



INDUSTRY REPORT

AUGUST 18, 2023



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DESTINATION UPDATES



GVB SUPPORTS VILLAGES

GVB IS WORKING TOGETHER WITH MAYORS TO ADD VILLAGE SIGNS THROUGHOUT THE ISLAND

- Project began in the southern villages.
 - Hågat
 - Humåtak
 - Inalåhan
 - Malesso
- Villages have the option to personalize the signs.



Photo credit: Roy Baza Alferos



Photo credit: Bel Chiguina

CHAMORU VILLAGE NIGHT MARKET

The **WEDNESDAY NIGHT MARKET** returned on Wednesday, **July 5, 2023** from **5pm to 9pm**.

Enjoy delicious food, live entertainment, and shopping all while supporting our local economy.

For more information, contact the CHamoru Village at (671) 475-0377.



“We thank the community for their patience and understanding as the CHamoru Village sustained damages during Typhoon Mawar,” said Governor Lou Leon Guerrero. “The restoration and reopening of this treasured, historic venue located at the heart of our island’s capital was truly a labor of love for the Department of CHamoru Affairs staff at CHamoru Village and all those involved, including the Department of Public Works, the Department of Parks and Recreation, Probation Services, and the Guam Green Growth (G3) Conservation Corps.”



@thegandrada

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 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

CALL OUT FOR BROCHURES

MEMBERSHIP BENEFIT

GVB will distribute your company brochure to visitors at the GVB front office and GVB's concierge service desks located at the Guam International Airport and Guam Premium Outlets.

- Provide at least 500 brochures (each language).



Please click to download our membership application

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

#InstaGuam
@aundryamcreations



MARKET INTELLIGENCE REPORT

As August 18, 2023 and may be subject to change.



TRAVEL PROTOCOLS

JAPAN

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

SOUTH KOREA

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

REQUIREMENTS

- All travelers entering South Korea are no longer required to 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

On July 22, 2023, President Ferdinand Marcos Jr. lifted the state of public health emergency throughout the Philippines.

According to Proclamation No. 297, "All prior orders, memoranda, and issuances that are effective only during the State of Public Health Emergency shall be deemed withdrawn, revoked or canceled and shall no longer be in effect."

As of July 7, presentation of vaccination status and vaccination certificates for COVID-19 are **no longer required for international arrivals into the Philippines.**

MARKETS AT-A-GLANCE

JAPAN

- Total outbound seat capacity for August remains at 40,151; September at 39,099; and October at 40,317.
- Japan Airlines summer 2023 flight schedule shown in appendix
- Shown in appendix are: SNS performance summary and highlights; Brand USA Workshop in Osaka, Nagoya; Kids' Day in Kasumigaseki; Komazawa Isolation FAM; Weekly Guam digital PR articles; YouTube Gogo! Guam campaign info; and media performance



TAIWAN

- China expands group tour list, but excludes Taiwan
- Foreign Minister Wu praises success of New Southbound Policy
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor

SOUTH KOREA

- China to resume group tours to South Korea
- Total outbound seat capacity for August remains at 44,146; September at 42,700; and October 43,768.
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar



PHILIPPINES

- Health protocol & minimum public health standards
- Moylan to co-chair Philippines-Friendship Caucus
- 69% of donated Bivalent vaccines already administered – DOH
- PH logs lowest new COVID-19 cases in past 4 months
- United Airlines and Philippine Airlines continue to fly daily in August 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



DETAILS ARE FOUND IN THE APPENDIX



#InstaGuam

@jack_foto_8

APPENDIX

As of August 18, 2023 and may be subject to change.







JAPAN

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - AUGUST

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:15 / 16:05	Daily	5,146
	Available	UA 197	NRT	17:30 / 22:20	Daily	5,146
	Available	UA 874	NRT	21:05 / 145 +1	Mon, Wed, Fri, Sat	2,822
	Available from April 9, 2023	UA 865	NRT	17:25 / 22:15	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Wed, Thu, Fri, Sat	2,822
	Available	UA 172	NGO	20:50 / 125 +1	Sun, Mon, Tue	2,324
	Available	UA 150	KIX	11:05 / 15:45	Mon, Wed, Fri, Sun	2,988
	Available	UA 178	KIX	20:50 / 120 +1	Tue, Thu, Sat	2,158
	Available	UA 166	FUK	11:50 / 16:50	Tue, Fri, Sun	2,158
TTL						30,710


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	TW 311	KIX	10:45 / 15:10	Daily	-
	Available	7C182	NRT	10:05 / 15:00	Daily	5,859
	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						9,441




AUGUST TOTAL OUTBOUND SEAT CAPACITY : 40,151

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - SEPTEMBER

Interviews with various companies

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 / 1:45 +1	Mon, Wed, Fri, Sat	2,988
	Available from April 9, 2023	UA865	NRT	17:25 / 22:15	Daily	4,980
	Available	UA136	NGO	11:20 / 15:55	Wed, Thu, Fri, Sat	2,988
	Available	UA172	NGO	20:50 / 1:25 +1	Sun, Mon, Tue	1,992
	Available	UA150	KIX	11:05 / 15:45	Mon, Wed, Fri, Sun	2,822
	Available	UA178	KIX	20:50 / 1:20 +1	Tue, Thu, Sat	2,158
	Available	UA166	FUK	11:50 / 16:50	Tue, Fri, Sun	2,158
TTL						30,046




AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	3,383
	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						9,053

SEPTEMBER TOTAL OUTBOUND SEAT CAPACITY : 39,099

AIRLINE OPERATION - OCTOBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:15 / 16:05	Daily	5,446
	Available	UA197	NRT	17:30 / 22:20	Daily	5,446
	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	5,446
	Available	UA136	NGO	11:20 / 15:55	Wed, Thu, Fri, Sat	2,656
	Available	UA172	NGO	20:50 / 12:25 +1	Sun, Mon, Tue	2,490
	Available	UA150	KIX	11:05 / 15:45	Mon, Wed, Fri, Sun	2,988
	Available	UA178	KIX	20:50 / 1:20 +1	Tue, Thu, Sat	2,158
	Available	UA166	FUK	11:50 / 16:50	Tue, Fri, Sun	2,324
TTL						30,876

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	5,859
	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						9,441

OCTOBER TOTAL OUTBOUND SEAT CAPACITY : 40,317

AIRLINE OPERATION – APPENDIX

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
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 MARKETING ACTIVITIES

“BRAND USA” WORKSHOP IN OSAKA, NAGOYA

GVB participated in workshops for the travel industry organized by Brand USA in Osaka and Nagoya.

Approximately 70 people attended in Osaka and 40 in Nagoya. Major participants (Hankyu Travel International, Tobu-Top Tours, HIS, JTB, KNT, and local travel agencies). We were able to inform them about the recovery situation in Guam, flight information, and promotional information for the Kansai and Tokai areas.



Date: 27 July for Osaka, 28 July for Nagoya
Venue: Hilton Osaka, Hilton Nagoya

JAPAN MARKETING ACTIVITIES

KIDS' DAY IN KASUMIGASEKI

GVB, in collaboration with the Ministry of Education, Culture, Sports, Science and Technology and the Tourism Agency in Kasumigaseki, participated in an event for children during their summer vacation to deepen their understanding of society. A quiz contest was held to deepen children's understanding of Guam, guidebooks were distributed, and children were invited to draw a picture of Ko'Ko' bird. GVB Japan promoted Guam to more than 700 groups of parents and children.



