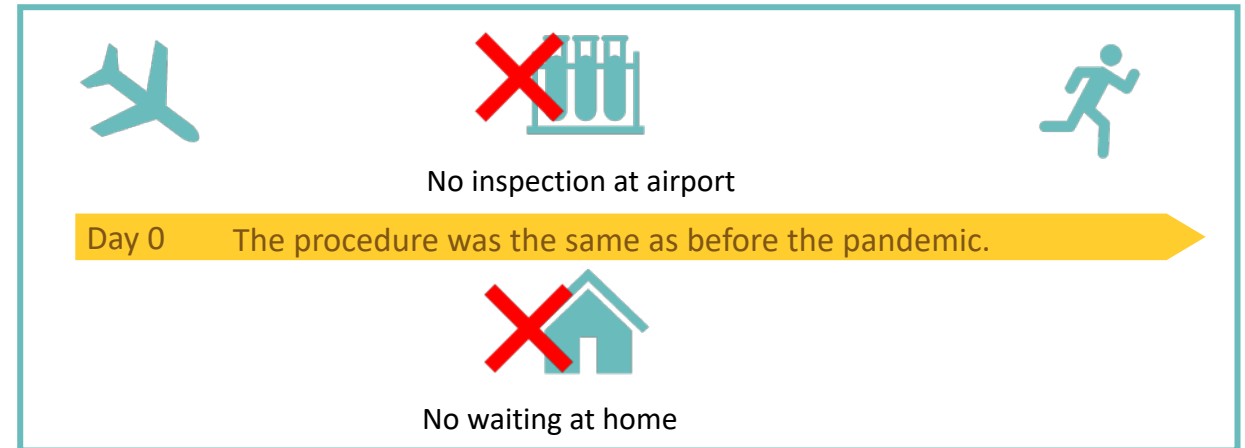
ENTRY PROTOCOLS

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

QUARANTINE AFTER RETURNING TO JAPAN

(Effective from April 29 for those returning to Japan)

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



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

AIRLINE OPERATION

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


-Announced flight extension to Oct 28




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

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

June Total Outbound Seat Capacity: 20,750

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY	Post-typhoon
	Available	UA827	NRT	11:15 / 16:05	Daily	4,980	2,490
	Available	UA 197	NRT	17:30 / 22:20	Daily	4,980	4,980
	Available	UA874	NRT	21:05 / 14:5 +1	Mon, Wed, Fri, Sat	2,822	332
	Available from April 9, 2023	UA865	NRT	17:25 / 22:15	Daily	4,980	4,980
	Available	UA 136	NGO	11:20 / 15:55	Daily	4,980	2,324
	Available	UA 172	NGO	20:50 / 12:5 +1	Daily	4,980	1,162
	Available	UA 150	KIX	11:05 / 15:45	Daily	4,980	3,154
	Available	UA 178	KIX	20:50 / 12:0 +1	Tue, Thu, Sat	2,158	0
	Available	UA 166	FUK	11:50 / 16:50	Daily	4,980	1,328
TTL						39,840	20,750

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY	Post-typhoon
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	0	0
	Suspended until June 30, 2023	TW311	KIX	10:45 / 15:10	Daily	-	-
	Available	7C1182	NRT	10:05 / 15:00	Daily	5,670	0
	Suspended until June 30, 2023	7C3174	KIX	10:10 / 14:50	Daily	-	-
	Suspended until June 30, 2023	7C3184	KIX	10:10 / 14:50	Tue	-	-
TTL						5,670	0


June: 24,760 seats canceled




45,510	20,750
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JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

July Total Outbound Seat Capacity : 33,778

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY	Post-typhoon
	Available	UA 827	NRT	11:15 / 16:05	Daily	5,146	2,158
	Available	UA 197	NRT	17:30 / 22:20	Daily	5,146	5,146
	Available	UA 874	NRT	21:05 / 145 +1	Mon, Wed, Fri, Sat	2,822	2,822
	Available from April 9, 2023	UA 865	NRT	17:25 / 22:15	Daily	5,146	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,146	5,146
	Available	UA 172	NGO	20:50 / 125 +1	Daily	5,146	0
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,146	2,988
	Available	UA 178	KIX	20:50 / 120 +1	Tue, Thu, Sat	2,158	2,158
	Available	UA 166	FUK	11:50 / 16:50	Daily	5,146	2,822
TTL						41,002	28,386

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY	Post-typhoon
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	1990	1990
	Suspended until June 30, 2023	TW311	KIX	10:45 / 15:10	Daily	-	-
	Available	7C1182	NRT	10:05 / 15:00	Daily	5,670	3,402
	Suspended until June 30, 2023	7C3174	KIX	10:10 / 14:50	Daily	-	-
	Suspended until June 30, 2023	7C3184	KIX	10:10 / 14:50	Tue	-	-
TTL						7,660	5,392

July: 14,884 seats canceled




48,662	33,778
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JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

August Total Outbound Seat Capacity: 50,420

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:15 / 16:05	Daily	5,146
	Available	UA 197	NRT	17:30 / 22:20	Daily	5,146
	Available	UA874	NRT	21:05 / 14:5 +1	Mon, Wed, Fri, Sat	2,822
	Available from April 9, 2023	UA865	NRT	17:25 / 22:15	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,146
	Available	UA 172	NGO	20:50 / 1:25 +1	Daily	5,146
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:50 / 1:20 +1	Tue, Thu, Sat	2,324
	Available	UA 166	FUK	11:50 / 16:50	Daily	5,146
TTL						41,168

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	3,582
	Suspended until June 30, 2023	TW311	KIX	10:45 / 15:10	Daily	-
	Available	7C182	NRT	10:05 / 15:00	Daily	5,670
	Suspended until June 30, 2023	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended until June 30, 2023	7C3184	KIX	10:10 / 14:50	Tue	-
TTL						9,252

JAPAN MARKETING ACTIVITIES

Consumer Event with JAL

- The event was held in Ikebukuro, Tokyo to announce the Go-Go Guam Summer Campaign and to publicize Guam's post-typhoon recovery efforts.
- JAL also co-promoted the Guam route, emphasizing that it is ready to welcome many travelers during the summer vacation season in Japan.



Guam eco-bags and pamphlets were distributed to more than 3,000 people. Chamoru dances were performed by Japanese kid dancers on stage, and presentations were given by member companies who participated in the area.

Joint PR with Tobu Top Tours

- Tobu Top Tours Ikebukuro is holding a “Guam Fair” to support typhoon damage to Guam by displaying Guam posters on the exterior of the store, which receives a lot of traffic.



News Pickup

- Most widely viewed morning news program reported on the situation in Guam after Typhoon Mawar.
- GVB Japan appeared in an interview to promote Guam's resurgence.





