

**#InstaGuam**  
Photo credit: Helen Ponce



# INDUSTRY RECOVERY REPORT

AUGUST 5, 2022



# CONTENTS

3 DESTINATION UPDATES

8 TRAVEL PROTOCOLS

13 MARKET UPDATES

17 JAPAN

32 SOUTH KOREA

41 TAIWAN

50 PHILIPPINES

# DESTINATION UPDATES

# COVID-19 VISITOR TESTING PROGRAM



**COVID-19 TESTING FOR VISITORS**

Thank you for choosing Guam as your travel destination!  
You can get a free COVID-19 test before your return home.

[visitguam.com/covidtest](https://www.visitguam.com/covidtest)




**TESTING SITES**

Local residents or any visitor can qualify for this free COVID-19 testing program






- 1 Download and complete the **COVID TEST FORM**
- 2 Provide a copy of your photo ID (passport, driver's license, or birth certificate)
- 3 Please take your test 48 hours before your departure
- 4 Proceed to the location of your choice to complete your test (testing done on a walk-in basis)
- 5 Pick up your test results within **24 - 48 hours**



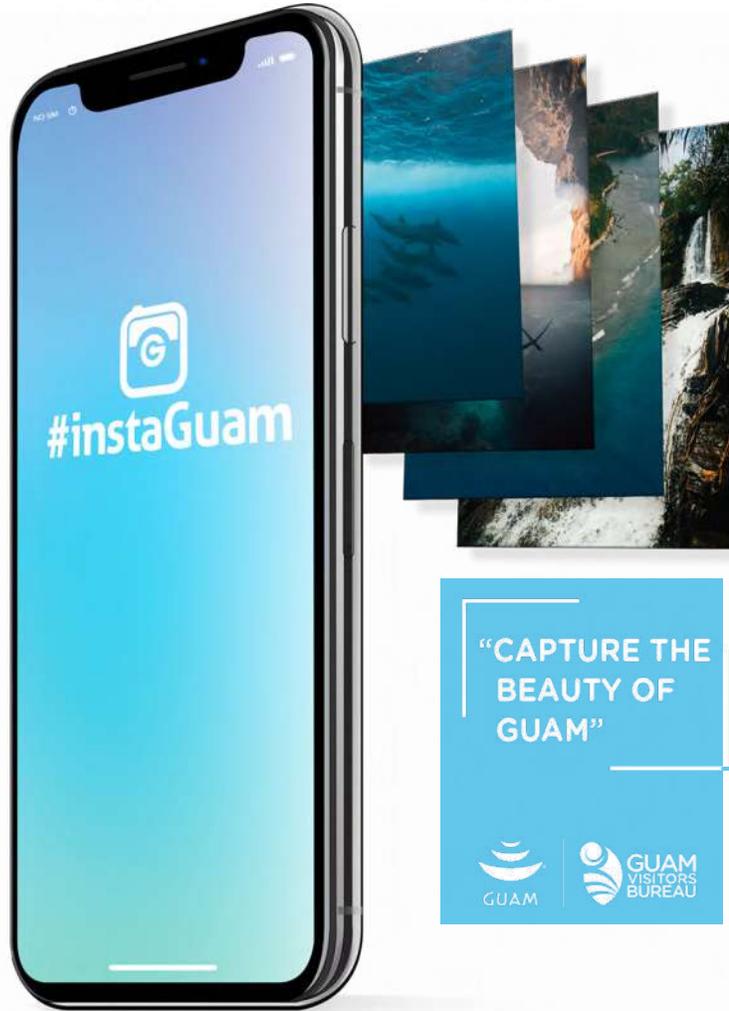
**COVID TEST FORM**

COVID-19 VISITOR TRAVEL TESTING PROGRAM

Form fields include: Name, Address, Phone, Email, Date of Birth, Date of Test, Test Type, and Test Results.