こども見学デー

見たいがいっぱい

知りたいがいっぱい

8/2(水) 3(木)を中心に

夏休み期間中! 日本各地で実施

こども見学デーとは?

子供たちを対象に兼務説明や職場見学等を行うことにより、子供たちが夏休みに広く社会を知る体験活動の機会とし、親子のふれあいを深めることを目的とする取組です。全国の機関で、職場見学など様々な体験イベントを夏休み期間中に実施します。

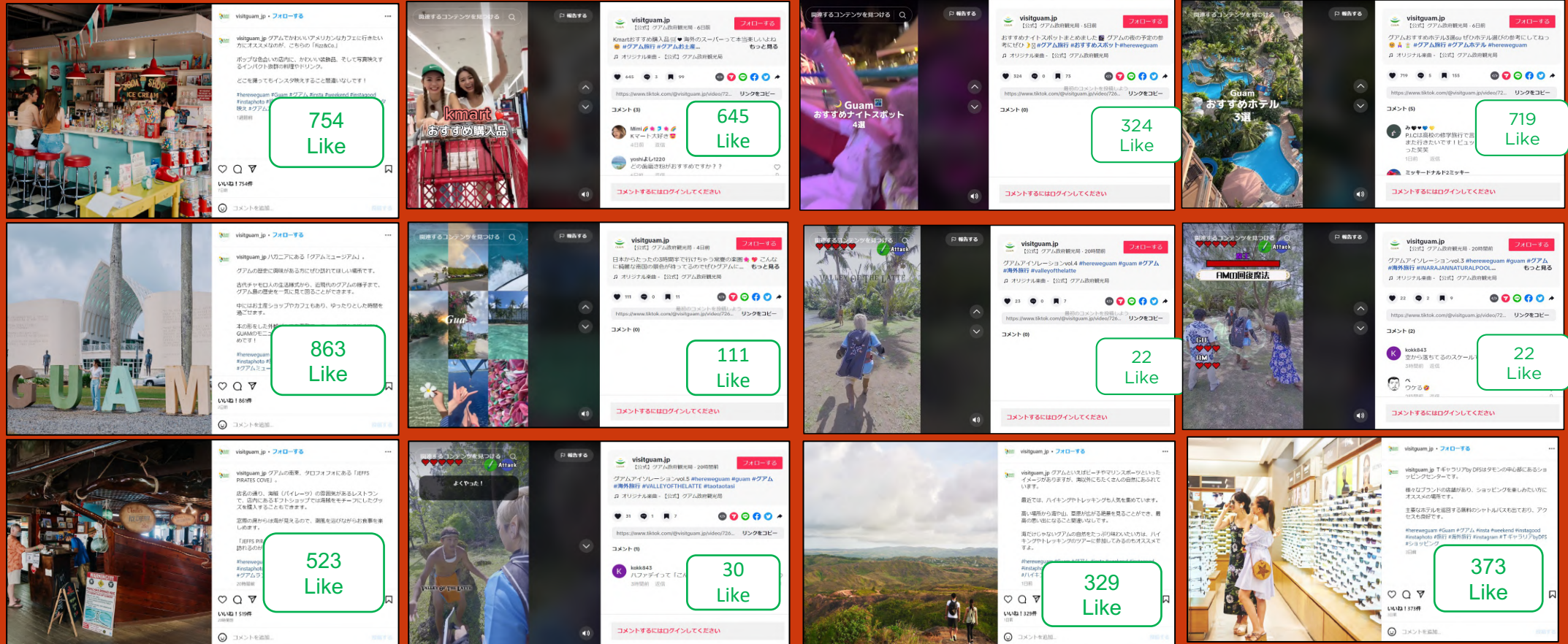
詳しいことは
文部科学省のホームページ
https://www.mext.go.jp/_menu/tusai/kengaku/index.htm

28 府省庁等による こども見学デー

沖縄県庁	人権庁	防衛省	農林省	公正取引委員会	警察庁	農林労働部	金融庁	消費者庁	こども家庭庁
デジタル庁	復興庁	総務省	法務省	外務省	国土交通省	建設省	文部科学省	厚生労働省	農林水産省
経済産業省	特別庁	国土交通省	気象庁	環境省	防衛省	食料検閲局	国土交通省	国土交通省	

〒100-8165 東京都千代田区千代田1-1-1 電話: 03-5253-4111 (内線)

JAPAN MARKETING ACTIVITIES



SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

グアム政府観光局 (公式) @visitguam_jp

第14回アガット・マンゴー・フェスティバルが開催されます🍌🌟

日時: 7月28日 18:00~22:00 / 7月29日・30日 10:00~22:00

場所: アガットメイヤーズオフィス、アガットサガンピシタ

マンゴーの品評会はもちろん、マンゴーを使ったドーナツやジャムなどのスイーツが販売される予定です🍌

59 Like

午前11:01・2023年7月28日・3,623 件の表示

2 件のリツイート 59 件のいいね

グアム政府観光局 (公式) @visitguam_jp

Weekly GUAM 更新🌟

タムニングに中国料理のレストランがオープンしています。名前は華炎樹 (Kaenju)。

シェフはホテルニッコークアムの中国料理レストラン桃李で腕を振るっていた人気の日本人シェフ。

一流の味をカジュアルに良心的な価格で楽しめるレストランです🍽️

108 Like

visitguam.jp
中国料理レストラン華炎樹がオープン!
タムニングに中国料理のレストランがオープンしています。名前は華炎樹 (Kaenju)。この時期、グアムの街並みを彩る、炎のように真っ赤な花を付け...

午前11:07・2023年7月28日・5,649 件の表示

3 件のリツイート 1 件の引用 108 件のいいね 2 ブックマーク

グアム政府観光局 (公式) @visitguam_jp

Weekly GUAM 更新🌟

帰ってきた人気イベント! マンゴーフェス&アイランドフェア開催情報🌟

ぜひ島南部、東部へのドライブがてらお出かけください🍌🌟

#HereWeGuam
#グアム
#海外旅行

68 Like

visitguam.jp
帰ってきた人気イベント! マンゴーフェス&アイランドフェア開催情報🌟
台風により延期となっていたマンゴーフェスティバルとミクロネシアアイランドフェアの開催要項が発表されました! どちらもツーリストに人気のイベント。...

午前11:22・2023年7月28日・3,924 件の表示

4 件のリツイート 68 件のいいね

グアム政府観光局 (公式) @visitguam_jp

Weekly GUAM更新🌟

今年4月にオープンした星野リゾート リゾナーレグアム。台風を乗り越えて元気に営業しています🍌🌟

日本のきめ細やかなおもてなし、グアムの陽気で楽しいおもてなしを、星野リゾート リゾナーレグアムで体験してください🌟

#HereWeGuam
#グアム

145 Like

visitguam.jp
星野リゾート リゾナーレグアムが全面オープン!
台風により延期となっていたマンゴーフェスティバルとミクロネシアアイランドフェアの開催要項が発表されました! どちらもツーリストに人気のイベント。...

午後5:07・2023年8月1日・7,449 件の表示

8 件のリツイート 3 件の引用 145 件のいいね

グアム政府観光局 (公式) @visitguam_jp

HAGA ADAI 📍

本日は「柏まつり」に出展中!
柏駅東口を出てすぐにブースがあります。SNSフォローしていただくと、数量限定のかわいいエコバッグをプレゼント!

すでにグアムより暑いですが、皆様お待ちしております🌟
#hereweguam #柏まつり2023 #グアム

133 Like

午後3:43・2023年7月30日・9,397 件の表示

6 件のリツイート 133 件のいいね







SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- The number of followers on each platform is increasing steadily.