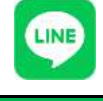



JAPAN MARKETING ACTIVITIES

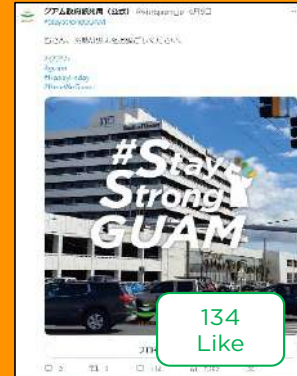
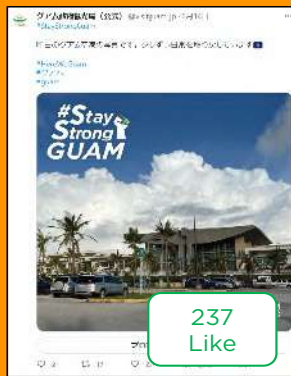
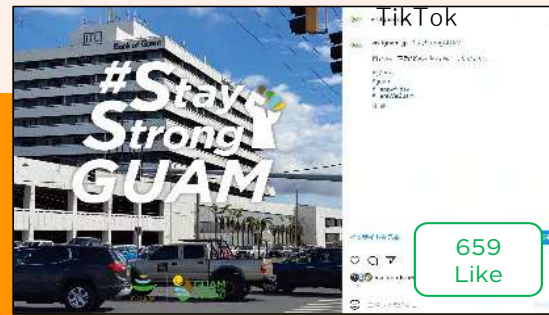


SNS PERFORMANCE SUMMARY

- Starting June 12, we have resumed our social networking ads by inserting the #StayStrongGuam visuals.
- A joint Twitter campaign with Gogo Curry has been launched.

SNS	follower		Week Reach		Week Engagement	
	10 Jun,2023	7 Jun,2023	10 Jun,2023	7 Jun,2023	10 Jun,2023	7 Jun,2023
	26,165	26,254	13,980	1,562,351	609	1,200
	0.34%		11075.62%		97.04%	
	23,595	23,590	6,359	8,034	1,506	3,658
	-0.02%		26.34%		142.90%	
	16,701	16,931	89,589	197,744	2,407	4,690
	1.38%		120.72%		94.85%	
	58,862	58,874	63,057	1,341,177	2,112	4,755
	0.02%		2026.93%		125.14%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	11,734	12,759	27,385	27,769	0:01:29	0:01:22
	8.74%		1.40%		-7.87%	

JAPAN MARKETING ACTIVITIES



SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

Eat Gogo Curry and Go Go Guam!

Gogo Guam Summer Campaign × Gogo Curry Joint

Period: June 21, 2023 - August 31, 2023

Outlets: 24 Gogo Curry outlets

- 1) Sales of limited menu "Gogo Guam Curry"
- 2) GUAM x Gogo Curry collaboration sticker present (to all customers who order Guam Curry)
- 3) Campaign to win a GUAM x Gogo Curry collaboration T-shirt by lottery (drawn from customers who order Guam Curry)
- 4) SNS open campaign to win a trip to Guam



JAPAN MARKETING ACTIVITIES

GOGO! GUAM Summer Campaign SNS Ads Resume

- GOGO! GUAM Summer Campaign ad video prefaced with #StayStrongGuam message.
- SNS Platforms
 - Instagram, Youtube, TikTok
- Distribution Period
 - June 12 – 30, 2023

Campaign Page



WEEKLY GUAM

Auntie Annie's Comes to Guam!

- Newly opened at the food court of Guam Premier Outlets (GPO).
- Specializes in soft pretzels.
- Combined with Chatime, popular for its tapioca beverages.
- Serves an array of pretzels from sweet to savory flavors.
- Business hours: 10:00 AM – 7:00 PM daily

BLOG - JAPAN

ソフプレツェルの専門店、アンティ・アンズがグアムにやって来た！

Thursday, June 15, 2023 6:35 AM by チャイム



グアムにあるアUNTIE ANNIE'S (Auntie Annie's Pretzels) のアUNTIE ANNIE'Sに新しい店舗がオープンしました。この店舗はグアムにある唯一の店舗で、アンティ・アンズがグアムにやって来たことを示しています。

特徴: ソフプレツェルが得意なだけでなく、他にもクラム、アンティ・アンズがグアムにやって来たことを示しています。

また、アンティ・アンズは、アメリカ、ヨーロッパ、アジアなどにも店舗を展開しています。グアムにやって来たのは、アンティ・アンズの新しい店舗です。



グアムにあるアUNTIE ANNIE'S (Auntie Annie's Pretzels) のアUNTIE ANNIE'Sに新しい店舗がオープンしました。この店舗はグアムにある唯一の店舗で、アンティ・アンズがグアムにやって来たことを示しています。



グアムにあるアUNTIE ANNIE'S (Auntie Annie's Pretzels) のアUNTIE ANNIE'Sに新しい店舗がオープンしました。この店舗はグアムにある唯一の店舗で、アンティ・アンズがグアムにやって来たことを示しています。



カウチーは、日本でも人気の食べ物です。アンティ・アンズがグアムにやって来たことを示しています。



アンティ・アンズがグアムにやって来たことを示しています。アンティ・アンズは、アメリカ、ヨーロッパ、アジアなどにも店舗を展開しています。グアムにやって来たのは、アンティ・アンズの新しい店舗です。

Instagram: @auntieannie
 名称: アンティ・アンズがグアム (Auntie Annie's Guam)
 アドレス: グアムにある唯一の店舗で、アンティ・アンズがグアムにやって来たことを示しています。
 営業時間: 10:00 AM - 7:00 PM
 電話番号: 1-800-451-7229
 ウェブサイト: www.auntieannie.com

Guam's Morning Market after the Typhoon

- Morning Flea Market open on Saturday mornings in Dededo.
- Vendors slowly but surely returning back to business.
- Displays of local produce with fresh fruits and vegetables.
- Flea market vendors showed Guam's resilience after the Typhoon.

台風後の朝市に行ってみました！

Wednesday, June 14, 2023 10:00 AM by チャイム



日本市場が再開して、朝市も再開しています。台風の影響で、朝市はしばらくの間、閉鎖していましたが、現在は再開しています。



朝市には、新鮮な野菜や果物が並んでいます。また、地元産の野菜や果物も並んでいます。



朝市には、地元産の野菜や果物も並んでいます。また、地元産の野菜や果物も並んでいます。



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朝市には、新鮮な野菜や果物が並んでいます。また、地元産の野菜や果物も並んでいます。



朝市には、新鮮な野菜や果物が並んでいます。また、地元産の野菜や果物も並んでいます。

GLAM Digital PR

6 Wedding Photo Studios in Guam! How to choose, cost rates, recommendations, and more!

- Guam is a popular destination not only for sightseeing, but also for weddings.
- The article introduces the appeal of taking wedding photos in Guam.

