

**#InstaGuam**  
@geremygreypography



# INDUSTRY REPORT

APRIL 28, 2023



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# DESTINATION UPDATES



# KO'KO' WEEKEND WINNERS

## CONGRATULATIONS TO THE WINNERS OF GVB'S KO'KO' ROAD RACE & KO'KO' KIDS FUN RUN!

Returning after a long six-year hiatus, the Guam Visitors Bureau (GVB) and the Guam Running Club (GRC) welcomed 587 runners for the 13<sup>th</sup> Guam Ko'ko' Road Race and 483 runners under the age of 12 for the 14<sup>th</sup> Guam Ko'ko' Kids Fun Run.

Runners from 11 different countries participated in the GVB signature event to include Japan, Korea, the Philippines, Taiwan, Puerto Rico, New Caledonia, Mexico, Guyana, Canada, Russia and the US Mainland.

- 10K Male Winners - Hugh Kent (34:23); Youngho Kim (34:36); Ryan Matienzo (35:09)
- 10K Female Winners - Manami Iijima Martin (38:09); Sharon Hawley (43:02); Yumika Sugahara (43:56)

*\*All division winners and race results are available at [visitguam.com/koko](https://visitguam.com/koko).*



# 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 <a href="#">COVID-19 Testing Patient Assessment Form</a> ahead of time: <a href="http://dphss.guam.gov/covid-19-testing">dphss.guam.gov/covid-19-testing</a> . Drive-through sites may close during lightning and inclement weather.	
<b>Monday - Friday</b> 9 a.m. by appointment	<b>DPHSS Northern Region Community Health Center (NRCHC), Dededo</b> 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.
<b>Tuesday &amp; Thursday</b> 9 a.m. - 12 p.m.	<b>DPHSS Southern Region Community Health Center (SRCHC), Inaláhan</b> 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*	
<b>Monday - Thursday:</b> 9 a.m. - 11:30 a.m. By Appointment  4 p.m. - 6 p.m. Walk-in  <b>Saturday</b> 9 a.m. - 11:30 a.m. By Appointment  2 p.m. - 5 p.m. Walk-in	<b>DPHSS Northern Region Community Health Center (NRCHC), Dededo</b> 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.
<b>Monday - Friday</b> BY APPOINTMENT ONLY	<b>DPHSS Southern Region Community Health Center (SRCHC), Inaláhan</b> 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.
<b>Monday – Friday</b> 10 a.m. - 4 p.m.	<b>Paseo de Susanna, Parks and Recreation Conference Room, Hagåtña</b> 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.
<b>Tuesday, May 2</b> 10 a.m. - 4 p.m. or until supplies last	<b>Guam Premier Outlets (Beside Bestseller Bookstore), Tamuning</b> 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.  Free Screening for Breast and Cervical Cancer and Counseling for Hypertension Prevention

# TOUR GUIDE CERTIFICATION

## 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



## JCB OFFERS RED GUAHAN SHUTTLE FREE RIDE CAMPAIGN UNTIL MAY 22, 2023

From January 23 to May 22, 2023, JCB provides a free ride on the Tumon Shuttle route of the Red Guahan Shuttle that connects Guam's major shopping centers, Micronesia Mall and the Guam Premier Outlets, via the hotel district.

JCB cardmembers simply present JCB cards to driver when they board bus to get free ride. This campaign is eligible for up to two passengers, the cardmember and one accompanying passenger.

# MALESSO' GUPOT CHAMORU FESTIVAL

## MALESSO' GUPOT CHAMORU/CRAB FESTIVAL

**April 28, 2023 - April 30, 2023**

**@ Malesso' Veterans Sons & Daughters Pier Park**

This event is a Chamorro celebration of southern hospitality featuring great food and barbecue, live music and dancing, Guam gifts and handcrafted items, friendly contests and carnival games for children.

The real stars of the Malesso' Crab Festival are the local land crabs. Crab culinary competitions, as well as contests for talaya (fishing net) throwing, coconut husking and even jet ski racing, take place throughout the weekend.

For more info, please contact the Malesso' Mayor's Office at (671) 828-8312/-2941 or [mayorernestc@yahoo.com](mailto:mayorernestc@yahoo.com).







## GUAM VISITORS BUREAU TO HOLD 35<sup>th</sup> GUAM MICRONESIA ISLAND FAIR (GMIF)

**Rescheduled to June 2-4, 2023**

**@ Governor Joseph Flores Memorial Park (Ypao Beach)**

GMIF is the annual signature cultural event of the Guam Visitors Bureau showcasing the vibrant cultures of Micronesia and highlighting Guam's 4,000 year history for over 30 years.

Experience the best of Micronesia in one exciting weekend featuring master carvers, blacksmiths, traditional sailing experts, jewelers, weavers, dancers, musicians and chefs.



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# MARKET INTELLIGENCE REPORT

As April 28, 2023 and may be subject to change.



# TRAVEL PROTOCOLS

## JAPAN

Traveler entering Japan from Guam will be exempted from submitting negative certificate if they have received three times or more vaccinations.

### REQUIREMENTS

- If you have been vaccinated three (3) times of Covid-19 vaccine, you will be exempted from submitting a negative certificate when returning to Japan.
- If NOT, 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).
- 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).

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)

### ENTRY PROTOCOL EFFECTIVE FROM OCTOBER 11, 2022

- Japan to allow entry of visa-free independent tourists and abolish the daily arrival cap.

Information source: [https://www.japantimes.co.jp/news/2022/09/23/national/kishida-japan-border-opening/?utm\\_medium=Social&utm\\_source=LinkedIn#Echobox=1663859338-1](https://www.japantimes.co.jp/news/2022/09/23/national/kishida-japan-border-opening/?utm_medium=Social&utm_source=LinkedIn#Echobox=1663859338-1)

## SOUTH KOREA

All travelers entering South Korea are no longer subject to quarantine, regardless of vaccination status (as of June 8, 2022).

### REQUIREMENTS

- All travelers entering South Korea must register their travel information on KDCA's Q-Code website: [cov19ent.kdca.go.kr/cpassportal](https://cov19ent.kdca.go.kr/cpassportal).
- Foreigners must apply for Korea Electronic Travel Authorization (K-ETA) if they do not already have it. K-ETA is valid for 2 years from the date of approval, or when the passport used to apply expires, whichever comes first.
- COVID-19 testing is no longer required before departure (as of September 3, 2022) and no longer required upon arrival (as of October 1, 2022).

# TRAVEL PROTOCOLS BY MARKET



## TAIWAN

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

- Effective March 20th, the 0+7 self-health management scheme is provided as guidance, and members of the public are free to decide whether to follow it. No relevant penalties will be imposed.
- In addition, Taiwan will also discontinue the Contact Tracing Self-reporting System for Confirmed Cases, remote consultations for home care, self-initiated prevention measures for household members of confirmed cases and arrivals, and updating of COVID-19 diagnosis and test data on the Digital COVID-19 Certificate system (DVC) and My Health Bank and will adjust video consultation protocols in response to COVID-19.

## 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

# MARKETS AT-A-GLANCE

## JAPAN

- Total outbound seat capacity remains at 34,586; United Airlines April seat capacity 27,722; JAL seat capacity is 1,194; Jeju Air seat capacity is 5,670.
- United Airlines and Japan Airlines summer 2023 flight schedules shown in appendix; total of 56 weekly flights for United
- One Guam Familiarization Tour Highlights
- Special Influencer Familiarization Tour Highlights
- 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

- Competitive destinations promoting their campaigns and local events in earnest.
- April - June airline outbound seat capacity details shown in appendix: April remains 50,478; May remains 53,785; and June remains 52,080
- Shown in appendix are: media monitoring - press release; SNS weekly activity; and content calendar

## PHILIPPINES

- Active COVID-19 cases in Philippines back above 10,000
- National COVID positivity rate at 8.8 pct: OCTA
- DOT eyes more flights from US to Philippines
- United Airlines and Philippine Airlines continue to fly daily in May 2023
- Shown in appendix: marketing activities to include assisting Mayors' Council of Guam with Sister-City Relations, Aileen Adalid's Guam Travel Vlog on YouTube, and social media insights and highlights.



## TAIWAN

- Most people on Taipei's MRT seen wearing masks despite lifting of mandate.
- Effective April 17, CECC to adjust some visitation, resident management measures for residential long-term care facilities during COVID-19.
- ACIP experts recommend expanding eligibility for use of Moderna BA.4/BA.5 bivalent COVID-19 vaccine as booster to include children 6 months through 5 years of age.
- Shown in appendix are: current airline routes for other destinations and airline updates & competitor monitoring; 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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# APPENDIX

As of April 28, 2023 and may be subject to change.





# JAPAN



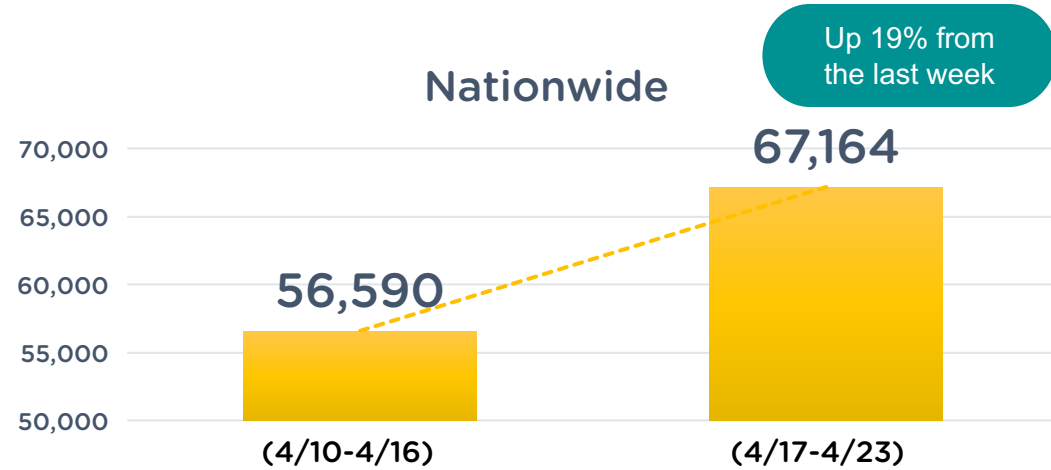
# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The number of infected persons remains as calm as ever. During the past week, the number of infected persons was 67,164.
- The number of infections per 100,000 population was 53 for Japan as a whole and 65 in Tokyo.