SNS	follower		Week Reach		Week Engagement	
	29 Jul,2023	5 Aug,2023	29 Jul,2023	5 Aug,2023	29 Jul,2023	5 Aug,2023
	26,740	26,847	2,441,958	2,495,600	4,291	3,578
	0.40%		2.20%		-16.62%	
	23,603	23,604	267,046	144,984	2,042	1,151
	0.00%		-45.71%		-43.63%	
	17,435	17,435	63,703	42,252	2,243	975
	0.00%		-33.67%		-56.53%	
	59,373	59,406	2,050,187	1,822,621	11,425	4,518
	0.06%		-11.10%		-60.46%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	13,496	14,628	29,044	31,838	0:01:36	0:01:37
	8.39%		9.62%		1.04%	

JAPAN MARKETING ACTIVITIES

YouTUBE Ads (GOGO! GUAM Summer Campaign)

CPM is ¥296, CTR is 0.10%, and CPC is ¥309
 Compared to last week, the overall ad serving was good.
 CPMs dropped by 14 yen, CPC dropped by about 80 yen, and CTR increased by about 0.02%.

■グアム政府観光局 御中 Here We Guam(2023.07.01~2023.09.30)

■Instagram

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	VTR	CVTR	CPV	CPCV	Reach	Frequency
Here We Guam	7,806,559	2,448	0.03%	¥459.9	¥144.22	7,382,270	31,095	94.56%	0.42%	¥0.15	¥36.21	3,858,453	2.02

■Tiktok

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	VTR	CVTR	CPV	CPCV	Reach	Frequency
Here We Guam	6,397,380	13,823	0.22%	¥125.7	¥271.58	6,043,625	0					4,433,808	1.44

■Youtube

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	VTR	CVTR	CPV	CPCV	Reach	Frequency
Here We Guam	3,661,727	848	0.02%	¥2,086.7	¥483.26	1,148,156	1,168,457	31.36%	31.91%	¥1.54	¥1.51	4,004,859	0.91

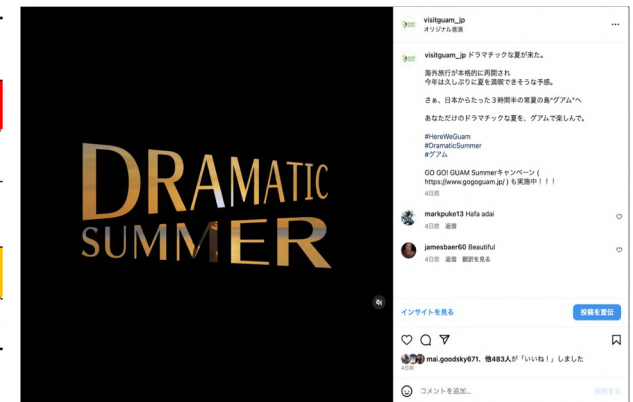
■Tver

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	VTR	CVTR	CPV	CPCV	Reach	Frequency
Here We Guam	176,987	116	0.07%	¥6,102.7	¥3,999.79	177,535	170,090	100.31%	95.81%	¥3.99	¥4.16	-	-

■Total

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	VTR	CVTR	CPV	CPCV	Reach	Frequency
Here We Guam	18,042,653	17,235	0.10%	¥309.9	¥296.01	14,751,586	1,369,642	81.76%	7.59%	¥0.36	¥3.90	12,297,120	1.47

GOGO! SUMMER Campaign ad



WEEKLY GUAM

Resurrected from a giant typhoon! Sails Barbecue.

One of the most popular barbecue restaurants near the beach in Guam, Sails BBQ, was devastated by the huge typhoon that occurred in May. A month and a half later, Sales BBQ reopened with great success.

Sails BBQ is back to the same appearance before the typhoon and showcases the spectacular view of the sunset. The location alone is very luxurious.

There are 6 different set menus that you can select from. All sets include all-you-can-drink (draft beer, soda, and iced tea) and a salad bar.

When you come to Guam, enjoy delicious barbecue, beautiful sunsets, and the soothing sound of the waves and ocean breezes at Sails BBQ.

The adjacent Nana's Cafe is also now open for lunch (11:30 AM to 2:00 PM daily).

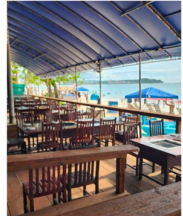
Seafood dishes are popular at Nana's Cafe. The seafood menu includes a variety of seafood dishes such as Creole Seafood (Creole Seafood, \$35), which is filled with crab and shrimp. It is also highly recommended.

巨大台風から復活！セイルズバーベキュー

Thursday, August 3, 2023 8:00 PM by チャモリータ



グアムで一番人気だったセイルズバーベキューレストランとして島の中心にバーベキュー（Sails BBQ）が、5月下旬にグアムを襲った巨大台風により、海のすぐそばに立つセイルズバーベキューは壊滅的な被害を受けました。しかしそれから1か月半後、見事に再オープンを果たしました。

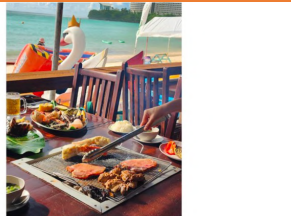


こちらは見事に再建を果たしたセイルズバーベキュー。

壊滅により建物のテントは吹き飛ばし、ウッドデッキも破壊されていますが、台風前と同じ姿に戻りました。



変わらずグアムで一番人気に選ばれるレストラン。そしてサンセットの絶景レストラン。ロケーションだけでもとっても贅沢。



さて、ここでメニューをお知らせ。

セットメニューは全6種類。すべてのセットに飲み放題（生ビール、ソーダ、アイスティー）とサラダバーが付いてあり、テーブルに用意された炭火で自分たちで焼くスタイルです。

バーベキューの価格はセットにより異なり、ロブスターメニューははじめてのセットよりさらにアップしたメニュー（Creole BBQ, \$35）、アヒルメニュー（Creole BBQ, \$35）、お肉もシーフードも両方食べたい人にはセイルズプライム BBQ（Sails Prime BBQ, \$35）など。

飲み放題（ソーダ、アイスティー）とデザート、デザートアイスクリムが付いたキッズ BBQ（Kids BBQ, \$25）もあるので家族での食事にもおすすめです。

グアムにまたおいしいバーベキューと美しいサンセット、そして心地よい波の音と海風をセイルズバーベキューでたっぷりお楽しみください。



隣接するナナズカフェ（Nana's Cafe）でもランチタイムの営業（毎日11:30AM~2:00PM）が始まっています。

シーフード料理が人気のナナズカフェ。カニやエビがたっぷり入ったクレオールシーフード（Creole Seafood, \$35）などシーフードメニューがいっぱい。こちらもおすすめです。