Top 5 Recommended Wedding Photo Studios in Guam

- 1.Watabe Wedding
- 2.La-vie Factory
- 3.YNS Wedding
- 4.Nonroof Resort Wedding
- 5.Allure Wedding

Top 6 Recommended Wedding Photo Spots in Guam

- 1.Beaches
- 2.Lover's Point
- 3.Tumon City
- 4.Plaza España
- 5.One-Lane Road in Northern Guam
- 6.Blue Aster

Conclusion: Capture beautiful memories by taking wedding photos in Guam.



JAPAN MARKETING ACTIVITIES



MEDIA PERFORMANCE



Online Focus - Top Articles
From June 8, 2023 to June 16, 2023

Top 10 Online & Blogs Placements by MIV

	Date	Location	Potential Reach	MIV (\$)
P President - JP ゴーゴーカレーを食べてゴーゴーグアム! グアム政府観光局 x ゴー	6/14/2023	Japan	12M	\$6.35K
Oricon Style - JP ゴーゴーカレーを食べてゴーゴーグアム! グアム政府観光局 x ゴー	6/14/2023	Japan	22.7M	\$4.65K
Oricon Style - JP ゴーゴーカレーを食べてゴーゴーグアム!	6/14/2023	Japan	22.7M	\$4.58K
東洋経済 ONLINE Toyo Keizai Online - JP ゴーゴーカレーを食べてゴーゴーグアム!	6/14/2023	Japan	18.6M	\$4.4K
Oricon Style - JP グアム観光局とコラボ! ゴーゴーカレー	6/14/2023	Japan	22.7M	\$4.21K
Jiji Press v_ japanese - JP この夏はIAIでGUAMへGOGO! グアム政府観光局が日本観光と共同でPRイベントを開催	6/9/2023	Japan	9.02M	\$3.28K
Jiji Press v_ japanese - JP ゴーゴーカレーを食べてゴーゴーグアム! グアム政府観光局 x ゴー	6/14/2023	Japan	8.3M	\$3.2K
Jiji Press v_ japanese - JP ゴーゴーカレーを食べてゴーゴーグアム!	6/14/2023	Japan	8.3M	\$3.07K
2NN - JP 好評! 6月、グアム旅行中に突然出産...13才の未熟児、陸上飛行に成功	6/14/2023	Japan	831K	\$2.4K
K-tai Watch Impress - JP グアム政府観光局、IAIと共同でグアム旅行を促す「GOGO! GUAM SUMMER」	6/11/2023	Japan	4.1M	\$2.36K

Oricon Style - JP
June 14, 2023
Reach: 22,729,451 - MIV: \$4,646

The screenshot shows a news article from Oricon News titled "ゴーゴーカレーを食べてゴーゴーグアム! グアム政府観光局 x ゴーゴーカレーのコラボメニュー限定販売". The article discusses a collaboration between the Guam Visitors Bureau and Gogo Curry to promote tourism in Guam. It mentions that the collaboration includes a limited-time menu featuring Gogo Curry and local Guam specialties. The article also includes a photo of a Gogo Curry dish and a list of related news items.

Oricon Style - JP
June 14, 2023
Reach: 22,729,451 - MIV: \$4,582

This screenshot is similar to the one above, showing the same Oricon News article. However, it includes a sidebar on the right with a "トレンドピックアップ" (Trendy Pickups) section featuring the Guam Visitors Bureau logo and a "よく読まれているニュース" (Popular News) section with various headlines. The main article content is identical to the previous screenshot.

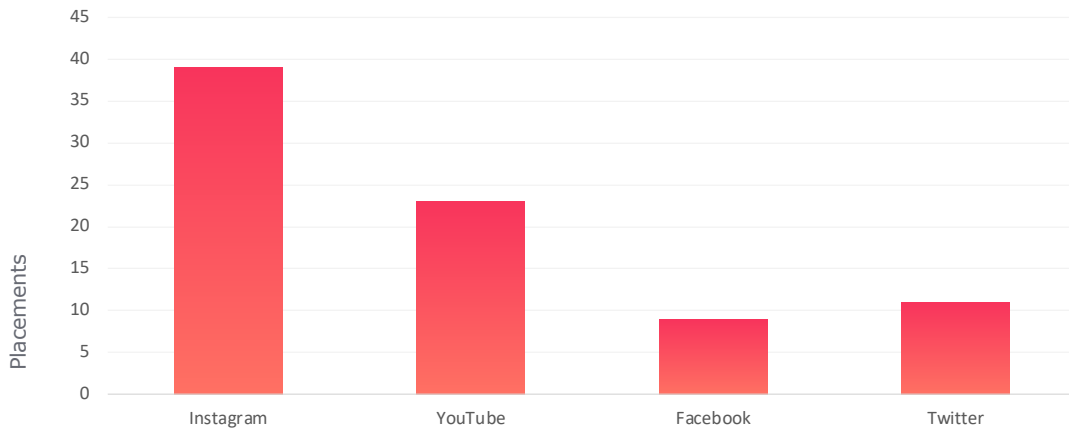
JAPAN MARKETING ACTIVITIES



Social Focus - Platform Performance

From June 8, 2023 to June 16, 2023

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
Instagram	39	143K	9.63K	6.2	16.3K
YouTube	23	275K	708	8.6	8.56K
Facebook	9	318K	713	0.046	4.71K
Twitter	11	123K	825	0.45	1.74K

Facebook Coverage

Ranked by reach

Visit Guam **グアム政府観光局**
[\[Link\]](#) 315K Jun 15, 2023

Weekly [...]

\$608 56 0 0

Visit Guam **グアム政府観光局**
[\[Link\]](#)

#StayStrongGuam
 グアムは、少しずつ台風前の姿を取り戻してきています。昨日のグアム空港の写真です。
 #HereWeGuam
 #グアム
 #guam [...]