A Tokyo street on March 13, 2023, the day the Japanese government lifted its mask-wearing guidelines. AP



Area / New cases	Apr 10-16	Apr 17-23	Changes (#) vs LW	Changes (%) vs LW
Tokyo	7,766	9,191	1,425	118%
Osaka	3,994	4,832	838	121%
Aichi	2,782	3,106	324	112%
Fukuoka	1,835	2,272	437	124%
Nationwide	56,590	67,164	10,574	119%

Created based upon data from NHK (Japan Broadcasting Corporation)

The number of infected people per 100,000 population:

**NATIONWIDE**  
53

**TOKYO**  
65

Total for last 7 days

## COVID-19

**CASES:**  
33.65M

**ACTIVE:**  
35.21%

AS OF APR 24, 2023

## HIGHLIGHTS

- The progress rate for tertiary immunizations is 68.6%, with no significant progress being made.
- Mass vaccinations have been few and far between, and the vaccinations offered at private clinics are being scaled back in preparation for the transition to Class 5 after May 8.

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



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

## VACCINATION UPDATE

(4/21)

Total number of  
vaccination:  
**383,547,385**

1st & 2<sup>nd</sup> doses  
administered:  
**104,699,358**  
**(81.2%)**  
**103,372,374**  
**(80.2%)**

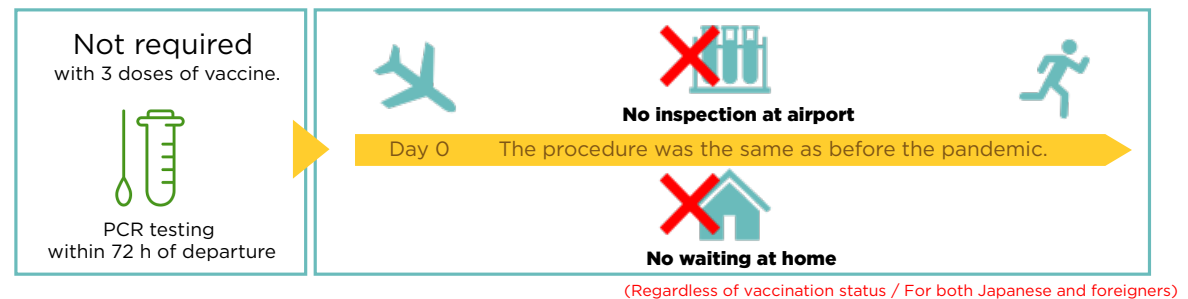
Nationwide 3<sup>rd</sup> shot:  
**86,448,446**  
**(68.6%)**

Nationwide 4<sup>th</sup> shot :  
**58,482,608**

## 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 September 7, 2022 the 72-hour corona test required upon entry and return to Japan will be waived only if the patient has already been vaccinated three times.
- For those who have received two or fewer vaccinations, a PCR test (negative proof) within 72 hours prior to local departure is still required.
- Effective October 11, 2022, the daily entry limit was eliminated.

## QUARANTINE AFTER RETURNING TO JAPAN






# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:15 / 16:05	Daily	4,980
	Available	UA197	NRT	17:30 / 22:20	Daily	4,980
	Available	UA874	NRT	21:05 / 145 +1	Mon, Wed, Fri, Sat	2,822
	Available from April 9, 2023	UA865	NRT	17:25 / 22:15	Daily	3,486
	Available	UA136	NGO	11:20 / 15:55	Mon, Fri	1,328
	Available	UA172	NGO	20:50 / 125 +1	Daily	4,980
	Available	UA150	KIX	11:05 / 15:45	Wed, Sun	1,494
	Available	UA178	KIX	20:50 / 120 +1	Tue, Thu, Sat	2,158
	Available	UA166	FUK	11:50 / 16:50	Thu, Sun	1,494
February TTL						<b>27,722</b>



April 1-30  
TOTAL OUTBOUND  
SEAT CAPACITY: 34,586

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	194
	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	-
February TTL						<b>6,864</b>

## AIRLINE OPERATION

### UNITED AIRLINES SUMMER 2023 FLIGHT SCHEDULE ( FROM MARCH 26, 2023 )

Route	Flight No.	Change in operation	After March 26
Narita - Guam (Morning Flight)	UA827/UA828	As currently operated	Daily
Narita - Guam (Evening Flight)	UA197/UA196	As currently operated	Daily
Narita - Guam (Evening Flight)	UA865/UA864	Increase flights	Daily
Narita - Guam (Evening Flight)	UA874/UA873	As currently operated	4 flights per week (Mon, Wed, Fri, Sat)
Centrair - Guam (Morning Flight)	UA136/UA137	Increase flights	Daily
Centrair - Guam (Night)	UA172/UA171	Resume	Daily
Kansai - Guam (Morning)	UA150/UA151	Increase flights	Daily
Kansai - Guam (Night)	UA177/UA178	Resume	3 flights/week (Tuesday, Thursday, Saturday)
Fukuoka - Guam	UA166/UA165	increase in the number of flights	Daily



56 WEEKLY FLIGHTS

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION

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

OPERATION DATE			SEAT CAPACITY
March	18, 21, 23, 25, 26, 28, 30	7	1,393
April	1, 2, 4, 27, 29, 30	6	1,194
May	2, 3, 4, 6, 7	5	995
June	-	0	0
July	15, 16, 18, 20, 22, 23, 25, 27, 29, 30	10	1,990
August	1, 3, 5, 6, 8, 10, 11, 13, 15, 17, 19, 20, 22, 24, 26, 27, 29, 31	18	3,582
TTL			9,154






# JAPAN MARKETING ACTIVITIES

## ONE GUAM Fam Tour 2023

- **Objective:**  
Strengthen Groups/MICE
- **Schedule:**  
April 12 to April 16, 2023
- **Participants:**  
34 participants, 25 companies from Japan  
(Mainly in charge of group tours)



Day 1	Day 2	Day 3	Day 4	Day 5
Arrival in Guam	<b>Table top event</b>	Site inspection	KO'KO'KIDS RUN	KO'KO' ROAD RACE
Welcome Reception 	Site inspection		Site inspection Farewell dinner	Return to Japan 

# JAPAN MARKETING ACTIVITIES

## 東京レインボープライド 2023



4.22[SAT]-4.23[SUN]

11:00-18:00

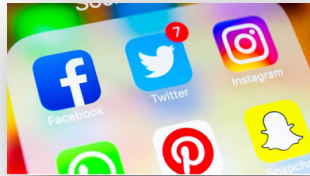
@Yoyogi Park

- Distributed Guam eco-bags and guidebooks to 3,000 people
- Followings on GVB's social networking accounts increased by more than 2,000
- More than 200,000 people visited the event, gaining a considerable amount of exposure.











# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- Ads announcing GOGO GUAM Summer Campaign began on 17 April.
- As a result, Instagram, TikTok, YouTube, as well as, overall synergy is beginning to emerge.

SNS	follower		Week Reach		Week Engagement	
	15 Apr,2023	22 Apr,2023	15 Apr,2023	22 Apr,2023	15 Apr,2023	22 Apr,2023
	25,098	25,663	12,921	1,760,988	1,008	1,870
	2.25%		13528.88%		85.52%	
	24,096	24,098	5,848	5,918	802	1,736
	0.01%		1.20%		116.46%	
	15,681	15,967	70,563	106,694	2,041	3,575
	1.82%		51.20%		75.16%	
	58,783	58,840	73,000	941,845	3,757	5,672
	0.10%		1190.20%		50.97%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	10,080	12,100	21,850	27,112	0:01:44	0:01:47
	20.04%		24.08%		2.88%	