JAPAN MARKETING ACTIVITIES

MEDIA PERFORMANCE



Yomiuri - JP
August 1, 2023
Reach: 23,088,180 - MIV: \$8,723



Yomiuri - JP
July 20, 2023
Reach: 23,088,180 - MIV: \$8,207



Online Focus - Top Articles From July 28, 2023 to August 4, 2023

Top 10 Online & Blogs Placements by MIV

	Date	Location	Potential Reach	MIV (\$)
Yomiuri - JP SNS総フォロワー数140万超え! 人気クリエイター「駒沢アイソレーション」を起用し、...	8/1/2023	Japan	23.1M	\$8.72K
Oricon Style - JP SNS総フォロワー数140万超え! 人気クリエイター「駒沢アイソレーション」を起用し、...	8/1/2023	Japan	22.7M	\$4.65K
Jiji Press v. japanese - JP SNS総フォロワー数140万超え! 人気クリエイター「駒沢アイソレーション」を起用し、...	8/1/2023	Japan	8.3M	\$3.12K
Happy Plus - JP 【旅上手な人の持ち物リスト】沖縄、 Guam ...2泊3日リゾート旅行のスーツケースの中身	7/30/2023	Japan	8.36M	\$2.25K
4 Travel - JP 2023 7月 夏休みに Guam へ行く!! 3年半ぶりの Guam 4泊5日〜後編〜ツバキタワー	7/30/2023	Japan	5.73M	\$1.91K
4 Travel - JP 久しぶりの Guam 家族旅行! 前編 (私5回目、夫4回目、小3息子3回目、初のPICホテル4...	7/30/2023	Japan	5.73M	\$1.88K
4 Travel - JP 久しぶりの Guam 家族旅行! 中編 (私5回目、夫4回目、小3息子3回目、初のPICホテル4...	7/31/2023	Japan	5.73M	\$1.88K
4 Travel - JP 久しぶりの Guam 家族旅行! 後編 (私5回目、夫4回目、小3息子3回目、初のPICホテル4...	8/1/2023	Japan	5.73M	\$1.88K
Non-no - JP 【旅上手な人の持ち物リスト】沖縄、 Guam ...2泊3日リゾート旅行のスーツケースの中身	7/30/2023	Japan	949K	\$1.37K
Infoseek - JP SNS総フォロワー数140万超え! 人気クリエイター「駒沢アイソレーション」を起用し、...	8/1/2023	Japan	6.13M	\$1.16K

JAPAN MARKETING ACTIVITIES

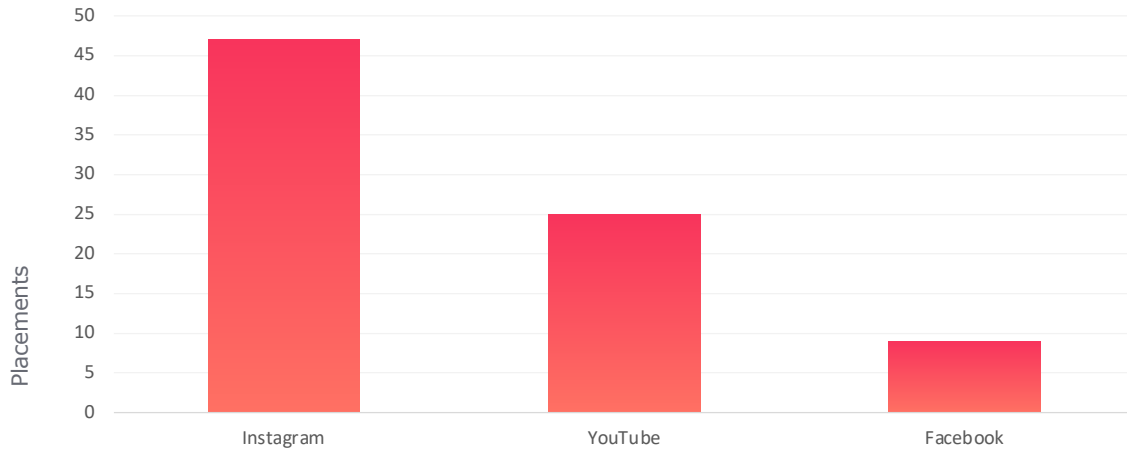
MEDIA PERFORMANCE






Social Focus - Platform Performance

From July 28, 2023 to August 4, 2023

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
 Instagram	47	230K	8.6K	3.1	14.2K
 YouTube	25	138K	935	6	105K
 Facebook	9	323K	780	0.06	5.47K



ayaka_maru.saipan
[Link]

51
Jul 28,

#saipan / #kensingtonhotel
写真はスライドして見てね
サイパンの
新しいお土産をご紹介します
こちら何だと思いますか? [...]

\$741 283 3



Visit Guam グアム政府観光局
[Link]

316K
Aug 1, 2023

ハガニアにある「グアムミュージアム」。
グアムの歴史に興味がある方にぜひ訪れてほしい場所です。
古代チャモロ人の生活様式から、近現代のグアムの様子まで、グアム島の歴史を一気に
見て回ることができます。
中にはお土産ショップやカフェもあり、ゆったりとした時間を過ごせます。
本の形をした外観がとても素敵で [...]

\$663 91 0 0

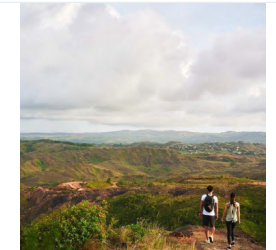


Visit Guam グアム政府観光局
[Link]

316K
Jul 31, 20

Tギャラリアby DFSはタモンの中心部にあるショッピングセンターです。
様々なブランドの店舗があり、ショッピングを楽しみたい方にオススメの場所です。
主要なホテルを巡回する無料のシャトルバスも出ており、アクセスも良好です。
#hereweguam #Guam #グアム #insta [...]

\$667 92 0 0



Visit Guam グアム政府観光局
[Link]

316K
Aug 2, 2023

グアムといえばビーチやマリンスポーツといったイメージがありますが、海以外にも
たくさん自然にあふれています。
最近では、ハイキングやトレッキングも人気を集めています。
高い場所から海や山、草原が広がる絶景を見ることができ、最高の思い出になること
間違いなしです。
海だけじゃないグアムの自然をたっぷり味 [...]

\$649 80 0 0

SOUTH KOREA

CHINA TO RESUME GROUP TOURS TO SOUTH KOREA

China's tourism authorities have decided to lift the ban on group tours to South Korea, ending a six-year hiatus caused by frayed relations following the deployment of a U.S. defense system to the South.

Chinese group tours to South Korea have virtually been halted since 2011 amid a bilateral rift over the deployment of the U.S. defense shield, the Terminal High Altitude Area Defense (THAAD). The sudden relaxation of travel restrictions will likely lead to a boost in Korea's post-pandemic tourism industry, which used to make up the largest portion of visitors to Korea.



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	5,670
TOTAL					7,938

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

**LJ647: Cancel due to typhoon on August 10

TOTAL OUTBOUND SEAT CAPACITY: 44,146 SEATS

SEPTEMBER 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
	*KE9421	1 Flight	17:40	23:00	289
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ641	DAILY	08:00	13:15	5,670
T'way Air	TW303	DAILY	08:30	14:00	5,670
	*TW9301	4 Flights	20:20	01:50+1	756
TOTAL					36,085

* KE9421 (Additional flights for Chuseok period): Operate Total 1 flight in September (27)

* TW9301 (Additional flights for Chuseok period): Operate Total 4 flights in September (27, 28, 29, 30)

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	*7C3154	5 Flights	21:35	02:45+1	945
Jin Air	LJ647	DAILY	08:00	13:15	5,670
TOTAL					6,615

*7C3154: Operate Total 5 flights in September (26, 27, 28, 29, 30)

TOTAL OUTBOUND SEAT CAPACITY: 42,700 SEATS

OCTOBER 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	08:00	13:15	5,859
T'way Air	TW303	DAILY	07:23	12:55	5,859
	*TW9301	6 Flights	20:20	01:50+1	1,134
TOTAL					37,342

*TW9301 (Additional flights for Chuseok period): Operate Total 6 flights in October