Country	Type of Test Accepted	Required Time
South Korea	Antigen	Must test within <b>1 day</b> of departure time
South Korea	PCR	Must test within <b>2 days</b> of departure time
Japan	PCR	Must test within <b>72 hours</b> of departure day
Taiwan	PCR	Must test within <b>48 hours</b> of departure time

*Note: Effective on July 14, Taiwan does not require a negative PCR test results for Taiwan passport holders, ARC holders, and transit passengers in order to enter into Taiwan.*



“CAPTURE THE  
BEAUTY OF  
GUAM”



## WEEKLY PRIZE CONTEST

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



## Guam Safe Travels Stamp instills a level of confidence and trust for your visitors and locals.

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

Approved businesses are featured on GVB's consumer site, [visitguam.com](http://visitguam.com) in English, Japanese, Korean, and Chinese.

The Safe Travels Stamp certificate is renewed yearly; current certificates valid through December 31, 2022.



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

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

**#InstaGuam**  
Photo credit: Dianne Barba



# MARKET INTELLIGENCE REPORT

As of August 5 and may be subject to change.



# TRAVEL PROTOCOLS

## JAPAN

### JAPANESE NATIONALS

#### NO QUARANTINE

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

#### REQUIREMENTS

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

#### QUARANTINE

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

### FOREIGN NATIONALS NEW ENTRY INTO JAPAN

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

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

*\*Refer to application for Visa for foreign Nationals eligible for Phased Measured toward Resuming Cross-Border Travel:*  
[https://www.mofa.go.jp/ca/fna/page22e\\_000921.html](https://www.mofa.go.jp/ca/fna/page22e_000921.html)

*Information Source:*

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

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

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

## SOUTH KOREA

### NO QUARANTINE

- Korea lifted the seven-day quarantine mandate for all travelers entering from abroad, regardless of whether they have been vaccinated or not, from June 8, in order to reduce economic damage and inconvenience as the virus situation has stabilized.
- Unvaccinated nationals (including unvaccinated children 6-11 years old) are no longer required to self-quarantine for seven (7) days as of June 8.

### REQUIREMENTS

- All travelers entering Korea (nationals and foreigners) must have a negative PCR test 2 days prior to departure OR a negative antigen test 1 day prior to departure and K-ETA (only foreigners).
- Self Administered tests are not accepted
- All travelers must take a PCR test within 3 days of arrival in Korea, as of June 1.
- Foreigners must register their travel information, and a [negative PCR/Antigen test result to KDCA's website Q-Code before entering Korea. https://cov19ent.kdca.go.kr/](https://cov19ent.kdca.go.kr/)
  - ❖ *Korean nationals should also register Q-Code in order to shorten the time for inspection upon entry to Korea*
- Fully vaccinated in Korea that had tested positive but recovered must present positive result and official documentation of recovery before boarding their flight. If recovered within 10-40 days, no PCR/Antigen test is required to return to Korea. If recovered past 40 days, must present negative PCR result taken 2 days before departure a or negative antigen test taken 1 day before departure

- Children 5 years old and below are exempted from pre-departure COVID-19 tests for reentry into Korea.
- All others must present negative PCR result taken 2 days before departure or a negative antigen test taken 1 day before departure

### FULLY VACCINATED IN KOREA RECENTLY RECOVERED FROM COVID

- Must show positive result, official documentation of recovery
- Recovered between 10-40 days no PCR/Antigen test is requested before boarding
- Recovered after 40 days, must present negative PCR result taken 2 days before departure a or negative antigen test taken 1 day before departure

### FULLY VACCINATED IN ANOTHER COUNTRY

- Must present negative PCR result taken 2 days before departure a or negative antigen test taken 1 day before departure
- Must register KCDA's Q-Code and complete K-ETA - Only Foreigners

## TAIWAN

### QUARANTINE

- All travelers are required to undergo a 3-day quarantine and a 4-day self-initiated epidemic prevention following the end of quarantine.