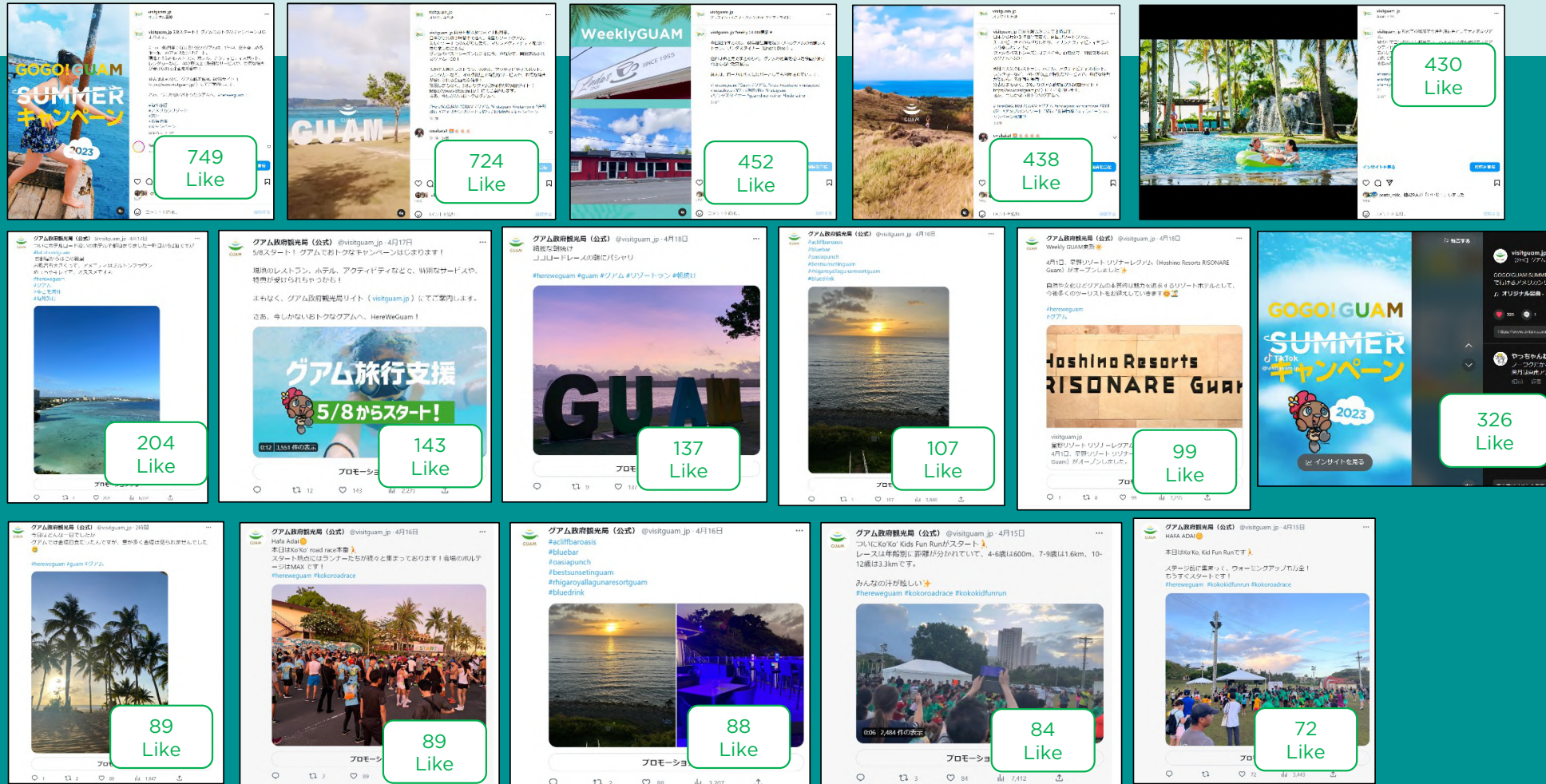
# JAPAN MARKETING ACTIVITIES

2023 Apr							
Week1						1	2
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam						
Event							
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 2	3	4	5	6	7	8	9
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event						TVPR Ten Shooting	
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 3	10	11	12	13	14	15	16
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event	TVPR Ten Shooting		One GUAM Group mice Trade Support FAM				
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 4	17	18	19	20	21	22	23
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event				SIT FAM			
Event						LGBTQ Events	
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week5	24	25	26	27	28	29	30
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event							
Other		Tell Us About Guam					

SNS CONTENT CALENDAR

#HereWeGuam 

# JAPAN MARKETING ACTIVITIES



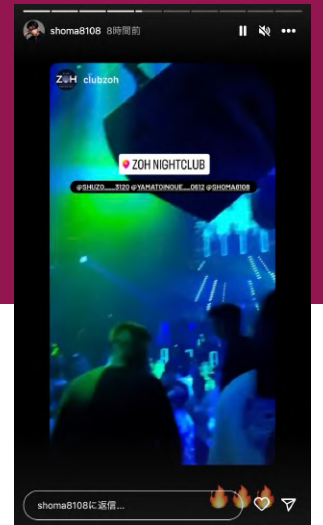
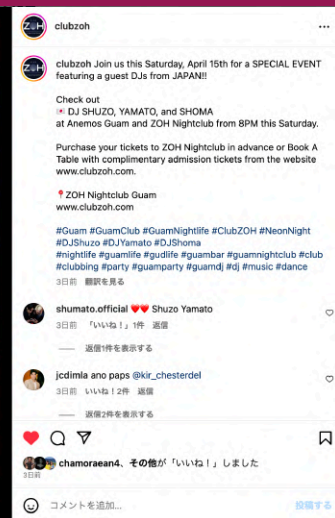
## SNS POST-HIGHLIGHTS

# JAPAN MARKETING ACTIVITIES

## SPECIAL INFLUENCER FAMILIARIZATION TOUR

13 million followers on collective social networking sites

- Period
  - April 14-17, 2023
- Influencer
  - Shuzo Ohira (@shuzo\_3120)
  - Yamato Inoue (@yamatoinoue\_\_0612)
  - Shoma Nagumo (@shoma8108)



# JAPAN MARKETING ACTIVITIES

GoGo GUAM Summer Campaign Teaser ads begin

## SNS Platforms

- Instagram
- Youtube
- TikTok

## Distribution period

17 Apr - 7 May , 2023



## Campaign Key Visual



## Campaign Page



# JAPAN MARKETING ACTIVITIES

## WEEKLY GUAM

### Water sports store opens!

- Marianas Water Sports opened October 2022.
- In addition to selling watersports equipment, this fashionable store carries surf brand fashion items that are rare in Guam.
- Popular brands such as: LIGHTNIGHT BOLT, SEX WAX, and CARVE from California, Hawaii, Spain, and Australia are on display.

### ウォータースポーツショップがオープン!

Sunday, April 22, 2023 9:00 AM by チョモリゾ



海洋にはオープンショップ、マリヤナスウォータースポーツ (Marianas Water Sports) 1、ウォータースポーツの最新情報や最新の、アパレル情報など最新情報や最新のウォータースポーツのファッションアイテムも取り扱った新しいお店がオープンです。地元の人々もアパレルも楽しんでいます。



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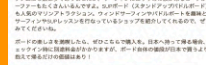
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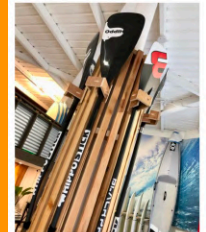
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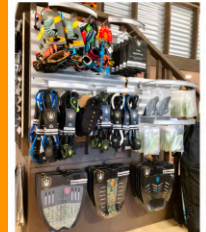
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### Hoshino Resort Resonare Guam opened!

- On April 1, Hoshino Resort Resonare Guam opened for business. The resort hotel aims to explore the essential charms of Guam, including nature and culture, under the concept of "Essence of Guahan."
- Upcoming banquet called "Gupot Cantos Tasi" will welcome guests offering food, music, and a variety of entertainment with the hospitality that is handed down in the CHamoru culture.
- "Gupot Canton Tasi" is an event for hotel guests only, and participation is free. It is only held on Tuesdays, Thursdays, and Sundays.

### 星野リゾート リゾナーレグアムがオープン!

Tuesday, April 11, 2023 9:00 AM by チョモリゾ



4月1日、星野リゾート リゾナーレグアム (Hoshino Resorts Resonare Guam) 1 (以下、リゾナーレグアム) がオープンしました。「エッセンスオブグアム (Essence of Guahan)」をコンセプトに、自然や文化などグアムを体感できるリゾートホテルとして、今後多くのゲストをお迎えしていきます。



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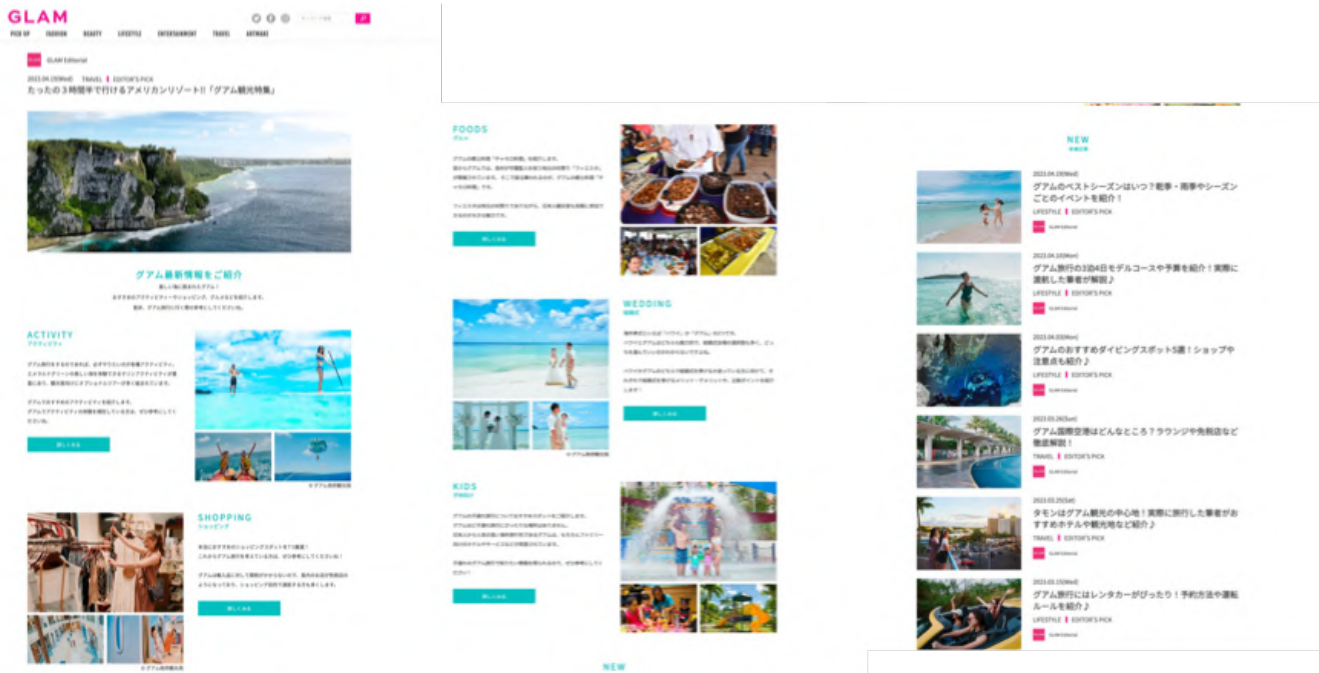


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# JAPAN MARKETING ACTIVITIES

## GLAM Digital PR

- A special page for GUAM is now available on the GLAM website.
- Works effectively as an SEO strategy for Guam-related keywords.



## What is Guam International Airport like? Thorough explanation of lounges, duty free stores, etc!

- This article introduces facilities such as lounges and car rentals at Guam International Airport.



© Guam Government

Guam International Airport is the only airport in Guam that international tourists can use. There are lounges, car rental, and other facilities, just like in other countries. It is a bit confusing to know what facilities are available.