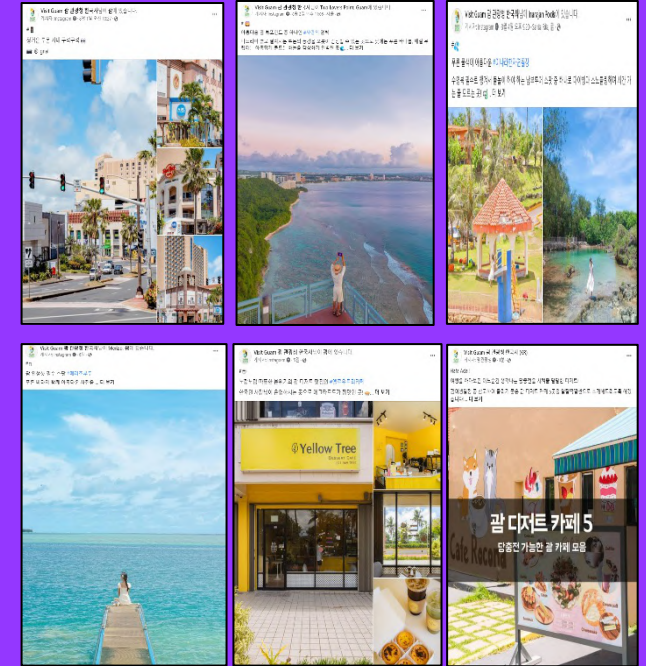
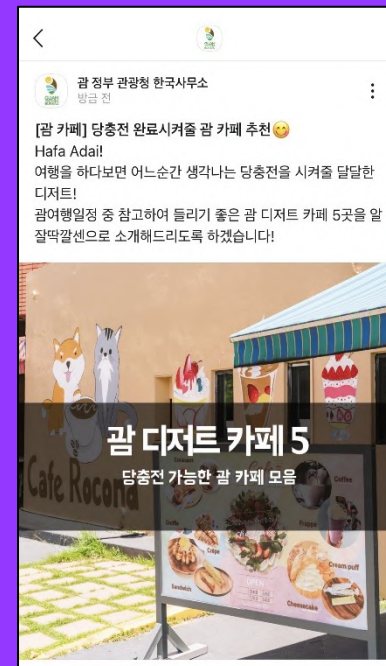
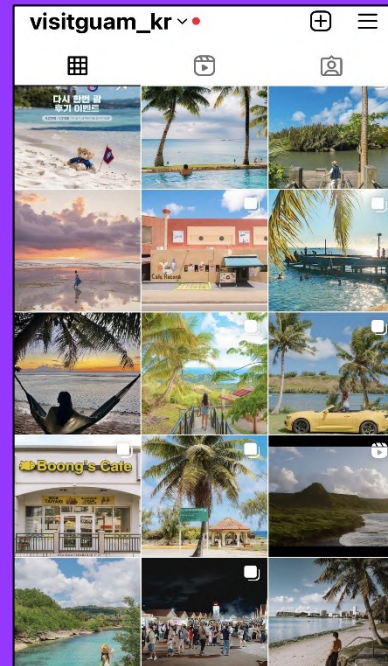
• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	*7C3154	3 Flights (October 29 ~ 4/W)	21:35	02:45+1	567
Jin Air	LJ647	DAILY	08:00	13:15	5,859
TOTAL					6,426

*7C3154: Operate Total 7 flights in October (1, 2, 3)

TOTAL OUTBOUND SEAT CAPACITY: 43,768 SEATS

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JULY 31 – AUGUST 4, 2023

#GUAMAGAIN #COLOR OF GUAM: DESSERT CAFES IN GUAM

KOREA MARKETING ACTIVITIES

GVB KOREA – AUGUST Content Calendar

		Information/Notice/Card News	Guam's Scenery	IG Reels	Event		
		Instagram Reels / Story	Naver Blog/Kakao	Instagram Feed / Facebook	EVENT		
Week 1		July 31 MONDAY	August 1 TUESDAY	August 2 WEDNESDAY	August 3 THURSDAY	August 4 FRIDAY	August 5 SATURDAY
		Guam's Scenery GVB KR Digital Ambassador UGC	Guam Micronesia Fair Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	IG Reels GVB KR Digital Ambassador UGC	
Week 2	August 6 SUNDAY	August 7 MONDAY	August 8 TUESDAY	August 9 WEDNESDAY	August 10 THURSDAY	August 11 FRIDAY	August 12 SATURDAY
		Guam Viewpoints Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	IG Reels GVB KR Digital Ambassador UGC	
Week 3	August 13 SUNDAY	August 14 MONDAY	August 15 TUESDAY	August 16 WEDNESDAY	August 17 THURSDAY	August 18 FRIDAY	August 19 SATURDAY
		Instagram Event Mirroring Instagram Event	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	IG Reels GVB KR Digital Ambassador UGC	
Week 4	August 20 SUNDAY	August 21 MONDAY	August 22 TUESDAY	August 23 WEDNESDAY	August 24 THURSDAY	August 25 FRIDAY	August 26 SATURDAY
		Guam Southern Tour Guam's Scenery #ColorofGuam UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	IG Reels GVB KR Digital Ambassador UGC	
Week 5	August 27 SUNDAY	August 28 MONDAY	August 29 TUESDAY	August 30 WEDNESDAY	August 31 THURSDAY		
		Guam Chamorro Restaurants Guam's Scenery #ColorofGuam UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC		

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

TAIWAN

CHINA EXPANDS GROUP TOUR LIST, BUT EXCLUDES TAIWAN



The Chinese Ministry of Culture and Tourism yesterday announced its third batch of countries that Chinese tour groups can visit – with Taiwan conspicuously left out of the list. Mainland Affairs Council Deputy Minister Jan Jyh-horng said that the government has conveyed through various communication channels Taiwan’s sincerity and goodwill in promoting tourism, but so far there has been no positive response on China’s part.

China’s latest list covers 78 countries, including Japan, South Korea, the UK and the US. As China reopened to the world, it announced its first list of target destinations for tour groups on Feb. 6 and its second list on March 10, which covered 60 countries.

China’s Taiwan Affairs Office on May 19 announced that Chinese travel agencies can host tour groups arriving from Taiwan, saying that the matter does not require cross-strait negotiations. Taiwan, on the other hand, allows individuals to travel to China, but bans travel agencies from organizing group tours to China.

Minister of Transportation and Communications Wang Kwo-tsai last month reiterated that both Taiwan and China must mutually show goodwill before normal cross-strait tourism could resume.

FOREIGN MINISTER WU PRAISES SUCCESS OF NEW SOUTHBOUND POLICY

Minister of Foreign Affairs Jaushieh Joseph Wu said the government's New Southbound Policy is helping Taiwan deepen ties with partner countries through experience sharing in areas of strong mutual interest. The minister made the remarks during his speech at a forum Aug. 9 in Taipei City marking the fifth anniversary of Taiwan-Asia Exchange Foundation. Established in 2018, the TAEF is the first policy-oriented think tank in the country focusing on Southeast Asian and South Asian affairs.

Launched in 2016 by President Tsai Ing-wen, the NSP seeks to enhance Taiwan's agricultural, business, cultural, education, tourism and trade ties with the 10 Association of Southeast Asian Nations member states, six South Asian countries, Australia and New Zealand. According to Wu, under the policy initiative, Taiwan's public and private sectors have shared their success with partner countries in areas including agriculture, climate change adaption, culture and education, green energy development, investment, public health and medicine.