### REQUIREMENTS

- All travelers (aside from Taiwanese passport, ARC residents, and transiting passengers for international flights) have to take a PCR who arrive at an airport in Taiwan must present a certificate of a negative COVID-19 RT-PCR test taken within two days (calendar days) prior to the flight schedule time to the airline staff.
- Passengers from the U.S. (included Guam), Canada, New Zealand and Australia will be tested for COVID-19 upon arrival in Taiwan using a **saliva test** rather than a nasal swab.
- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://hdhq.mohw.gov.tw>.
- Those who enter Taiwan shall confirm quarantine program (book a quarantine hotel in advance; or if traveler plan to quarantine at home or a residence of their family or friends, should make sure the principle of one person per residence is met)

[Click here for more info](#)



Effective July 14<sup>th</sup>, Taiwan is no longer requiring PCR negative test 2 days before their arrival flight for Taiwan nationals, ARC residents, and international transiting passengers.

## PHILIPPINES

### NO QUARANTINE

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

### REQUIREMENTS

- All arriving passengers must register to [One Health Pass portal](#) within 48 hours prior to departure
- Filipino and foreign nationals aged 18 and above who have received primary series of COVID-19 vaccine, and at least one (1) COVID-19 booster shot administered at any time prior to departure do NOT need a pre-departure COVID-10 test
- If not boosted, a negative RT-PCR test taken within 48 hours or negative antigen test taken within 24 hours prior to departure from the country of origin is required
- Self-monitor for any sign or symptom until the 7<sup>th</sup> day from arrival

### FACILITY-BASED QUARANTINE

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

- Negative RT-PCR test taken within 48 hours or negative Antigen test taken within 24 hours prior to departure from the country of origin. Not applicable to children below 3 years old
- Facility-based quarantine until the release of the negative results, testing will be on the 5th day
- Shall self-monitor for any sign or symptom until the 14th day from arrival

# MARKETS AT-A-GLANCE

# MARKETS AT-A-GLANCE

## JAPAN

- Number of infections continued to surge at a record pace over the past week; in Osaka Prefecture, the elderly are urged to refrain from going outside
- With the most recent increase in the number of infected patients, promotion of third dose vaccination is urgently needed; progress is still slow, currently at 62.4%
- Refer to appendix for resumption of package, agent-organized tours; Nippon Travel tours suspended until Aug 31
- **Flight operation is unchanged:**
  - United: UA197 daily operation
  - UA827 (except Wed) and UA150 available from July 1; UA874 available from May 8; UA136 and UA166 available from Aug 1; UA172 and UA178 suspended from July 31
  - JAL: available from Aug 1 
  - Tway: suspended until Aug 1
  - JEJU: suspended until Sept 1
- Shown in appendix are: outbound statistics; news pickups; Rakutan GoGo campaign article distribution; SNS performance summary; content calendar; SNS posts; social listening updates; Weekly Guam update; and SNS organic reach

## PHILIPPINES

- NCR positivity rate increases to 14.5%
- Time to close chapter on lockdowns
- Airlines welcome Marcos plan to build more international airports
- U.S. Embassy in the Philippines updates shown in appendix
- **Philippine Airlines and United Airlines fly daily in August** 
- Social media monitoring shown in appendix

## SOUTH KOREA

- Daily confirmed cases recorded more than 40,000 for the first time in 15 weeks while the number of seriously ill patients reached a two-month high amid a virus resurgence fueled by a highly contagious omicron subvariant
- Comparison week by week of COVID cases shown in appendix
- Travel agencies actively launching diverse marketing promotions to attract consumers
- ✈️ • **August through October airline outbound seat capacity details shown in appendix: August decreased to 44,039, September decreased to 33,144, and October is 36,006**
- Shown in appendix are: SNS weekly activity and content calendar

## TAIWAN

- Revision of border rules depends on vaccination rate among kids
- Taiwan cancels mandatory COVID insurance for incoming migrant workers
- Japanese tour operators to visit Taiwan, amid border reopening signs
- Taiwan's movement toward '0+7' plan on track
- People traveling overseas for work can get second booster
- People on recreational walks can go mask-free
- Taiwan to allow entry of six groups of foreign nationals
- Shown in appendix are: restrictions for entering Taiwan, CECC updates, and NR monitoring
- There will be a Starlux Airline charter flight to Guam on Aug 15-19
- GTO met with JAG Technology and attended the 2<sup>nd</sup> preparatory meeting of the 111<sup>th</sup> American Business Day and the AIT reception to celebrate the 236<sup>th</sup> American Independence Day