In this article, we introduce the facilities such as lounges and car rental at Guam International Airport. Please check the details of Guam International Airport, and please refer to it.



Japanese tourists rarely use it, but there is a **paid parking lot** at Guam International Airport (the parking lot outside the airport is free of charge). The parking lot is located to the left of the terminal.

Parking fee is paid in cash. The fee is as follows.

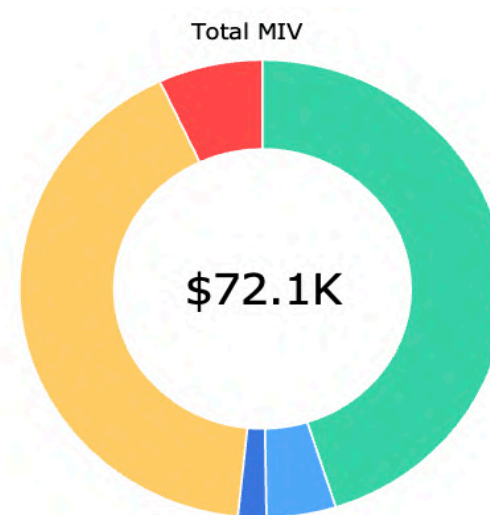
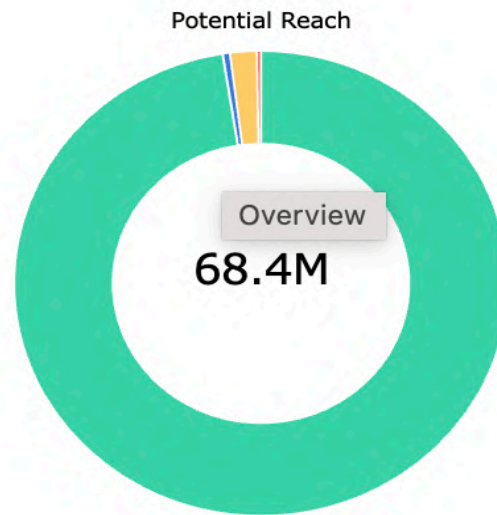
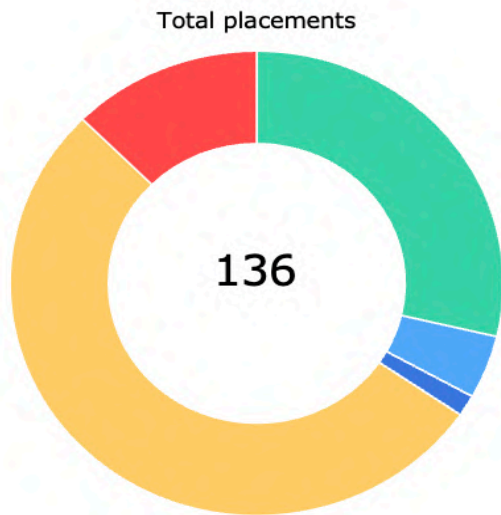
## MEDIA PERFORMANCE

- Placement on YouTube has increase significantly.
- Potential reach increased with exposure on Gunoshi.



### Overview

From April 14, 2023 to April 22, 2023



■ Online ■ Twitter ■ Facebook ■ Instagram ■ YouTube

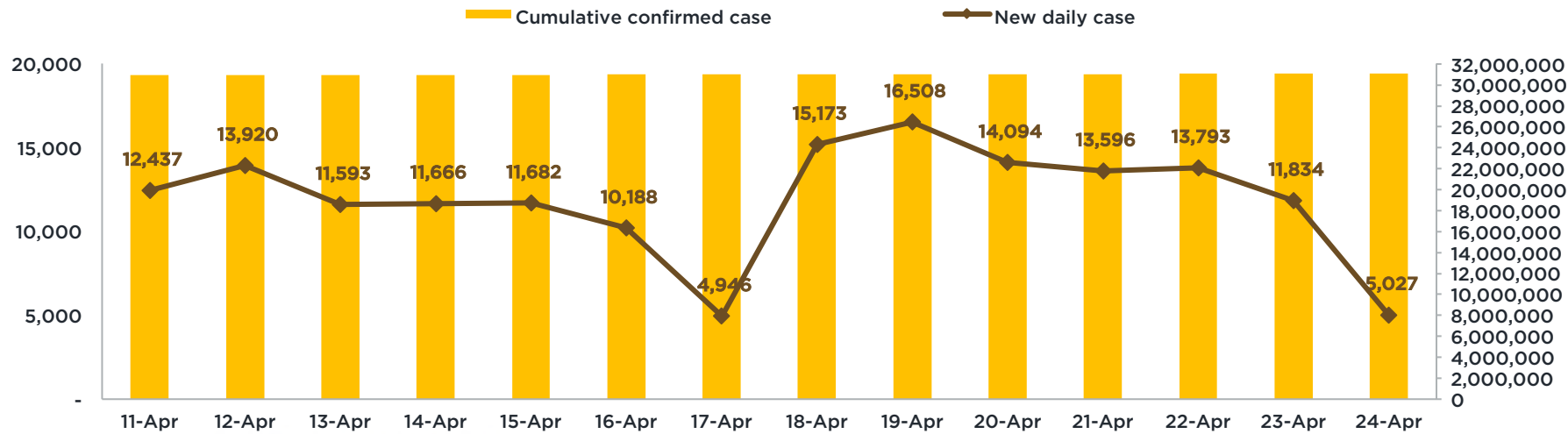


# SOUTH KOREA



# KOREA COVID-19 NEWS

## COVID-19 STATUS: APRIL 11 - APRIL 24, 2023



### HIGHLIGHT

South Korea's daily coronavirus cases recorded slightly over 5,000 after the continuous decrease in 5 days in a row, however showing an increase compared to the week before.



## COVID-19 VACCINATION STATUS: FEB 26, 2021 - APR 24, 2023

### RECEIVED 1<sup>ST</sup> DOSE

**44,806,616**  
87.6% of total population  
97.6% of 18 and older  
97.7% of 60 and older

### RECEIVED 2<sup>ND</sup> DOSE

**44,394,144**  
86.7% of total population  
96.8% of 18 and older  
96.7% of 60 and older

### RECEIVED WINTER SEASON BOOSTER

**Has been halted since April 7**  
*\*People who want to get vaccinated can be administered upon registration*

### COVID-19

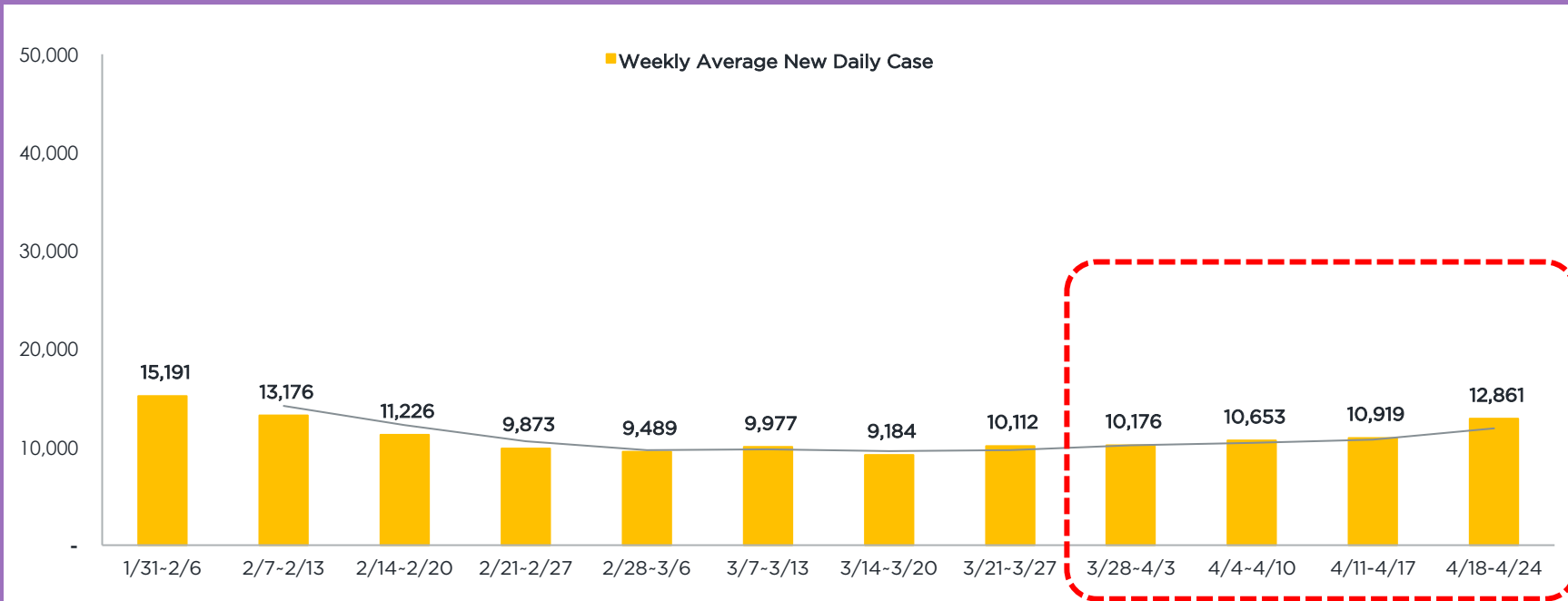
**CASES:  
31.08M**

**ACTIVE:  
0.62%**

AS OF APR 24, 2023



## COVID-19 STATUS: COMPARISON WEEK BY WEEK



Source: Central Disaster and Safety Countermeasures Headquarters

### DAILY CASE

The number of daily infections are slightly increasing showing an upward trend throughout April.

### WEEKLY CASE

South Korea's weekly confirmed cases are showing an increase for 5 weeks in a row since the end of March.

### MONTHLY CASE

The number of confirmed cases are maintaining at a steady level despite the spread of COVID-19 and the flu simultaneously.