\$787 184 3

YouTube Coverage

Ranked by reach

クリギンちゃんねる **英語で日本語**
[\[Link\]](#) 117K Jun 10, 2023

グアム初日の晩御飯はビュッフェ！
 日本人シェフのこだわりが詰まった豪華なお肉も蟹もエビもラーメンステーションもナ
 チョーステーションも（ゼエハア）何もかも美味しい！
 豪華すぎて御用も食べでは詰め、食べでは詰め。
 最後にはクリスのお腹のサイズが3倍(後社比)になったと言う...
 ホテル・ニッコー・グアム

\$1.91K 166 0 1.7K

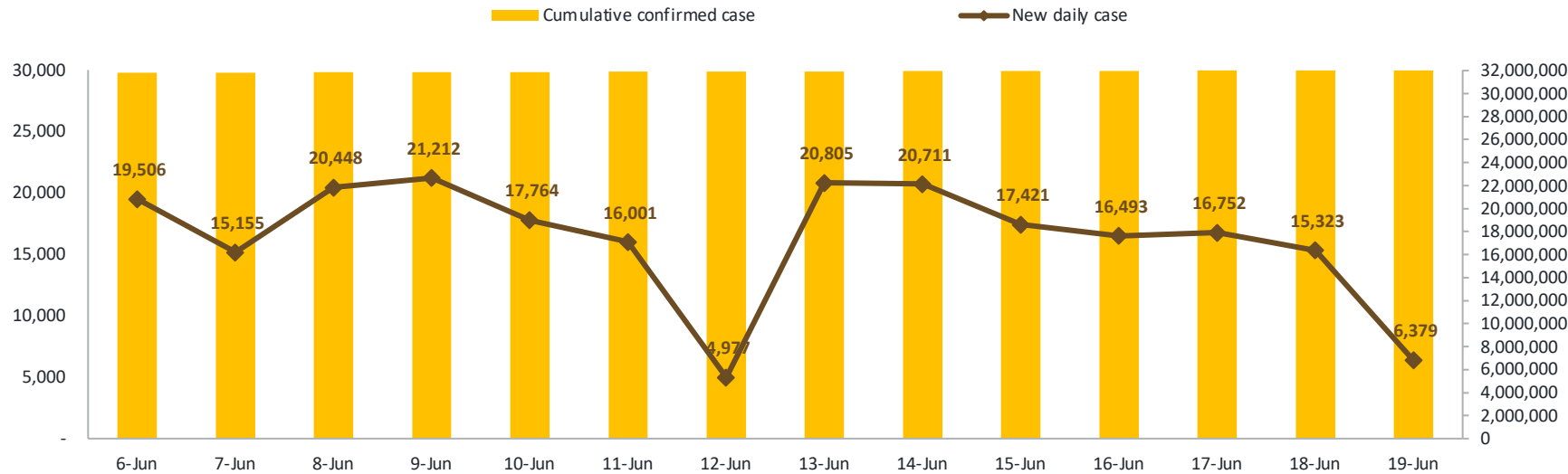
クリギンちゃんねる **英語で日本語**
[\[Link\]](#) 117K Jun 13, 2023

今日はグアムの有名おにぎり屋、おにぎりセブンさんにお邪魔してきました。
 ツナ(まぐろ)ポキおにぎり、サーモンポキおにぎり、ツナ玉おにぎり、そして明太子
 おにぎり！
 もりもりに入った具材に驚愕しつつ、一口食べてみると...
 クリスのセクシーヨギも必要です！
 ホテル・ニッコー・グアム

\$2.31K 256 3 2.62K

SOUTH KOREA

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



HIGHLIGHT
 South Korea's new coronavirus cases recorded under 7,000 as of Monday, consistently showing a steady rate since the COVID-19 alert level reduced from 'critical' to 'alert'.



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

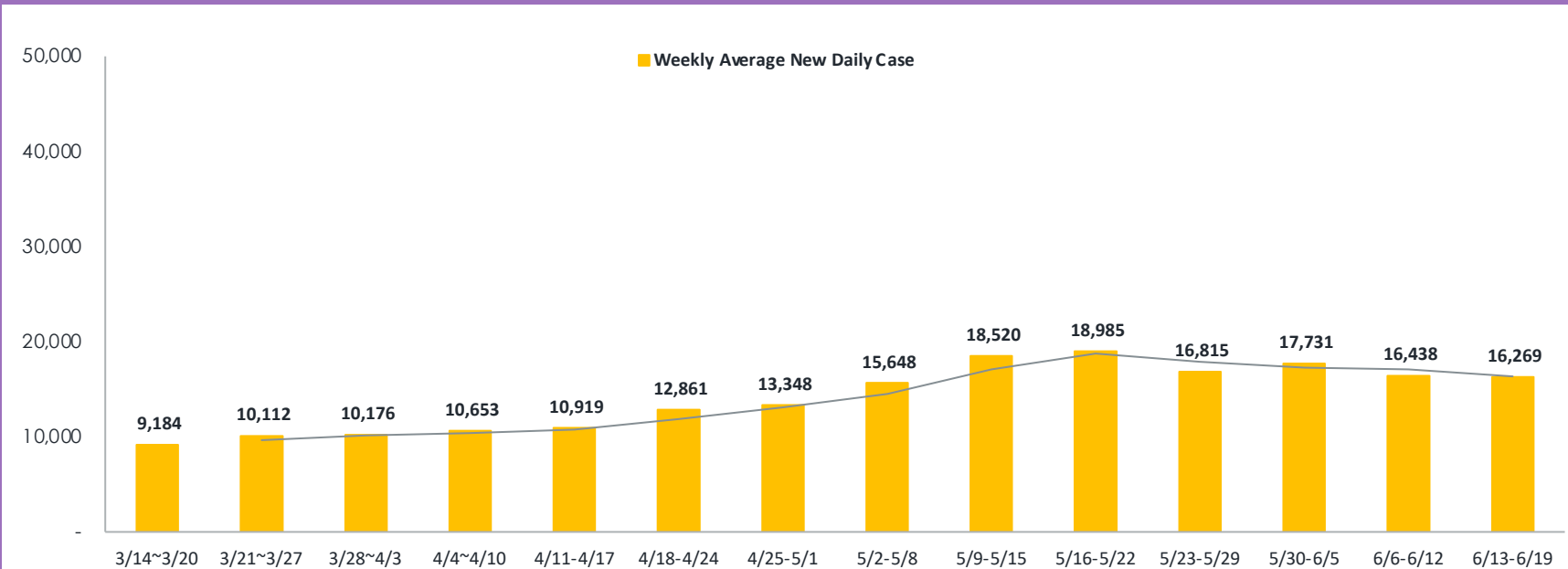
RECEIVED 1ST DOSE
44,762,110
 87.5% of total population
 97.6% of 18 and older
 97.7% of 60 and older

RECEIVED 2ND DOSE
44,351,025
 86.7% of total population
 96.8% of 18 and older
 96.7% of 60 and older

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

COVID-19
CASES:
32.02M
ACTIVE:
0.84%
 AS OF JUNE 21, 2023

COVID-19 STATUS: COMPARISON WEEK BY WEEK



DAILY CASE

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

WEEKLY CASE

South Korea's weekly confirmed cases is showing a slight downward trend for 2 weeks in a row.

MONTHLY CASE

COVID-19 situations has been stabilized throughout June despite the lift of mandatory quarantine for confirmed cases.

CURRENT SITUATION

Health authorities are expecting a consistent pace of stabilized confirmed cases without a particular surge of transmission throughout the remaining summer season.