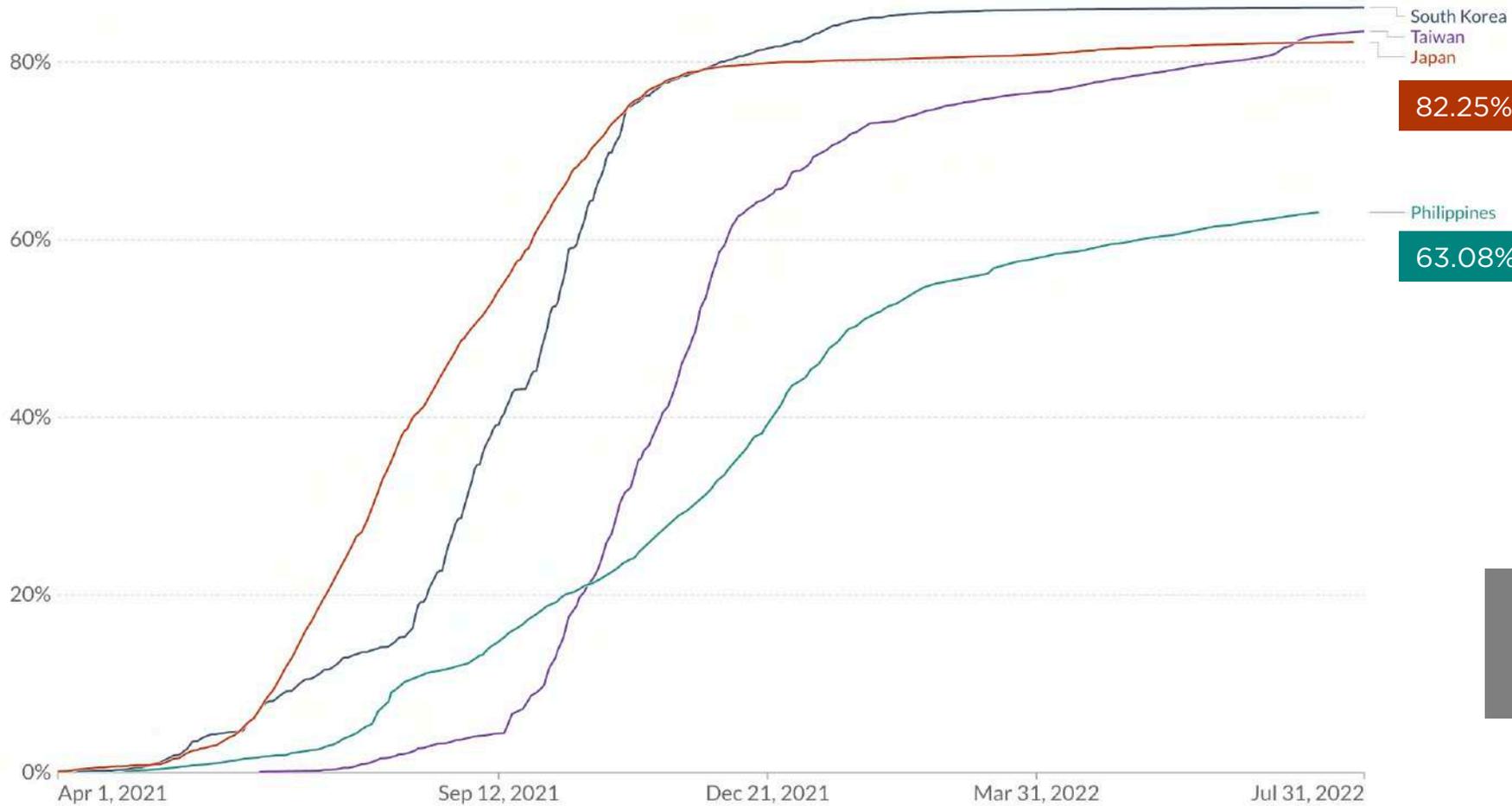
DETAILS ARE FOUND IN THE APPENDIX

# MARKETS AT-A-GLANCE

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

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

LINEAR LOG



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

### GUAM

139,472 Fully Vaccinated

### COVID-19 CASES

■ Active ■ In-Active

### BOOSTER

16% received 2<sup>nd</sup> booster shots

■ Have yet to receive ■ Received booster

91% of total population fully vaccinated

CC BY

# APPENDIX

As of August 5, 2022 and  
may be subject to change.