### CURRENT SITUATION

As new COVID-19 mutations are continuously appearing, health authorities are closely monitoring the recent virus caseloads and advising to stay cautious despite the lift of facial mask and gathering restrictions.

## TRAVEL TRADE UPDATE

“COMPETITIVE DESTINATIONS PROMOTING THEIR CAMPAIGNS AND LOCAL EVENTS IN EARNEST”



### < Hawaii >

- Participates in ‘Allure Green Campaign’, an eco-friendly lifestyle festival to promote its ‘Malama Hawaii’ campaign.
- Plans to keep promoting ‘sustainable tourism’ via creative campaigns and projects.



### < Saipan >

- Will hold ‘24<sup>th</sup> Taste of The Marianas International Food Festival & Beer Garden’ in June.
- CNMI residents and visitors will enjoy the local festival which will present its diverse cultures including food, craft, performance, etc.



### < Thailand >

- Welcomed back Songkran festival, expecting to bring in more international travelers.
- Invited representatives of Boryeong Mud Festival upon their MOU agreement for cultural exchanges.

# 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	KE421	DAILY	09:45	15:15	8,160
	KE423	DAILY	19:35	01:05+1	4,140
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ641	DAILY	09:15	14:45	5,670
	LJ643	DAILY	08:35	14:10	5,670
T'way Air	TW303	DAILY	08:30	14:00	5,670
<b>TOTAL</b>					<b>40,650</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	WED/THU/SAT/SUN ( April 21 ~ Daily )	21:35	02:45+1	4,158
Jin Air	LJ647	DAILY	08:00	13:15	5,670
<b>TOTAL</b>					<b>9,828</b>

TOTAL OUTBOUND SEAT CAPACITY: 50,478 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	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
	LJ643	DAILY	08:35	14:10	5,585
T'way Air	TW303	DAILY	08:30	14:00	5,859
<b>TOTAL</b>					<b>42,067</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:45+1	5,859
Jin Air	LJ647	DAILY	08:00	13:15	5,859
<b>TOTAL</b>					<b>11,718</b>

TOTAL OUTBOUND SEAT CAPACITY: 53,785 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.*

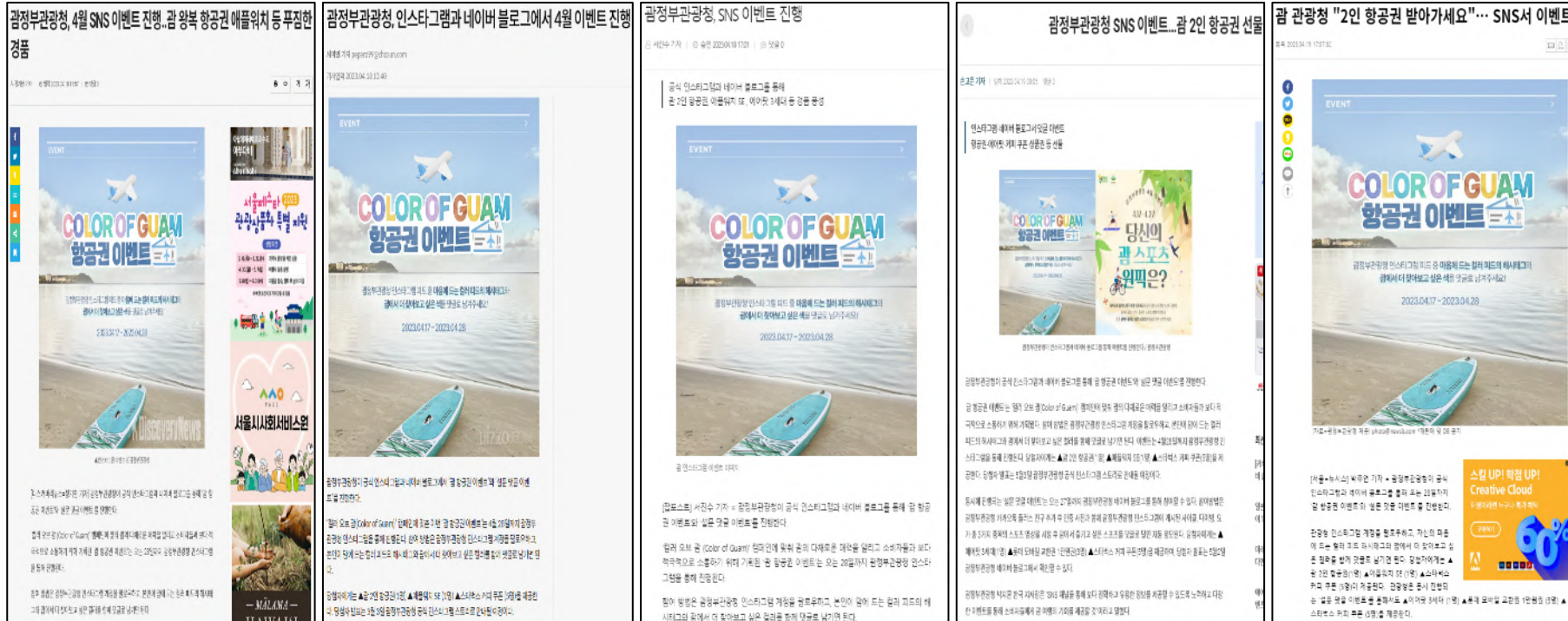
Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,160
	KE423	DAILY	19:35	01:05+1	4,200
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ641	DAILY	09:15	14:45	6,078
	LJ643	DAILY ( March 26 ~ June 28 )	08:35	14:10	5,292
T'way Air	TW303	DAILY	08:30	14:00	5,670
<b>TOTAL</b>					<b>40,740</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:45+1	5,670
Jin Air	LJ647	DAILY	08:00	13:15	5,670
<b>TOTAL</b>					<b>11,340</b>

TOTAL OUTBOUND SEAT CAPACITY: 52,080 SEATS

# KOREA MARKETING ACTIVITIES



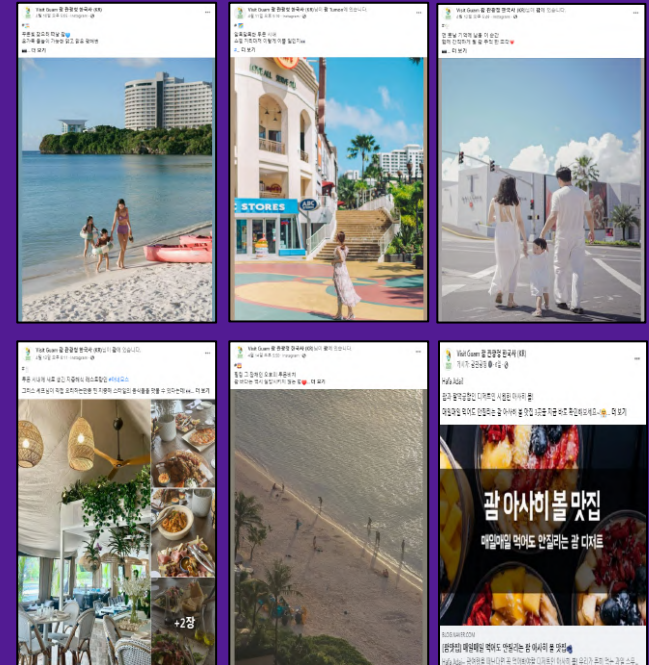
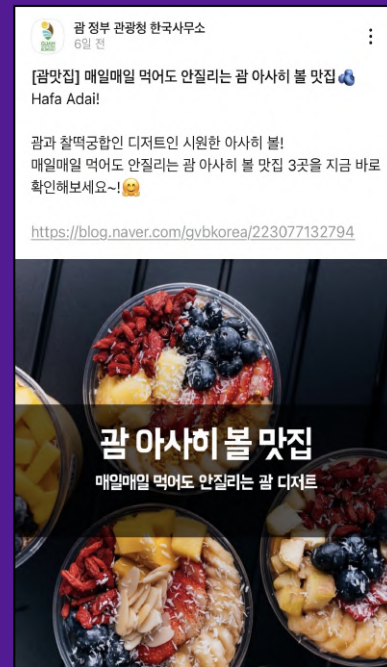
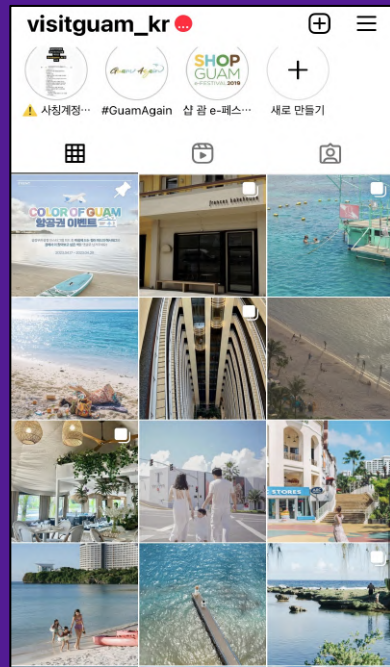
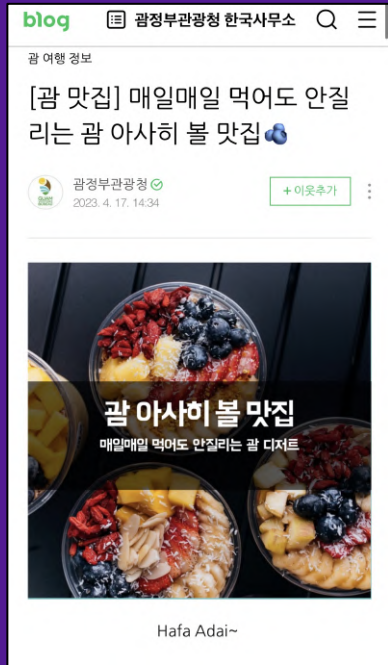
- ▶ Discovery News
- ▶ Digital Chosun Ilbo
- ▶ Job Post
- ▶ The Korea Travel Times
- ▶ Newsis