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	KE421	DAILY	09:45	15:15	8,160
	KE423	DAILY (June 1 ~ June 6)	19:35	01:05+1	840
Jeju Air	7C3102	June 3	10:40	16:05	189
	7C3106	CANCELED	20:20	02:00+1	0
Jin Air	*LJ641	DAILY (June 28~)	09:15	14:45	2,079
T'way Air	TW303	DAILY (June 27~)	08:30	14:00	756
TOTAL					12,024

*LJ641: June 1 ~ 18: 2/W, 19 ~ 27:4/W, June 28~: Daily, Cancel: June 22, 24

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	CANCELED	21:35	02:45+1	0
Jin Air	LJ647	DAILY (June 29~)	08:00	13:15	378
TOTAL					378

TOTAL OUTBOUND SEAT CAPACITY: 12,402 SEATS

JULY AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,432
	KE423	DAILY (July 19~)	19:35	01:05+1	1,820
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY (July 20~)	20:20	02:00+1	2,268
Jin Air	LJ641	DAILY	09:15	14:45	5,859
T'way Air	TW303	DAILY	08:30	14:00	5,859
TOTAL					30,097

• B U S A N - G U A M

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

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

TOTAL OUTBOUND SEAT CAPACITY: 37,846 SEATS

AUGUST AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,432
	KE423	DAILY	19:35	01:05+1	4,340
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY	20:20	02:00+1	5,859
Jin Air	LJ641	DAILY	09:15	14:45	5,859
T'way Air	TW303	DAILY	08:30	14:00	5,859
TOTAL					36,208

• B U S A N - G U A M

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

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

TOTAL OUTBOUND SEAT CAPACITY: 44,335 SEATS

TRAVEL TRADE UPDATE

Airlines fiercely compete to acquire additional aircraft



Airlines are embroiled in fierce competition to acquire more aircraft as international passenger demand surges. The global increase in passengers has resulted in a shortage of aircraft available for lease, with manufacturers steeply raising lease rates.

Domestic airlines in Korea are expected to introduce a total of 13 additional new passenger aircraft this year — Asiana Airlines and Jeju Air with four aircraft each, followed by Korean Air and Jin Air with two aircraft. T'way Air plans to add one more aircraft to its fleet.

KOREA MARKETING ACTIVITIES

MEDIA MONITORING – PRESS RELEASE ON JUNE 19



▶ Discovery News

▶ Tour Korea

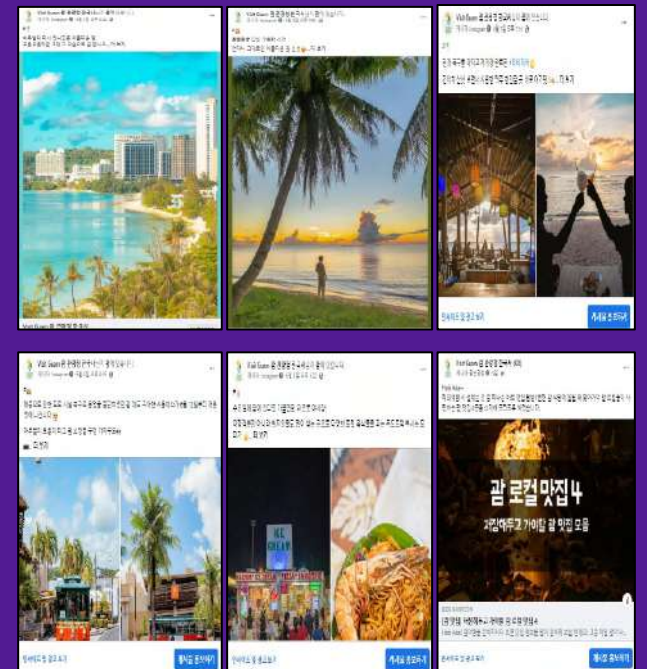
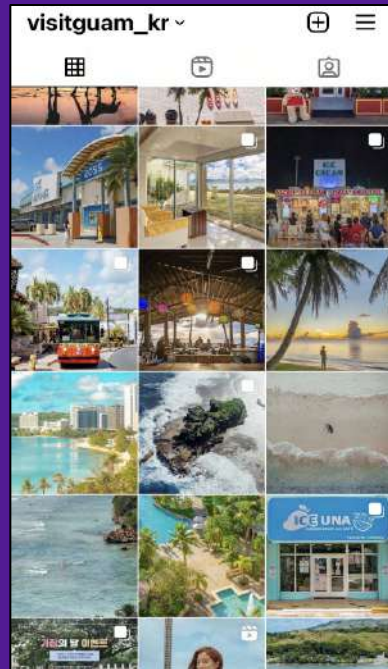
▶ Digital Chosun Ilbo

▶ Gukje News

▶ Gukje News

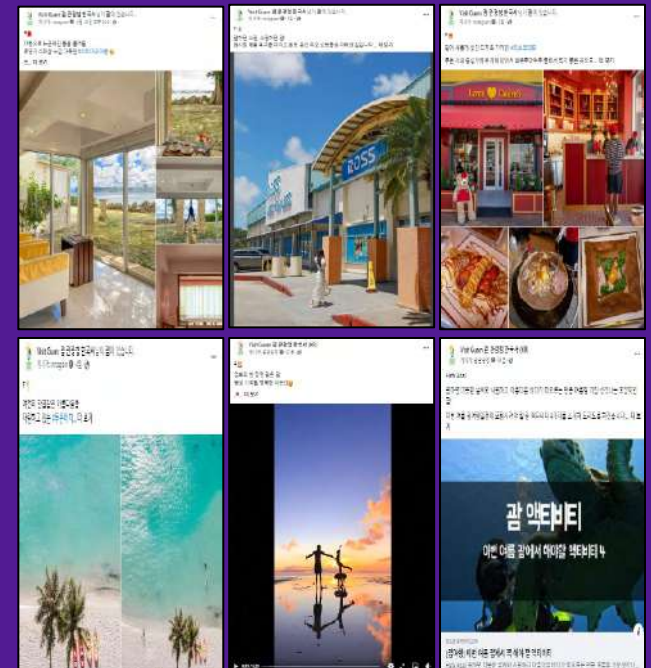
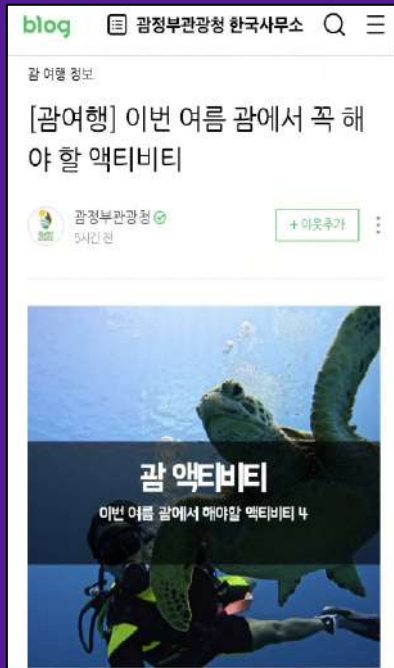
Guam Visitors Bureau to launch grant program to assist small businesses with typhoon recovery.