The minister said the TAEF was created to help promote the NSP on the global stage through hosting the annual Yushan Forum and other similar events to enhance cooperation among partner countries.



COMPETITORS

JAPAN: Japan will allow Brazilian tourists to visit the country on short stays without visas starting Sept. 30, the government said Thursday, creating a reciprocal entry exemption between the two nations following a summit earlier this year. As this year marks the 115th anniversary of Japanese emigration to Brazil, the reciprocal visa exemptions are "expected to further deepen people-to-people, cultural and economic exchanges between the two countries and to promote tourism," the Foreign Ministry said. Japan's visa exemption for Brazilian visitors staying for a maximum of 90 days was announced by Prime Minister Fumio Kishida during a meeting with Brazilian President Luiz Inacio Lula da Silva in May. (August 10)

KOREA: South Korea authorities evacuated more than 14,000 people and closed schools in flood-hit areas as tropical storm Khanun swept over the peninsula on Thursday, having pounded southern Japan over the past week. Downgraded from a typhoon to a tropical storm, Khanun made landfall on the southeast coast, and was heading towards the South Korean capital Seoul. Khanun could also strike North Korea's capital, Pyongyang, early on Friday and state media there reported that the military and the ruling party had been ordered to prepare flood-mitigation measures and salvage crops. In South Korea, some 350 flights and 450 train routes were cancelled, and more than 14,000 people were moved to safety, the interior ministry said. (August 10)

INDONESIA: Indonesia's resort island of Bali has deported more foreigners in the first seven months of this year than the whole of last year, with an expert noting that the immigration policy is likely to deter those who come to Bali to work illegally. "Last year, in one year alone, 188 people (were deported). It's only July 2023 and already 198 people (have been deported)," Bali Ministry of Law and Human Rights head Anggiat Napitupulu was quoted as saying by CNN Indonesia on Sunday (Aug 6). He noted concerns that an increasing number of visitors would lead to more violations in Bali. "The violations are increasing ... The number of foreigners who came last year was still below 2 million. Now up till July alone, it is already 2.6 million people," he reportedly said. (August 7)

HAWAII: Devastating wildfires in the Hawaiian Islands – coupled with vast communication gaps created by the interruption of services – have many travelers in limbo as they struggle to leave the especially hard-hit island of Maui or reschedule imminent travel plans. Here's what we know right now about Hawaii travel. A blaze engulfed the historic town, which is a popular tourist destination, and the town was evacuated. Communication networks have been crippled, and it's still unclear how much the fires have impacted the surrounding coast, where numerous resorts are located. (August 10)

TAIWAN AIRLINE UPDATES

CURRENT ROUTE IN OPERATION



CHINA AIRLINES

- August – October operation



CHINA AIRLINES

EVA AIR

- TPE to Tokyo, Osaka, Seoul, Incheon, BKK, Manila, Jakarta, Bali, Singapore, Ho Chi Minh City, LA, San Francisco, New York, Vancouver, London, Hong Kong, Macao, Paris, Seattle (Daily)
- TPE to Kuala Lumpur, 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 August Operation Schedule :



CHINA AIRLINES

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	5 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	Daily
		Cebu	5 flight/week	Brunei	3 flights/week

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(GMP)	3 flights/week		

CI September 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	5 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	Daily
		Cebu	5 flight/week	Brunei	3 flights/week

CI September 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 (Sept. 01~09) 5 flights/week (Sept. 11~Oct.)	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	4 flights/week			Tokyo(NRT)	Daily	Hiroshima	4 flights/week
Prague	2 flights/week			Seoul(ICN)	Daily		
				Seoul(GMP)	3 flights/week		

CI October 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	5 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	Daily
		Cebu	5 flight/week	Brunei	3 flights/week

CI October Operation Schedule :



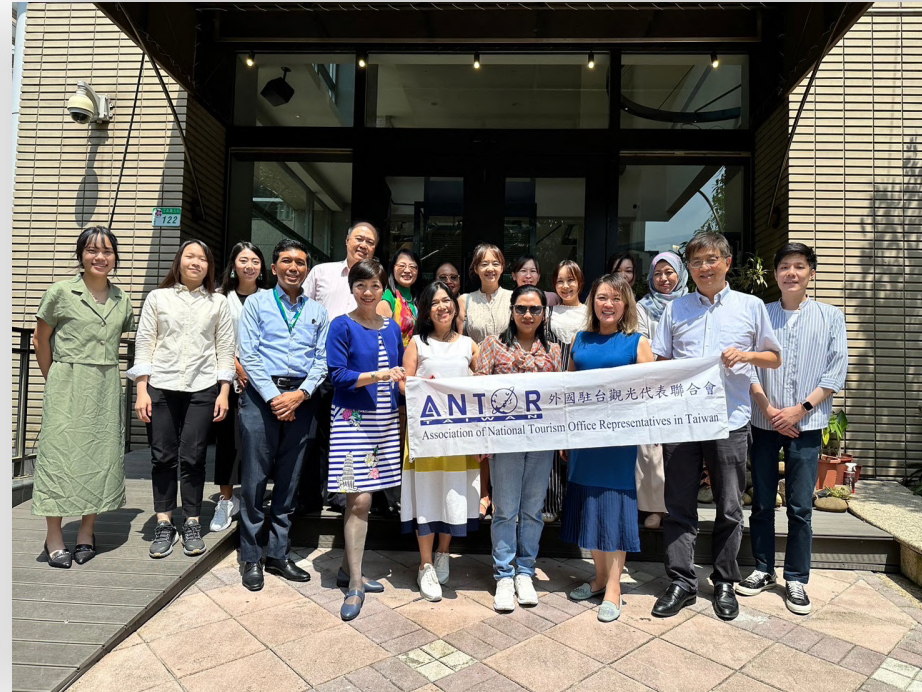
Location							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	4 flights/week	Sydney	5 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	4 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	5 flights/week	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(GMP)	3 flights/week	Shanghai	Daily

TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
	8/4 Solomon Lee, General Manager	<ul style="list-style-type: none">▪ No updates for this week (up to August 4) 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.
	8/4 Gary Wang, Executive Vice President	<ul style="list-style-type: none">▪ No updates for this week (up to August 4) 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.
	8/4 Joyce Pan, Manager	<ul style="list-style-type: none">▪ Charter flights has resumed from 6/16~7/30 (Please see next slide for scheduled flights)▪ Regarding the regular direct flight of GUM-TPE, Mrs. Pan said that STARLUX has been discussing and will continue to be evaluated in the future.

ANTOR GENERAL MEETING IN AUGUST

- Date: August 7
- ANTOR hosted a farewell event for the Thailand Representative as she will be travelling back to the nation and will oversee the European affairs. Since the Rep has a connection with AirAsia, GTO plans to approach the local contact to seek opportunities for a direct flight.
- The Chairman will have a survey on members' participation in 2023 ITF and see how many booths each member has in total to leverage for better resources together.



ASOA MONTHLY MEETING IN AUGUST

- Date: August 11
- Discussed upcoming activities including ITF, U.S. business day, KFS, etc.
- IEAT has set up a webpage for ASOA to promote business opportunities in the US and details are to be finalized internally before confirming with IEAT.
- U.S. Investment Opportunities Conference will take place on 9/19 (US Business Day), several ASOA reps have met up with MoEA to discuss the event details on 8/9. Guam will have a rep to attend the event. The authorities from Idaho and New Mexico will attend, too.
- 2023 Kaohsiung Food Show (10/26-29) will be organized by TAITRA and they offered one complimentary booth to ASOA to encourage ASOA's participation.
- Meeting with AmCham Taiwan's new President Mr. Patrick P. Lin is to be arranged.
- Meeting with the New Director General of MoFA Department of North American Affairs, Ms. Liang-Yu Wang is to be arranged.