GVB opens April SNS Events

## MEDIA MONITORING - PRESS RELEASE ON APRIL 18

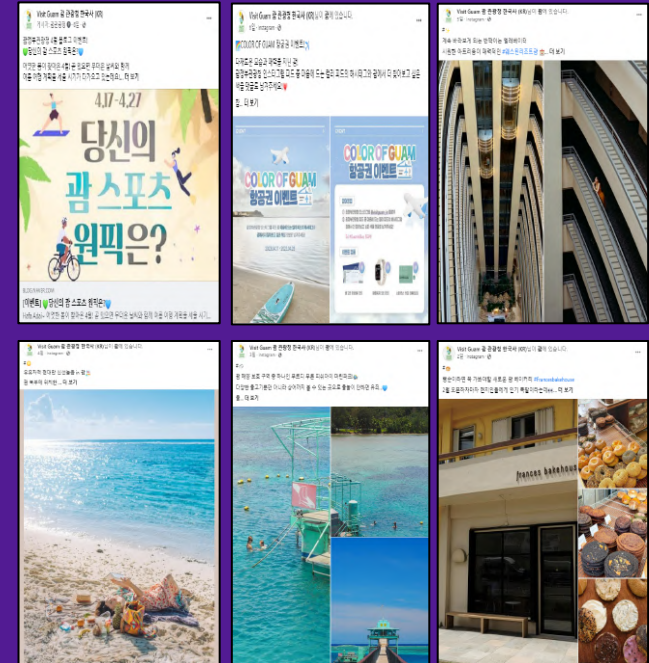
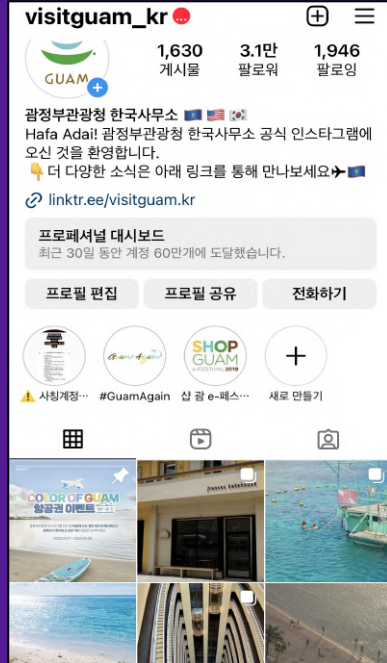


# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: APRIL 10 - APRIL 14  
#GUAMAGAIN #COLOR OF GUAM: ACAI BOWL CAFES IN GUAM

# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: APRIL 17 – APRIL 21  
#GUAMAGAIN #COLOR OF GUAM: SNS EVENT

# KOREA MARKETING ACTIVITIES

## GVB KOREA – April Content Calendar

GVB KOREA – April Content Calendar							
Information/Notice/Card News		Guam's Scenery		IG Reels		Event	
Instagram Reels / Story		Naver Blog/Kakao		Instagram Feed / Facebook		EVENT	
Week 1				WEDNESDAY	THURSDAY	FRIDAY	April 1 SATURDAY
	April 2 SUNDAY	April 3 MONDAY	April 4 TUESDAY	April 5 WEDNESDAY	April 6 THURSDAY	April 7 FRIDAY	April 8 SATURDAY
Week 2		<b>Ko'Ko Road Race</b> IG Reels #Sports FAM Tour UGC	IG Reels #Sports FAM Tour UGC	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	
	April 9 SUNDAY	April 10 MONDAY	April 11 TUESDAY	April 12 WEDNESDAY	April 13 THURSDAY	April 14 FRIDAY	April 15 SATURDAY
Week 3		<b>Healthy Dessert Places</b> Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	
	April 16 SUNDAY	April 17 MONDAY	April 18 TUESDAY	April 19 WEDNESDAY	April 20 THURSDAY	April 21 FRIDAY	April 22 SATURDAY
Week 4		<b>Blog Event</b> IG Event	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	<b>Card News</b> #ColorofGuam New Restaurant in Guam	IG Reels #ColorofGuam Weekly highlight	
	April 23 SUNDAY	April 24 MONDAY	April 25 TUESDAY	April 26 WEDNESDAY	April 27 THURSDAY	April 28 FRIDAY	April 29
Week 5		<b>Scuba Diving Points</b> Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	<b>Card News</b> #ColorofGuam Scuba Diving Points	IG Reels #ColorofGuam Weekly highlight	
	April 23 SUNDAY	April 24 MONDAY	April 25 TUESDAY	April 26 WEDNESDAY	April 27 THURSDAY	April 28 FRIDAY	April 29

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

# TAIWAN



## MOST PEOPLE ON TAIPEI MRT SEEN WEARING MASKS DESPITE LIFTING OF MANDATE

Taipei, April 17 (CNA)

The majority of the passengers traveling on Taipei's Blue MRT line Monday morning were seen wearing face masks, despite Taiwan's removal of a mask mandate that had been in effect for more than two years amid the COVID-19 pandemic.

On Monday, the requirement for mask-wearing on public transportation was revoked, which meant that the mandate remained only for medical facilities in Taiwan.



as of 28 Apr 2023

## EFFECTIVE APR 17, CECC TO ADJUST SOME VISITATION, RESIDENT MANAGEMENT MEASURES FOR RESIDENTIAL LONG-TERM CARE FACILITIES DURING COVID-19

On Apr 13, the CECC announced that it will adjust some visitation and resident management measures for long-term care facilities during the COVID-19 pandemic. Details are listed below.

- I. Visitation management: the requirement for visitors, individuals accompanying patients, and new residents who don't have COVID-19 symptoms and exposure history to take rapid tests will be removed.
- II. Management of the entry and exit of residents: The requirement that new residents and residents who don't have COVID-19 symptoms and exposure history need to take rapid tests and undergo isolation when they return to their facilities after staying overnight outside as well as being admitted to the facilities from the hospital or discharged from the hospital will be removed.

**COVID-19**

**CASES:**  
**10.24M**

**ACTIVE:**  
**0.42%**

AS OF APR 21, 2023



## ACIP EXPERTS RECOMMEND EXPANDING ELIGIBILITY FOR MODERNA BIVALENT COVID-19 VACCINE TO INCLUDE CHILDREN 6 MOS THROUGH 5 YEARS OF AGE

On April 13, the CECC reported recommendations on the use of Moderna's BA.4/BA.5 bivalent COVID-19 vaccine as a booster for children. These recommendations are listed below:

- A. Moderna's BA.4/BA.5 bivalent COVID-19 vaccine can be given as a booster to children 6 months through 5 years of age who have completed their primary series of vaccinations.
- B. Moderna's bivalent COVID-19 vaccine is not suitable for use in children 6 months through 5 years of age who have completed their primary series vaccination with the Pfizer-BioNTech vaccine for children. These children are recommended to follow the current recommendations to receive three primary series doses of Pfizer-BioNTech vaccine for children.

## AIRLINE UPDATES

CHINA AIRLINES  CHINA AIRLINES  
• Operating April-June

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

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



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



National Immigration Agency  
Ministry of the Interior

(Starting Apr. 1, 2023 Taipei Time)

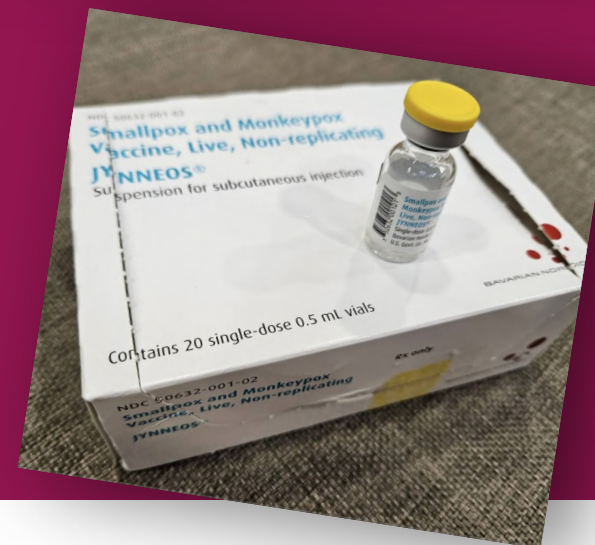
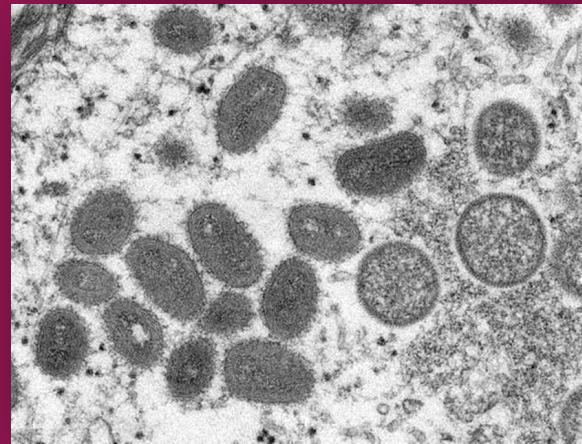
Traveler Type	History of Travel	Notes
R.O.C. (Taiwan) Nationals	Departure from any international port	Travelers who have experienced any COVID-19 symptoms should voluntarily contact quarantine stations. Such travelers should cooperate with health assessments and follow necessary instructions.

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

RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

## TAIWAN REPORTS 15 NEW CASES OF MONKEYPOX

- The Centers for Disease Control and Prevention (CDC) announced Tuesday (April 18) 15 new confirmed cases of monkeypox (mpox), including 13 local cases and 2 imported cases, per PTS.
- As for geographical distribution, 12 cases were reported in the north and 1 case in the south. The ages of those affected ranged from 20s to 40s, with symptoms including fever, swollen lymph glands, blisters, pustules, and rashes.
- The two imported cases came from Malaysia and Japan, affecting one foreign national in his 20s in northern Taiwan, and a Taiwanese individual living in southern Taiwan in his 30s. Both individuals traveled overseas and developed symptoms after returning home.
- The CDC reminded the public that there are still 4,837 mpox vaccines available for registration. Those eligible are requested to register on the mpox vaccination platform as soon as possible to protect themselves and others.