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JUNE 5 – JUNE 9, 2023
#GUAMAGAIN #COLOR OF GUAM: RESTAURANTS IN GUAM

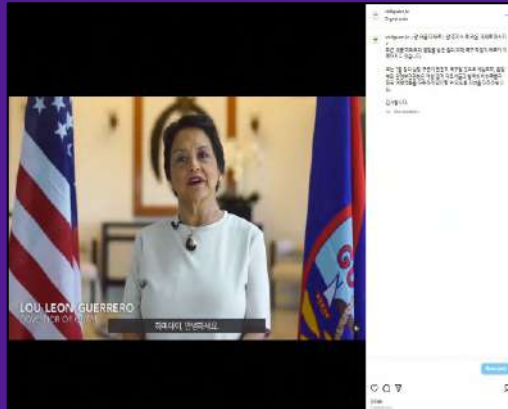
KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JUNE 12 – JUNE 16, 2023

#GUAMAGAIN #COLOR OF GUAM: ACTIVITIES IN GUAM

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JUNE 19, 2023
#GUAMAGAIN #COLOR OF GUAM: GOVERNOR'S MESSAGE

KOREA MARKETING ACTIVITIES

GVB KOREA – JUNE Content Calendar

	Information/Notice/Card News	Guam's Scenery	IG Reels	Event
	Instagram Reels / Story	Naver Blog/Kakao	Instagram Feed / Facebook	EVENT
Week 1				June 1 THURSDAY
				June 2 FRIDAY Typhoon Mawar Update
Week 2	June 4 SUNDAY	June 5 MONDAY Restaurants in Guam Guam's Scenery GVB KR Digital Ambassador UGC	June 6 TUESDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 7 WEDNESDAY Guam's Scenery GVB KR Digital Ambassador UGC
			June 8 THURSDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 9 FRIDAY IG Reels GVB KR Digital Ambassador UGC
Week 3	June 10 SUNDAY	June 11 MONDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 12 TUESDAY Instagram Event Mirroring Instagram Event	June 13 WEDNESDAY Guam's Scenery GVB KR Digital Ambassador UGC
			June 14 THURSDAY Card News Restaurants in Guam	June 15 FRIDAY IG Reels GVB KR Digital Ambassador UGC
Week 4	June 16 SUNDAY	June 17 MONDAY Water Activities Guam's Scenery GVB KR Digital Ambassador UGC	June 18 TUESDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 19 WEDNESDAY Guam's Scenery GVB KR Digital Ambassador UGC
			June 20 THURSDAY Card News Must do activities in Guam	June 21 FRIDAY IG Reels GVB KR Digital Ambassador UGC
Week 5	June 22 SUNDAY	June 23 MONDAY Hidden Gems in Guam Guam's Scenery GVB KR Digital Ambassador UGC	June 24 TUESDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 25 WEDNESDAY Guam's Scenery GVB KR Digital Ambassador UGC
			June 26 THURSDAY Card News Hotels in Guam	June 27 FRIDAY IG Reels GVB KR Digital Ambassador UGC
	June 28 SUNDAY	June 29 MONDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 30 TUESDAY Guam's Scenery GVB KR Digital Ambassador UGC	June 31 WEDNESDAY Guam's Scenery GVB KR Digital Ambassador UGC

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

TAIWAN



TAIWAN'S 4TH COVID-19 WAVE HAS REACHED PLATEAU: CDC

Taipei, June 13 (CNA)

Taiwan's fourth wave of COVID-19 infections has reached a plateau that is likely to last through the end of this month, the Centers for Disease Control (CDC) said Tuesday.

At its weekly press briefing, the CDC said Taiwan had reported an average of 245 moderate to severe COVID-19 cases per day from June 7 to 13, remaining more or less even with the daily average of 244 recorded the week before. Meanwhile, the number of deaths from COVID-19 complications averaged 35 per day from June 4 to 10, up from 28 per day in the previous seven-day period, the CDC said.

CDC Deputy Director General Lo Yi-chun said his agency estimated that the current wave of infections had reached a peak and would remain in a "plateau period" for the rest of June.



as of 23 June 2023

SERIOUS COVID CASES STILL RISING, BUT INFECTIONS MAY BE PEAKING: CDC

Taipei, June 06 (CNA)

- The number of serious COVID-19 cases in Taiwan continued to climb last week, but an indicator used to track new infections suggests that the current wave of cases may have already reached its peak, the Centers for Disease Control (CDC) said Tuesday. From May 31 to June 6, Taiwan recorded a daily average of 244 moderate to severe COVID-19 cases, representing an increase of 17 percent over the previous week's daily average of 208.
- The number of COVID-19 fatalities averaged around 28 per day from May 28 to June 3, up from 20 per day in the previous seven-day period, the CDC said.
- CDC Deputy Director General Lo Yi-chun said that despite the rise in serious cases, the COVID-19 infection rate among inhabitants of residential care facilities had remained flat week-on-week at 1.7 percent, indicating that the current wave of cases may have peaked.
- According to Lo, the CDC has used infection data from residential care facilities as one of its indicators for new COVID-19 infections since it stopped tracking mild and asymptomatic cases of the disease on March 20.

TAIWAN AIRLINE UPDATES

Current Route in Operation:

China Airlines

- See next page for June - August operations schedule

Eva Air

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

Starlux Airlines

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



CI June Operation Schedule :



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

CI June Operation Schedule :



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



CI July Operation Schedule :



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



CI July Operation Schedule :



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



CI August Operation Schedule :



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



Charter Flights Schedule for June and July

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

Flight resumption date : **6/16 (Fri)**

The charter flight on 6/16 is full with 177 pax.