NR MONITOR

For the past week (August 5 – August 11), a total of 1 exposure was monitored including:

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



1 of the news reported Zhiting traveled to Guam. Meanwhile, she was worried about her hometown when typhoon Khanun came.

TAIWAN MARKETING ACTIVITIES

Social Media August Content Calendar							Scene
							Lucky Draw
							GVB Event
							Charter flight
							Other Promotion
			1-Aug-23	2-Aug-23	3-Aug-23	4-Aug-23	5-Aug-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Guam Micronesia Island Fair	Guam Micronesia Island Fair	Guam Micronesia Island Fair	Guam Micronesia Island Fair
	6-Aug-23	7-Aug-23	8-Aug-23	9-Aug-23	10-Aug-23	11-Aug-23	12-Aug-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Guam Micronesia Island Fair	Activity - Off Road Buggy Adventure	Restaurant - Tasi Grill	Guam Scenery			Denanche hot sauce Promotion lucky draw
			Attractions - UnderWater World			Accommodation - Guam Reef Hotel	
	13-Aug-23	14-Aug-23	15-Aug-23	16-Aug-23	17-Aug-23	18-Aug-23	19-Aug-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Denanche hot sauce Promotion lucky draw	Denanche hot sauce Promotion lucky draw	Attractions - Ritidian Point	Guam Scenery		Experience Guam Video Lucky Draw - KOL Co-op	Experience Guam Video Lucky Draw - KOL Co-op
						TITE Lucky Draw	TITE Lucky Draw
	20-Aug-23	21-Aug-23	22-Aug-23	23-Aug-23	24-Aug-23	25-Aug-23	26-Aug-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Experience Guam Video Lucky Draw - KOL Co-op	TITE Lucky Draw	TITE Lucky Draw	Electric Island Festival			Experience Guam Video Lucky Draw
	TITE Lucky Draw		Guam Scenery			Restaurant - mosa's joint	
	27-Aug-23	28-Aug-23	29-Aug-23	30-Aug-23	31-Aug-23		
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Experience Guam Video Lucky Draw	Experience Guam Video Lucky Draw					
		Accommodation - Westin Resort Guam	Guam Scenery				

PHILIPPINES

HEALTH PROTOCOL & MINIMUM PUBLIC HEALTH STANDARDS

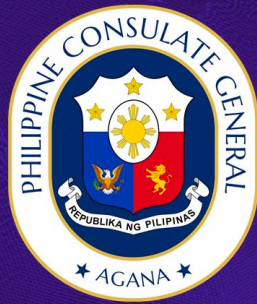
- As of August 7, 2023, presentation of vaccination status and vaccination certificates for COVID-19 are **no longer required for international arrivals into the Philippines.**
- For departing international travelers, vaccination requirements depend on the destination country.

Below are the following requirements for foreigners traveling to the Philippines:

Foreign nationals of non-visa required countries

- Registration via etravel.gov.ph. This must be filled out within 72 hours from their arrival or travelers can comply upon arrival at the special lanes for eTravel registration.
- A ticket back to the port of origin or the next port of destination outside the Philippines scheduled within 30 from arrival. An Entry Exemption Document (EED) must be secured for those staying beyond 30 days.

Source: Guide To The Philippines
<https://guidetothephilippines.ph/articles/ultimate-guides/philippines-travel-covid-19>





ADVISORY

HEALTH PROTOCOL & MINIMUM PUBLIC HEALTH STANDARDS

As of 7 August 2023, following the lifting of the state of public health emergency throughout the Philippines by virtue of Proclamation No. 297 series of 2023, the public is informed of the following protocols on vaccination certificates as conveyed by the Inter-Agency Task Force for Emerging Infectious Diseases (IATF):

- **For International Arrivals:** Presentation of vaccination status and vaccination certificates for COVID-19 is not required. All arriving international travelers are accepted regardless of their vaccination status;
- **For Departing International Travelers:** The vaccination requirements depend on the destination country. The Bureau of Quarantine (BOQ) recommends that travelers check the requirements of their destination country; and
- **For OFWs and Seafarers:** The issuance of the International Certificate of Vaccination for Prophylaxis for Yellow Fever Vaccine and other vaccination depends on the requirement of the agency/company.

aganapcg.dfa.gov.ph   /phinagana  @phinagana #DFAForgingAhead

MOYLAN TO CO-CHAIR PHILIPPINES-FRIENDSHIP CAUCUS

Hagåtña, Guam – August 16, 2023 (PDN)

Del. James Moylan has been selected as the Republican co-chair of the bipartisan Philippines-Friendship Caucus in the House of Representatives.

He will be leading the caucus along with Rep. Bobby Scott, a Democrat from Virginia, according to a release from Moylan's office.



Some of the topics Moylan will advocate for include a Guam-only visa waiver for Philippine citizens, Medicare portability, the Filipino Veterans Fairness Act and furthering opportunities for H1B visas for medical professionals.

JAMES C. MOYLAN
AT-LARGE, GUAM

Congress of the United States
House of Representatives
Washington, DC 20515-5301

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AUGUST 15, 2023
FOR IMMEDIATE RELEASE

MOYLAN SELECTED TO CO-CHAIR THE PHILIPPINES-FRIENDSHIP CAUCUS

(Hagatna, Guam) Delegate James Moylan was advised that he was selected to be the Republican Co-Chair of the bi-partisan Philippines-Friendship Caucus (PFC) in the House of Representatives. He will be leading the caucus along with Representative Bobby Scott, who represents the 3rd Congressional District of Virginia. The primary objective of the caucus is to address issues of mutual benefit to both the United States and the Philippines.

With the United States and Philippine governments modernizing an alliance to enhance prosperity and security for both nations, the timing is also ideal for focusing on issues that mutually benefit both Guam and the Philippines. Some of the topics Delegate Moylan will advocate for within the PFC would include, but not be limited to 1). a Guam only visa waiver for Philippine citizens, 2). Medicare portability, 3). The Filipino Veterans Fairness Act, and 4). Furthering opportunities for H1B visas for medical professionals. He will also be seeking the caucus's support for the extension of the H2B visas program, which is vital for Guam's economy, and his amendment was added to the Senate's NDAA.

"We are excited to be selected to co-chair the Philippine-Friendship caucus in the House, as there are many critical issues for our community that require an enhancement of this relationship, hence would be mobilized through this caucus. Our office is committed to setting the path to allow for Medicare portability, to allow those who retire on island and seek to relocate to the Philippines to be able to access Medicare. Guam also joins the nation in facing shortages of medical professionals, and advocating for a simplified process to secure H1B visas would also be an issue I will be bringing to the forefront," stated Delegate Moylan.

In July, Delegate Moylan hosted the President of the Philippines Senate, Juan Miguel Zubiri, in the House of Representatives and discussed key issues mutually beneficial to Guam and the Philippines. President Zubiri will be seeking support legislatively from his colleagues once the proposals are in place.

END OF STATEMENT

69% OF DONATED BIVALENT VACCINES ALREADY ADMINISTERED - DOH



Sixty-nine percent, or 269,000 doses of the 390,000 donated doses of bivalent vaccines against coronavirus disease 2019 (Covid-19) have been administered to priority population groups as of Aug. 14, a health official said Tuesday.