**#InstaGuam**  
Photo credit: Ryiel Crumrine

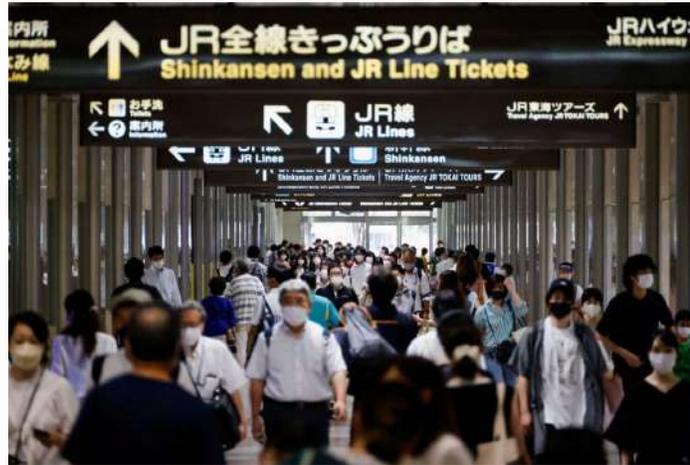


# JAPAN

# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The number of infections in Japan continued to surge at a record pace over the past week. In Osaka Prefecture, the elderly are being urged to refrain from going outside.
- The number of cases per 100,000 people was 1,090 in Japan and 1,604 in Tokyo, bringing the total to about 1.4 million for the week, a 133% increase from last week.



The number of infected people per 100,000 population:

NATIONWIDE

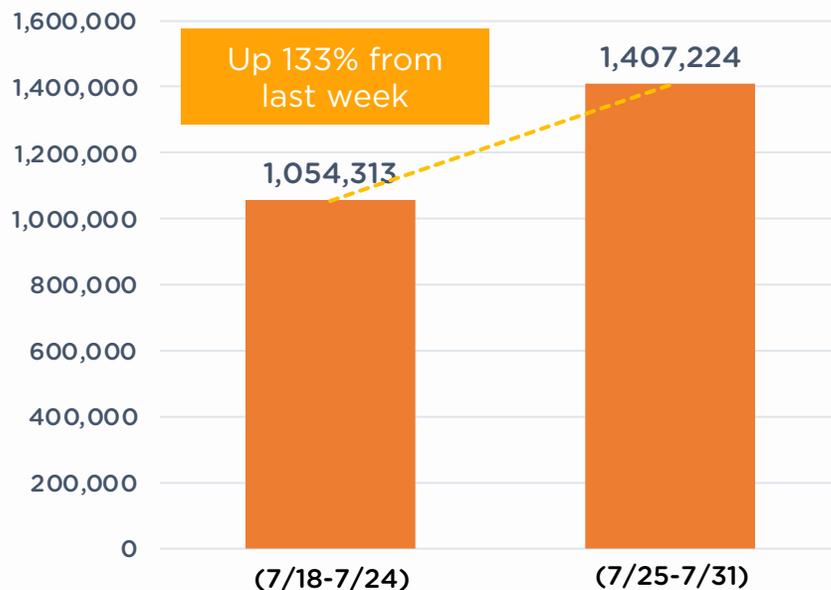
**1090**

TOKYO

**1604**

Total for last 7 days

### Nationwide



Area / New cases	July 18-24	July 25-31	Changes (#) vs LW	Changes (%) vs LW
Tokyo	171,798	225,243	53,445	131%
Osaka	113,795	140,374	26,579	123%
Aichi	71,809	90,983	19,174	127%
Fukuoka	63,565	83,569	20,004	131%
Nationwide	1,054,313	1,407,224	352,911	133%

Created based upon data from NHK (Japan Broadcasting Corporation)