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

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





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

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

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

RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

TAIWAN MARKET INTELLIGENCE

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

TAIWAN RANKED 7TH MOST POPULAR DESTINATION FOR APAC TOURISTS

TAIPEI (Taiwan News) — Having lifted its COVID entry restrictions for tourists last fall, Taiwan has become the seventh most popular travel destination for Asia Pacific travelers, according to Mastercard. As for Asia Pacific travelers, as of March of this year, the top six most popular tourist destinations for tourists are Australia, the U.S., Hong Kong, Singapore, Japan and the U.K., followed by Taiwan in seventh place. Trailing Taiwan was Canada, Indonesia, and Thailand, rounding out the top 10. According to Tu, Taiwan first entered the top 10 this year in February with a seventh-place ranking and continued to hold that position in March. From May 16 to May 30 this year, MasterCard conducted a "Taiwan Tourism Survey" to study changes in travel behavior of 1,000 Taiwanese consumers aged 20 to 65 who travel frequently since the country opened up. The scope of the survey covered the northern, central and southern regions of Taiwan. The survey showed that since Taiwan opened its borders, 43.4% of the respondents have traveled abroad, 93.1% of respondents have plans to go abroad in the next year. Meanwhile, 42.5% of the people questioned not only want to increase the number of trips abroad in the future, but also want to increase the number of days per trip. (June 14)

COVID-19 EPIDEMIC IS AT A HIGH POINT, WITH AN AVERAGE OF 245 NEW LOCAL CASES

The Centers for Disease Control and Prevention announced today that since the implementation of the new system on 3/20 in China, an average of 245 local confirmed cases (complications) of COVID-19 have been added every day in the past 7 days (6/7-6/13), which is the same as before. On the 7th (5/31-6/6), an average of 244 new cases were added per day; since May, a total of 8,325 cases of local complications have been accumulated, and 4,092 cases (about 49%) of which 3 doses of vaccines have not been administered, of which 4,092 cases have not yet been administered More than 70% (2,872 cases) received any one dose of vaccine. Last week (6/4-6/10) there were an average of 35 new deaths per day, an increase from the average daily death rate of 28 in the previous week (5/28-6/3); 89% of the new deaths With a history of chronic diseases, 57% have not received 3 doses of vaccines, and 95% are over 60 years old. Now the national epidemic situation is at a high point, and the changes in various indicators must be continuously monitored.

ANTOR GENERAL MEETING IN JUNE

- Date: June 12
- ANTOR President invited Guam to share recovery efforts after Typhoon Mawar and for members to learn about the experiences and propose suggestions if there are any.
- Most members will participate in the Tainan table mart event in the end of June and it is estimated about over 200 local travel agents will join, so each destination is encourage to prepare for the promotional materials and giveaway.
- Central America Office joined ANTOR starting this month.



IEAT 75TH ANNIVERSARY GALA DINNER

- Date: June 12
- GTO was invited to the 7th Gala Dinner Celebration as one of the members of IEAT.
- Guam Chamber of Commerce is also a sister association with IEAT



TAIWAN MARKETING ACTIVITIES

2023 FOOD TAIPEI TRADE SHOW AND THE US PAVILION OPENING CEREMONY

- Date: June 14
- GTO joined the trade show, displaying and sampling foods from the four food manufacturers in Guam.
- The event attendees are amazed by Guam's snacks as well as coffee and local hot sauce. GTO collected numerous questionnaires to further understand consumer feedback and the potential of the products.
- GTO participated in the opening ceremony for the IS pavilion and ATO Director Emily Scott came to the Guam booth to try all the products. The hot sauce is her favorite and she is positive about the potential of it.
- GTO on-site team actively distributed the flyers and the samples for event attendees and invited them to visit Guam's booth which received compliments as it is so different from other booths.



NR MONITOR

For the past week (June 10 – June 16), a total of 5 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 5
- Social Media: 0

These news reported how Guam and Taiwan (TECO) will work together to restore the island after Typhoon Mawar.

駐關島辦事處投書：台關攜手推動瑪娃災後重建

2023/6/13 12:16 (6/13 14:24 更新)

Rebuilding hope: Positivity after the storm

PAUL YIN-LIEN CHEN
17 HRS AGO



Paul Yin-Lien Chen

Though the devastation caused by the typhoon is undeniable, it is vital to recognize new opportunities for growth and renewal. As communities

In the wake of Typhoon Mawar, the aftermath is overwhelming. Communities around Guam are in disarray and hearts are heavy. Amid the sadness, the human spirit strives for hope and positivity. During difficult times, the strength of a community shines through, as we come together to rebuild, heal and find a sense of resilience.

The bond between Taiwan and Guam is unwavering. The 23 million people of Taiwan, who have long suffered the consequences of damaging typhoons and earthquakes, empathize with Guam. On behalf of the Ministry of Foreign Affairs, the Taipei Economic and Cultural Office in Guam recently donated \$200,000 to the American Red Cross Guam Chapter to assist in the post-disaster recovery efforts in Guam.

Since the reopening of the Guam office in October 2020, we have donated 200,000 medical masks, 900 rapid test kits, and 4 thermal imagers to assist the Guam government in combating the pandemic. In January 2021, we coordinated with China Airlines and arranged international humanitarian medical charter flights to help patients from Guam seek medical treatment in Taiwan.

We are thankful to Gov. Lou Leon Guerrero for her leadership and for

MOST POPULAR

- Complaint: Woman visited 3 children in violation of court order
- 'Flags improvement': New shelter to house residents
- Officials criticize government's \$60K purchase of airtime for typhoon share
- How to apply for Mawar relief
- Delicate family fight to qualify for RISE UP
- GRF not leaving recovery property?
- Fishermen's co-op takes stock after 'devastation'
- 'A roof over your head': RISE UP offers aid to homeowners
- SNAP households to receive reimbursement for food loss relief
- One more year in prison for gang brawler

BUSINESS



駐關島辦事處投書：台關攜手推動瑪娃災後重建

中央社

分享 Facebook Messenger LINE Link

(中央社記者李宗憲雅加達13日專電) 駐關島辦事處處長陳盈連昨天投書關島主流媒體「關島每日郵報」(Guam Daily Post) 強調，台灣及關島將攜手推動瑪娃颱風災後重建，共度難關。

陳盈連指出，瑪娃颱風嚴重摧毀許多基礎建設，讓一向深受颱風及地震所苦的台灣人民感同身受，駐關島辦事處誠摯感佩關島總督古蕾露 (Lourdes A. Leon Guerrero) 及每位關島兄弟姐妹不眠不休投入災後重建工作，台灣及關島人民將齊心克服災後陰霾，關島引以為傲的觀光產業也將撥雲見日，迎向光明未來。

為協助關島災後重建，陳盈連2日代表外交部拋磚引玉捐贈20萬美元賑濟款，為美國紅十字會關島分會災後收到的首筆最高捐款，古蕾露的夫婿庫克 (Jeffrey A. Cook) 及關島議會副議長巴恩斯 (Tina Rose Muna Barnes) 都出席捐贈典禮見證台關緊密夥伴關係。

TAIWAN MARKETING ACTIVITIES

Social Media June Content Calendar

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

PHILIPPINES

NEW DOH CHIEF TO PRIORITIZE COVID-19, HIV, TB ISSUES

Health Secretary Teodoro Herbosa said Thursday his administration would focus on the exit plan of the coronavirus disease 2019 (COVID-19) pandemic and strategies to improve the situation of human immunodeficiency virus (HIV) and tuberculosis (TB) cases in the country.