## TAIWAN TO OFFER NT\$5,000 SUBSIDIES TO LUCKY FOREIGN INDEPENDENT TRAVELERS FROM MAY

- Beginning in May, Taiwan's Ministry of Transportation and Communications (MOTC) will offer a NT \$5,000 (US\$165) subsidy for international independent travelers who win lucky draw prizes upon their arrival in Taiwan.
- The number of beneficiaries will be limited to 500,000.
- The MOTC on Monday (April 17) said the program is intended to attract more international tourists to Taiwan.
- The lucky draw will take place at the following five locations:
  - Taoyuan International Airport Terminal 1
  - Taoyuan International Airport Terminal 2
  - Taipei Songshan Airport
  - Taichung International Airport
  - Kaohsiung International Airport



# TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
 <b>CHINA AIRLINES</b>	4/21 Solomon Lee, General Manage	<ul style="list-style-type: none"> <li>• <b>No updates for this week (Apr. 15 - Apr. 21) after confirming with China Airlines</b></li> <li>• 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.</li> </ul>
	4/21 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> <li>• <b>No updates for this week (Apr. 15 - Apr. 21) after confirming with Eva Air</b></li> <li>• 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.</li> </ul>
	4/21 Joyce Pan, Manager	<ul style="list-style-type: none"> <li>• STARLUX will have a total of 22 charter flights to Guam from April to June. (Charter by Lion Travel) <b>and Lion Travel decided to increase 8 more charter flights in July. :7/2,7/6,7/10,7/14, 7/18,7/22,7/26,7/30</b></li> <li>• Regarding the resumption of the Guam flight, Mrs. Pan said that STARLUX has been discussing and will continue to be evaluated in the future.</li> </ul>

# TAIWAN MARKETING ACTIVITIES

## TAIWAN EASTBOUND ALLIANCE- LANDING AMERICA

- Date: Apr 18
- TEALA (Taiwan Global Eastbound Association of Launching America) invited GVB Taiwan to be one of the panelist of the symposium on “New Layout of Global International Trade and Advice on International Connections.”
- The panelists included AIT commercial section deputy chief. GVB Taiwan encouraged Taiwanese companies and manufacturers to invest in Guam. A total of 60 people signed up for the seminar.



as of 28 Apr 2023

## NR MONITOR

For the past week (Apr 14 – Apr 21), a total of 24 exposures are monitored including:

- TV Exposure: 1
- Online Exposure: 23
- Social Media: 0



## DAC BOARD MEETING WITH AIT

- Date: Apr 20
- Director of AIT Oudkirk met with DAC (Discover America, Taiwan Committee) Executive Board members.
- Director Oudkirk of AIT discussed with DAC executive board about the mission to promote the United States in Taiwan, as well as the current efforts, challenges, and achievements.
- A total of five board members from DAC participated.



# TAIWAN MARKETING ACTIVITIES

Social Media April Content Calendar							Accommodations
							Service
							Shopping
							Attractions/Activities/Festival
							Restaurants
							Guam Scenery
							Lucky Draw Event
							1-Apr-23
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					x		Guam KO'KO' Festival Lucky Draw Event
					x		
Week 2	2-Apr-23 SUNDAY	3-Apr-23 MONDAY	4-Apr-23 TUESDAY	5-Apr-23 WEDNESDAY	6-Apr-23 THURSDAY	7-Apr-23 FRIDAY	8-Apr-23 SATURDAY
	Guam KO'KO' Festival Lucky Draw Event	Guam KO'KO' Festival Lucky Draw Event	Guam KO'KO' Festival Lucky Draw Event	Guam KO'KO' Festival Lucky Draw Event	x	Guam Family Travel Promotion Lucky Draw Event	Guam Family Travel Promotion Lucky Draw Event
		Restaurants - Avenue Steak & Lobster		Attractions - Priest's Pools	x		Shopping - Guam Premier Outlet
Week 3	9-Apr-23 SUNDAY	10-Apr-23 MONDAY	11-Apr-23 TUESDAY	12-Apr-23 WEDNESDAY	13-Apr-23 THURSDAY	14-Apr-23 FRIDAY	15-Apr-23 SATURDAY
	Guam Family Travel Promotion Lucky Draw Event	Guam Family Travel Promotion Lucky Draw Event	Charter Flights Promotion	Attractions - Underwater World Guam	x	Guam KO'KO' Kids Fun Run	Guam KO'KO' Road Race
		Guam Scenery 1			x		
Week 4	16-Apr-23 SUNDAY	17-Apr-23 MONDAY	18-Apr-23 TUESDAY	19-Apr-23 WEDNESDAY	20-Apr-23 THURSDAY	21-Apr-23 FRIDAY	22-Apr-23 SATURDAY
	Accommodation - Hyatt Regency Guam	Guam Scenery 2		Restaurants - California Pizza Kitchen Guam	x	Smokin' Wheels Promotion	
					x	Activities - GVB Earth Day Beach Clean Up	
Week 5	SUNDAY	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Talo 'fo'fo Banana Festival Promotion		Accommodation - Pacific Islands Club	Crab Festival Promotion	x	Attractions - Fish Eye Marine Park	Charter Flights Promotion
Week 5	30-Apr-23 SUNDAY	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Guam Scenery 3						

# PHILIPPINES



## ACTIVE COVID-19 CASES IN PHILIPPINES BACK ABOVE 10,000

The Philippines' tally of active COVID-19 cases climbed back over 10,000 with 287 new infections reported by the Department of Health.

The caseload stood at 10,263, the DOH's COVID-19 tracker showed. Three years since the declaration of COVID-19, the Philippines has recorded 4,086,620 cases.

In a press briefing Tuesday, DOH officer-in-charge Maria Rosario Vergeire noted there was an uptick in the virus tally but hospital utilization remained manageable.



## NATIONAL COVID POSITIVITY RATE AT 8.8 PCT: OCTA

The national COVID-19 positivity rate or the percentage of tests turning out positive for the virus has increased to 8.8 percent as of April 20, OCTA Research said Friday.

OCTA Research fellow Dr. Guido David said the Department of Health reported 530 new cases and 1 deaths (1 in NCR), including 1441 recoveries and 7340 active cases.

In an interview with TeleRadyo, David said COVID positivity rate in Metro Manila is currently 8.4 percent.

He said the rise in COVID-19 infections could be attributed to complacency and decrease in observation of health and safety protocols and waning immunity.

## COVID-19

CASES:  
4.08M

ACTIVE:  
0.24%

AS OF APR 17, 2023



# PHILIPPINES MARKET INTELLIGENCE

## AIRLINES

### Flight Advisory



#### Manila-Guam-Manila

- Daily

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

PR111 Depart GUM 05:30 / Arrive MNL 07:25



A STAR ALLIANCE MEMBER

### ADVISORY



#### Manila-Guam-Manila

- Daily

UA184 Depart MNL 22:55 / Arrive GUM 04:45

UA183 Depart GUM 20:00 / Arrive MNL 21:50

### ▶ SUPER DEALS TO MANILA

ROUNDTrip ALL-IN FARES			
ROUTE		ECONOMY CLASS	BUSINESS CLASS
Origin	Destination	As low as	As low as
Guam	Manila	USD 389	USD 909
Guam	Cebu (via Manila)	USD 509	USD 1,139
Guam	Davao (via Manila)	USD 539	USD 1,179

Booking Period: Book now until December 31, 2023  
 Travel Period: January 1-March 15, 2023 / July 1-December 10, 2023

#### CHANGES IN PAL'S MANILA (NAIA) TERMINALS

##### UPDATED! Travel Advisory

Starting April 16, 2023, Philippine Airlines flights to and from Hanoi, Ho Chi Minh City (Saigon), Phnom Penh, and Singapore will depart from and arrive at **Terminal 1** of Manila's Ninoy Aquino International Airport (NAIA), along with PAL flights to the United States, Guam, Canada and Bali.

*Please check the flight terminal assigned to your flight before proceeding to the airport, to ensure a hassle-free departure and arrival.*

#### To Guam (GUM)

Flight N°.	Departure	Arrival	Aircraft	Frequency	To/From
UA 184*	22:25	04:25 <sup>+1</sup>	B737	Mon/Wed/Thurs/Sat/Sun	MNL
UA 192	22:40	02:30 <sup>+1</sup>	B737	Tues/Fri	ROR
UA 192	03:10	06:10	B737	Wed/Sat	MNL

\*UA184 - 23:50 / 06:10 <sup>+1</sup> - Tues/Fri

#### From Guam (GUM)

Flight N°.	Departure	Arrival	Aircraft	Frequency	To/From
UA 183	19:15	21:10	B737	Daily	MNL
UA 193	18:55	22:55	B737	Tues/Fri	ROR
UA 193	20:55	22:55	B737	Tues/Fri	MNL

## DOT EYES MORE FLIGHTS FROM US TO PHILIPPINES

The department of tourism (DOT) aims to add more flights and routes between the United States and the Philippines, declared Tourism Secretary Christina Garcia Frasco.

Aside from partnerships with the airline industry and participation in travel exhibitions in the US, the agency would work with the Department of Transportation to develop the country's travel infrastructure with the target of reducing the overall length of flight time to one's final destination, said Frasco.

US tourists were the Philippines' top visitors in 2022, with 505,089 of the visiting the country, equivalent to 19.03 percent of total tourist arrivals. Meanwhile the country has welcomed 304,289 travelers from the US - or 19.71 percent of total tourist arrivals - as of April 21.



# PHILIPPINES MARKETING ACTIVITIES

## SISTER CITY RELATIONSHIP FORGED BETWEEN GUAM AND THE CITY OF PARAÑAQUE, PHILIPPINES

Guam Visitors Bureau and the Mayors' Council of Guam welcomed Congressman Edwin L. Olivarez and a delegation from the City of Parañaque, Philippines to forge a sister-city relationship from **April 13 - 16, 2023**.

The Guam municipalities that participated were **Barrigada, Hågat, Santa Rita-Sumay, Inalåhan, Humåtak, and Yona**.