In a media forum, Department of Health (DOH) Undersecretary Enrique Tayag said the bivalent jabs can now be used as a first and second booster for healthcare workers, senior citizens and the immunocompromised.

Earlier, the Health Department encouraged members of the priority population to receive their bivalent booster jabs as it fast-tracks the rollout of the donated doses, which will expire in January 2024.

DOH started the administration of the bivalent jabs from the Lithuanian government to the priority population groups last June 21.

The country is still waiting for the 1.5 to 2 million doses of bivalent jabs from the COVAX Facility, a worldwide initiative which aims to provide equitable access to COVID-19 vaccines.

as of 18 August 2023

PH LOGS LOWEST NEW COVID-19 CASES IN PAST 4 MONTHS

The country has recorded 95 new cases of the coronavirus disease 2019 (COVID-19), the lowest tally in the past four months.

Over Twitter on Tuesday night, OCTA Research Group fellow Dr. Guido David reported that the figure brought the total COVID-19 cases to 4,160,455 nationwide, with 3,449 active cases.

This is the first time the daily count has dropped to less than 100 since March 20 this year. Twenty of the new cases came from the National Capital Region.

“The country’s seven-day positivity rate is 3.3 percent. Projecting 100 to 150 new cases on the next day August 9, 2023,” David said.

The country also recorded 14 new deaths and 190 new recoveries. To date, total COVID-19 deaths stand at 66,640 and recoveries at 4,090,365 nationwide.





- PAL continues to operate at Terminal 1 at NAIA.

Manila-Guam-Manila

• Daily

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



Popular PAL Flights Deals to Guam!

MNL to GUM Sep 13 - 20, 2023	CEB to GUM Oct 23 - 27, 2023	MNL – GUM Oct 23 - 27, 2023
From US \$378* Round Trip Economy	From US \$485* Round Trip Economy	From US \$378* Round Trip Economy

<https://flights.philippineairlines.com/en/flights-to-guam>

*Fares displayed have been collected within the last 48 hrs and may no longer be available at time of booking. Quoted fares includes taxes, fees, and surcharges except PH Travel Tax paid at the airport.

as of 18 August 2023

Manila-Guam-Manila

- **Daily**
 UA184 Depart MNL 22:55 / Arrive GUM 04:45
 UA183 Depart GUM 20:00 / Arrive MNL 21:50
- **Tues/Fri**
 UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10

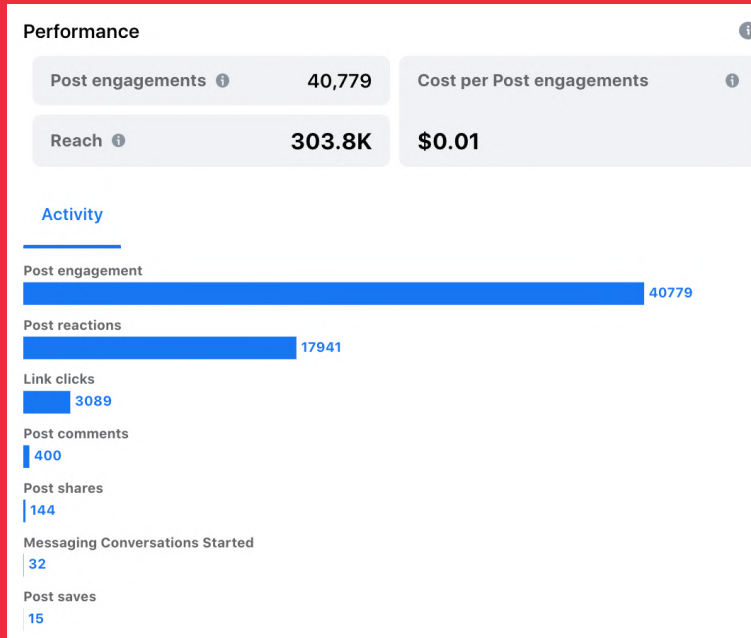
Featured Daily Fairs for Flights from MNL to GUM

August 2023	September 2023	October 2023
From US \$356* Round Trip Economy	From US \$354* Round Trip Economy	From US \$354* 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.

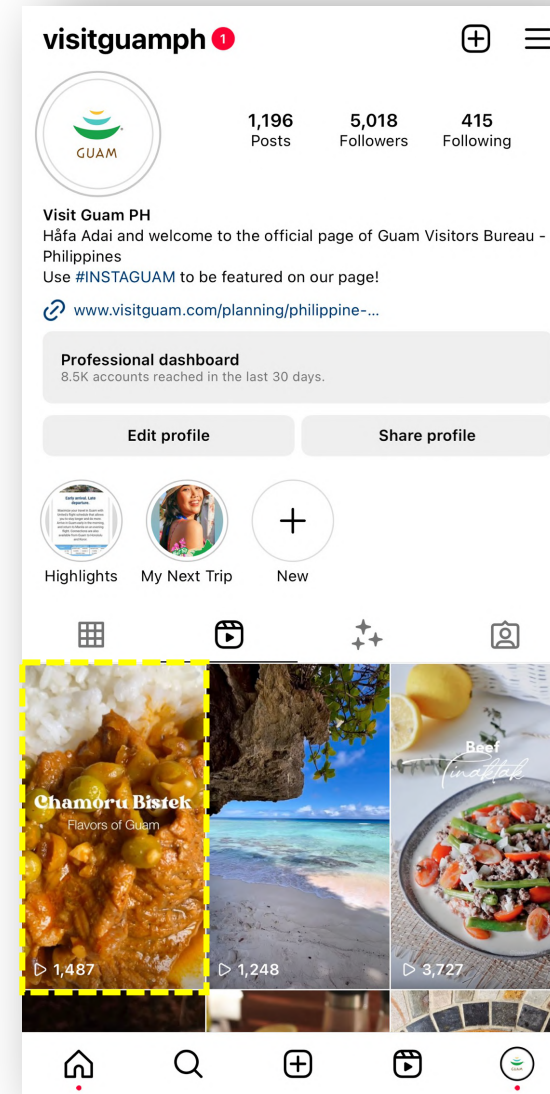
GUAM, AMERICA'S HIDDEN GEM CAMPAIGN – SM BOOSTING ANALYTICS



PHILIPPINES MARKETING ACTIVITIES

FLAVORS OF GUAM SERIES

- 2nd set of Micro-influencers to showcase Guam's cuisine on social media accounts such as Instagram and TikTok
- Offers an authentic voice that reaches niche markets
- Highlights three different local dishes:
 - Chamoru Bistek
 - Shrimp Patties
 - Buñelos Aga
- 1st set of videos can be found on Visit Guam website
<https://www.visitguam.com/planning/philippine-travelers-to-guam/>
- 3rd set to be released September/October



PHILIPPINES MARKETING ACTIVITIES

Social Media - August Content Calendar						Sights/Attractions
						Activities
						Shopping
						Restaurants
August 1	August 2	August 3	August 4	August 5	August 6	August 7
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Guam Beaches		Attractions		Skydiving
August 8	August 9	August 10	August 11	August 12	August 13	August 14
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Ritidian Point		Diving		Poolside	
August 15	August 16	August 17	August 18	August 19	August 20	August 21
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sunsets		Crowne Plaza		Guam Beaches		Guam Beaches
August 22	August 23	August 24	August 25	August 26	August 27	August 28
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Two Lovers Point		Tumon Shopping		Golf	
August 29	August 30	August 31	August 31	August 31	August 31	August 31
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sunsets		Paddleboarding				

AUGUST SOCIAL MEDIA CALENDAR