Herbosa said President Ferdinand R. Marcos Jr. has instructed him to tackle the rising HIV cases among the youth and the prevalence of TB nationwide after the WHO ranked the Philippines as the ninth among countries in the world with the highest number of TB cases.

Herbosa noted that the DOH is a big organization that “must be made efficient” through the digitalization of certain processes to better serve the public’s health care needs.

On the implementation of the Universal Health Care Law, Herbosa assured that the DOH would ensure members of the marginalized sector would get free and quality services in public hospitals and health centers.

PHILIPPINES LOGS 6,630 NEW COVID-19 CASES

The Philippines registered 6,630 fresh COVID-19 infections from June 5 to June 11, 2023, the lowest weekly tally of new cases in six weeks.

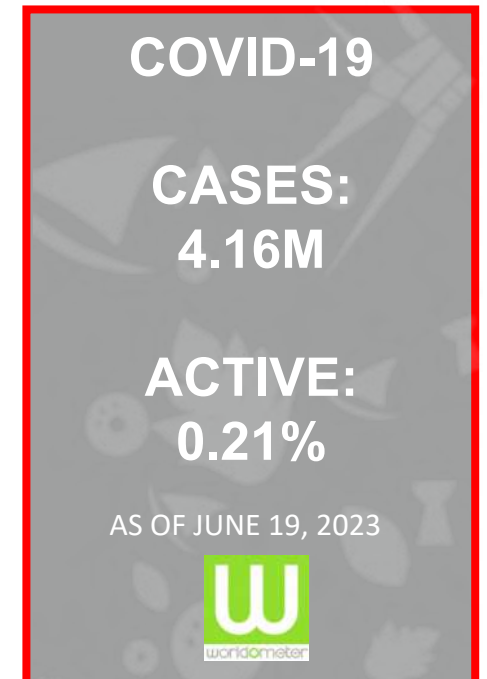
According to the Department of Health (DOH) weekly bulletin, the daily case average for the recent week is at 947, compared to the average daily 1,301 infections monitored from May 22 to June 4.

Latest data also showed a total of 112 cases this week were tagged as critical and severe, the highest in 66 reporting weeks, according to GMA Integrated News Research. This also marked the sixth straight week of at least 50 severe new cases.

Meanwhile, five COVID-19 related deaths were belatedly reported by the DOH: four last month and one in March.

No fatality was reported from May 29 to June 11.

As for vaccination, the DOH said it would still not be able to generate the latest numbers “due to the ongoing migration of the Vaccine Information Management System by the Department of Information and Communications Technology.





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

Manila-Guam-Manila

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

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

Independence Day Seat Sale

GUM to MNL 09 Aug – 23 Aug 2023	GUM to ILO 27 Aug – 09 Sep 2023	GUM to DVO 17 Jul - 07 Aug 2023	GUM to CEB 22 Aug – 28 Aug 2023
From US \$324* Round Trip Economy	From US \$456* Round Trip Economy	From US \$778* Round Trip Economy	From US \$458* Round Trip Economy

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

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



Manila-Guam-Manila

- **Daily**

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

- **Tues/Fri**

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

Featured Daily Fairs for Flights from GUM to MNL

June 2023	July 2023	August 2023
From US \$705* Round Trip Economy	From US \$421 Round Trip Economy	From US \$324* Round Trip Economy

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

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

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

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

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

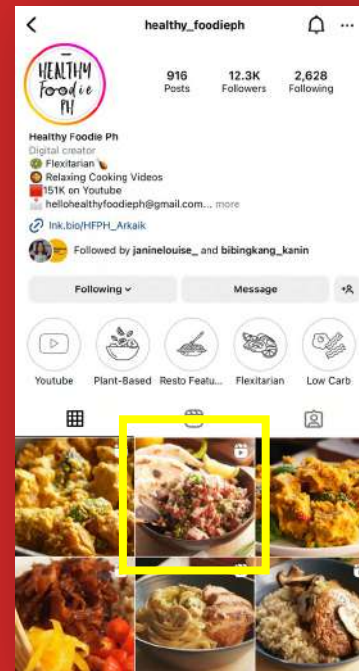
To avail of the promo, visit the airline company's section on flight ticket details and click "book now" below your chosen destination.

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



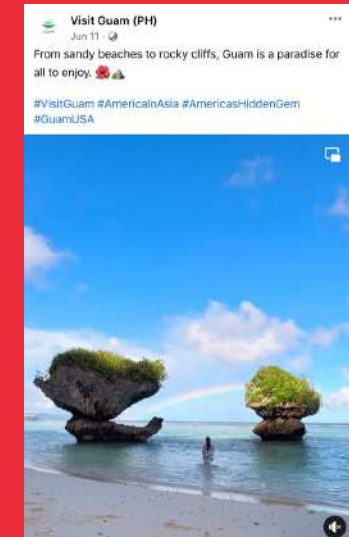
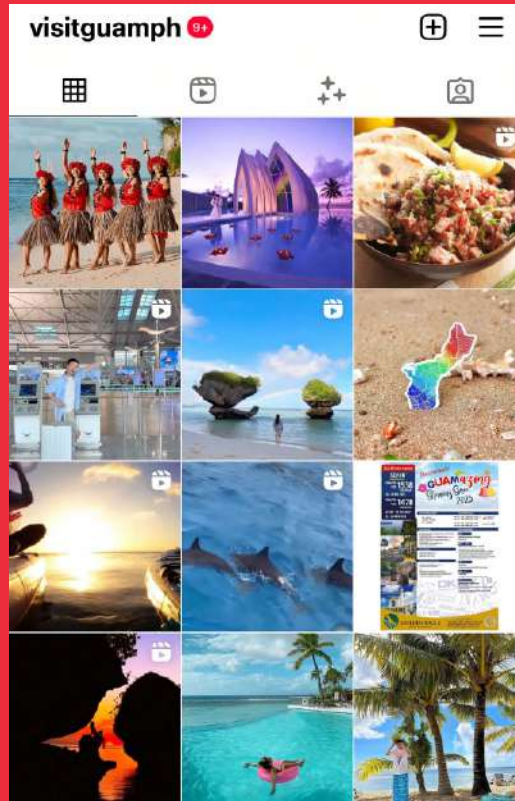
PHILIPPINES MARKETING ACTIVITIES

- Project: Savor the Flavors of Guam
- GVB collaboration with micro-influencer content creators to generate interest in Guam's cuisine and encourage visitors from the Philippines to try these local dishes when they travel to Guam.
- Highlighting three local dishes to be uploaded onto social media.
 - Kelaguen
 - Tinaktak
 - Kådun Pika



**MARKETING ACTIVITY:
FLAVORS OF GUAM**

PHILIPPINES MARKETING ACTIVITIES



**MARKETING ACTIVITY:
SOCIAL MEDIA POST HIGHLIGHTS**

PHILIPPINES MARKETING ACTIVITIES

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