The delegation also met with Senator Jesse Lujan for certificates of recognition at the Guam Legislature.



MARKETING ACTIVITY:  
SISTER-CITY SUPPORT





## GUAM ISLAND TRAVEL VLOG & GUIDE (PART 1) BEACHES & CULTURAL DANCE SHOW

In November of 2022, the Guam Visitors Bureau welcomed award-winning solo female travel blogger from the Philippines, **Aileen Adalid**, for a familiarization tour to Guam.

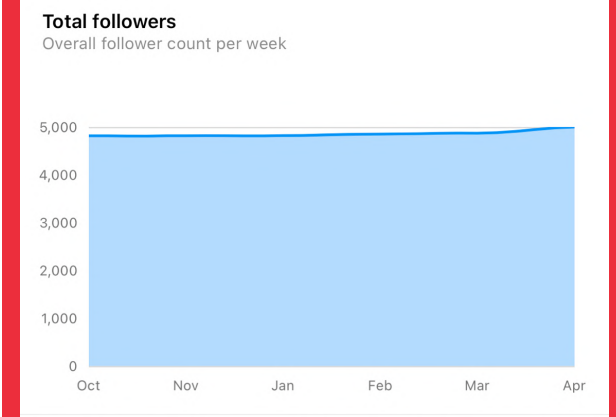
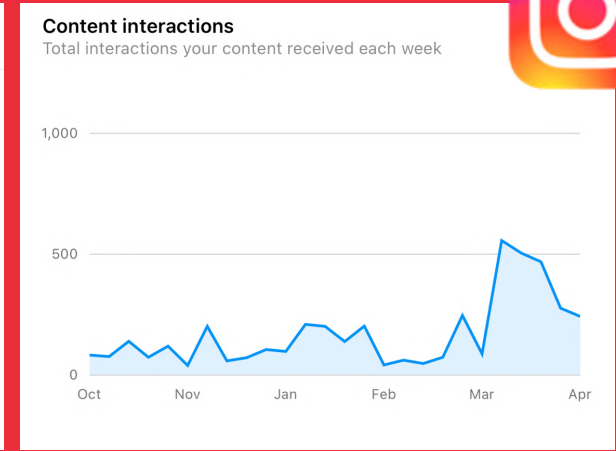
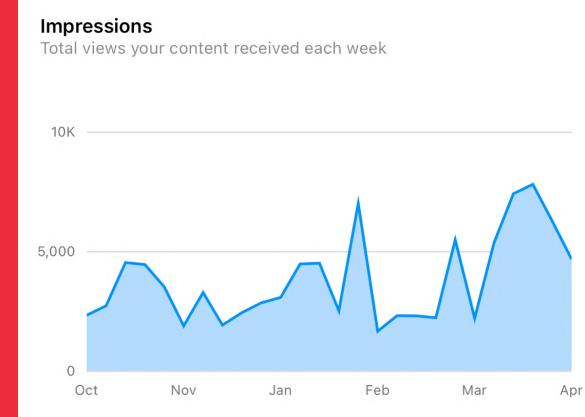
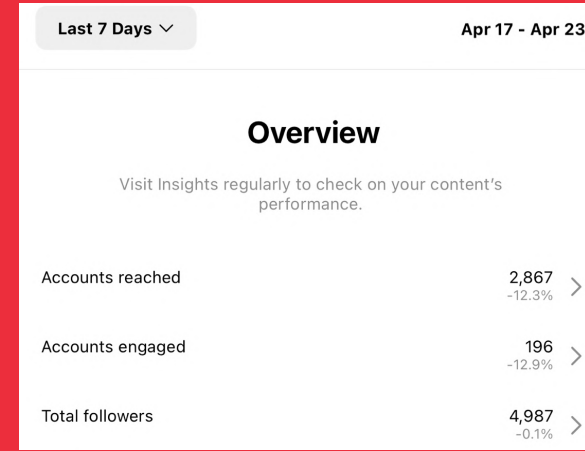
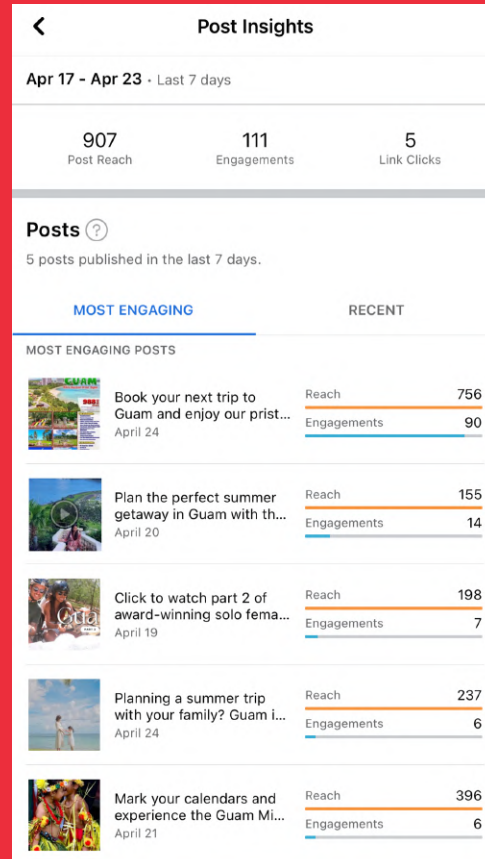
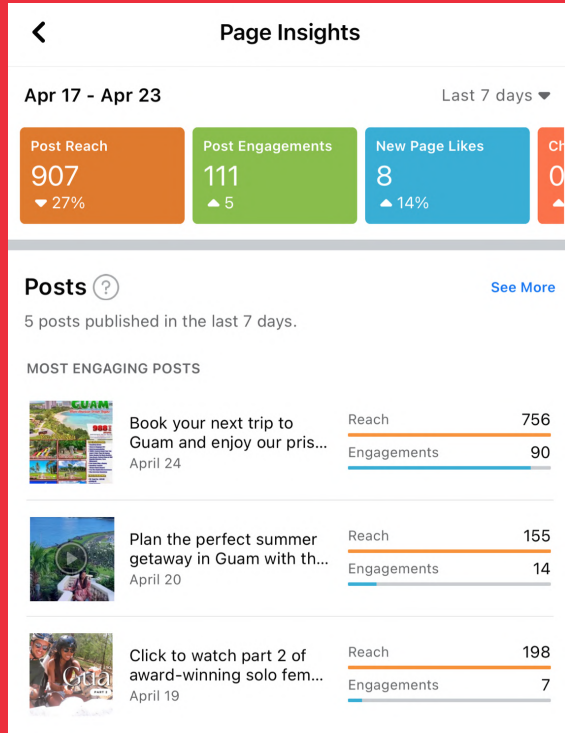
Part 1 of her Travel Vlog & Guide can be watched at <https://youtu.be/AnCPkOJput8>.

Part 2 can be watched at <https://youtu.be/ivfrEM5zP38>.

Top 10 Things to Do in Guam for First-Time Visitors (Travel Guide & Tips) can be found at <https://iamaileen.com/things-to-do-in-guam/>

MARKETING ACTIVITY:  
AILEEN ADALID'S TRAVEL VLOG ON YOUTUBE

# PHILIPPINES MARKETING ACTIVITIES



MARKETING ACTIVITY:  
SOCIAL MEDIA INSIGHTS

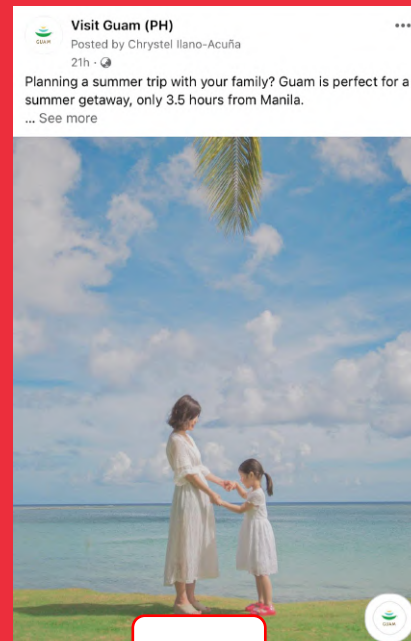
# PHILIPPINES MARKETING ACTIVITIES



44 likes



44 likes



44 likes



44 likes



79 likes



118 likes

## MARKETING ACTIVITY: SOCIAL MEDIA POST HIGHLIGHTS

# PHILIPPINES MARKETING ACTIVITIES

## GVB PHILIPPINES - April Content Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						<b>APRIL 1</b>
						Welcome Summer UGC
<b>APRIL 2</b>	<b>APRIL 3</b>	<b>APRIL 4</b>	<b>APRIL 5</b>	<b>APRIL 6</b>	<b>APRIL 7</b>	<b>APRIL 8</b>
	GVB Events: Ko'ko' Races Promotion		Beach Activities: Paddling UGC		Sites: Beaches (Ypao) UGC	
<b>APRIL 9</b>	<b>APRIL 10</b>	<b>APRIL 11</b>	<b>APRIL 12</b>	<b>APRIL 13</b>	<b>APRIL 14</b>	<b>APRIL 15</b>
Sites: Puntan Dos Amantes UGC		Travel to Guam: 3.5 Hours Away (REEL)		Beaches: Golden Hour UGC		Travel to Guam: 10 Travel Tips (REEL)
<b>APRIL 16</b>	<b>APRIL 17</b>	<b>APRIL 18</b>	<b>APRIL 19</b>	<b>APRIL 20</b>	<b>APRIL 21</b>	<b>APRIL 22</b>
	GVB Events: GMIF Promotion		Travel to Guam: Family Summer Trip UGC		Sites: Sirena Park UGC	
<b>APRIL 23</b>	<b>APRIL 24</b>	<b>APRIL 25</b>	<b>APRIL 26</b>	<b>APRIL 27</b>	<b>APRIL 28</b>	<b>APRIL 29</b>
Activities: Shopping UGC		Beach Activities: Paddling UGC		Activities: Off-roading		Beach Activities: Jet skiing
<b>APRIL 30</b>						