**Confirmed COVID-19**

**CASES: 13.11M**

**ACTIVE: 14.21%**

AS OF AUG 4, 2022

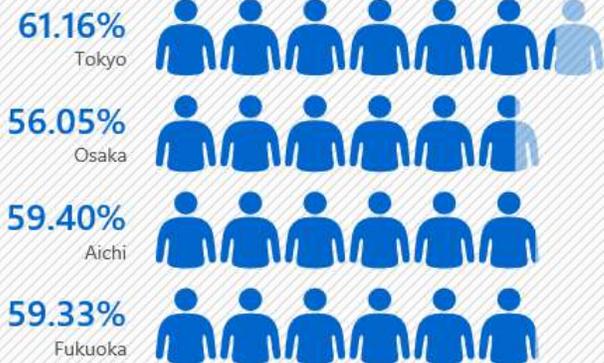


# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- With the most recent increase in the number of infected patients, the promotion of third dose vaccination is urgently needed.
- Progress on the third dose of vaccine is still slow, currently at 62.4%.
- The Ministry of Health, Labor, and Welfare has decided to extend the fourth dose of the new coronavirus vaccine to healthcare workers and caregivers starting on January 22.

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



## VACCINATION UPDATE (7/28)

Total number of  
vaccination:  
**296,193,723**

1st & 2<sup>nd</sup> doses  
administered:  
**103,870,600**  
**(82.0%)**  
**102,498,530**  
**(80.9%)**

Nationwide 3<sup>rd</sup> shot:  
**79,555,322**  
**(62.8%)**

Nationwide 4<sup>th</sup> shot :  
**10,269,271**  
**(-%)**

## ENTRY PROTOCOLS

### HIGHLIGHTS

- The Ministry of Foreign Affairs of Japan has lowered the level of its "Overseas Travel Safety Information" to "Level 1."
- The government has raised the daily entry limit to 20,000 people since June 1. For those returning from low-risk areas such as North America (including Guam), there is no inspection upon arrival and no waiting period, regardless of whether or not there is a vaccination certificate.
- **PCR testing (negative proof) within 72 hours prior to local departure remains mandatory.**
- **From June 12, submission of a negative PCR test certificate upon departure from Japan will no longer be required.**

### VALID FOR ENTRY INTO JAPAN FROM GUAM JUNE 1



Day 0



No inspection at airport



No waiting at home

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

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION



AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from Jul 1, 2022 (Except Wed)	UA 827	NRT	11:15 / 16:05	UA 828	6:55 / 9:55	Mon, Tue, Thu, Fri, Sat, Sun	166
	Available	UA 197	NRT	17:30 / 22:20	UA 196	13:05 / 16:05	Daily	166
	Available from May 8, 2022	UA 874	NRT	21:05 / 1:45 +1	UA 873	17:05 / 19:50	Sun	166
	Available from Aug 1, 2022 (Mon, Fri)	UA 136	NGO	11:20 / 15:55	UA 137	7:30 / 10:20	Mon, Fri	166
	Suspended until July 31, 2022	UA 172	NGO	20:50 / 1:25 +1	UA 171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed, Fri, Sun)	UA 150	KIX	11:05 / 15:45	UA 151	7:10 / 10:10	Wed, Fri, Sun	166
	Suspended until July 31, 2022	UA 178	KIX	20:50 / 1:20 +1	UA 177	16:50 / 19:50	Tue, Thu, Sat	166
	Available from Aug 1, 2022 (Thu, Sun)	UA 166	FUK	11:50 / 16:50	UA 165	07:40 / 10:50	Thu, Sun	166
	Available from Aug 1, 2022 (Thu, Sun)	JL 941	NRT	9:30 / 14:15	JL 942	16:50 / 19:35	Thu, Sun	199
	Suspended until August 1, 2022	TW 311	KIX	10:45 / 15:10	TW 312	16:10 / 19:00	Daily	189
	Suspended until September 1, 2022	7C3174	KIX	10:10 / 14:50	7C3173	15:50 / 18:20	Daily	189
		7C3184 (Tue)		10:10 / 14:50	7C3183 (Fri)	15:50 / 18:20		

## PACKAGED SALES

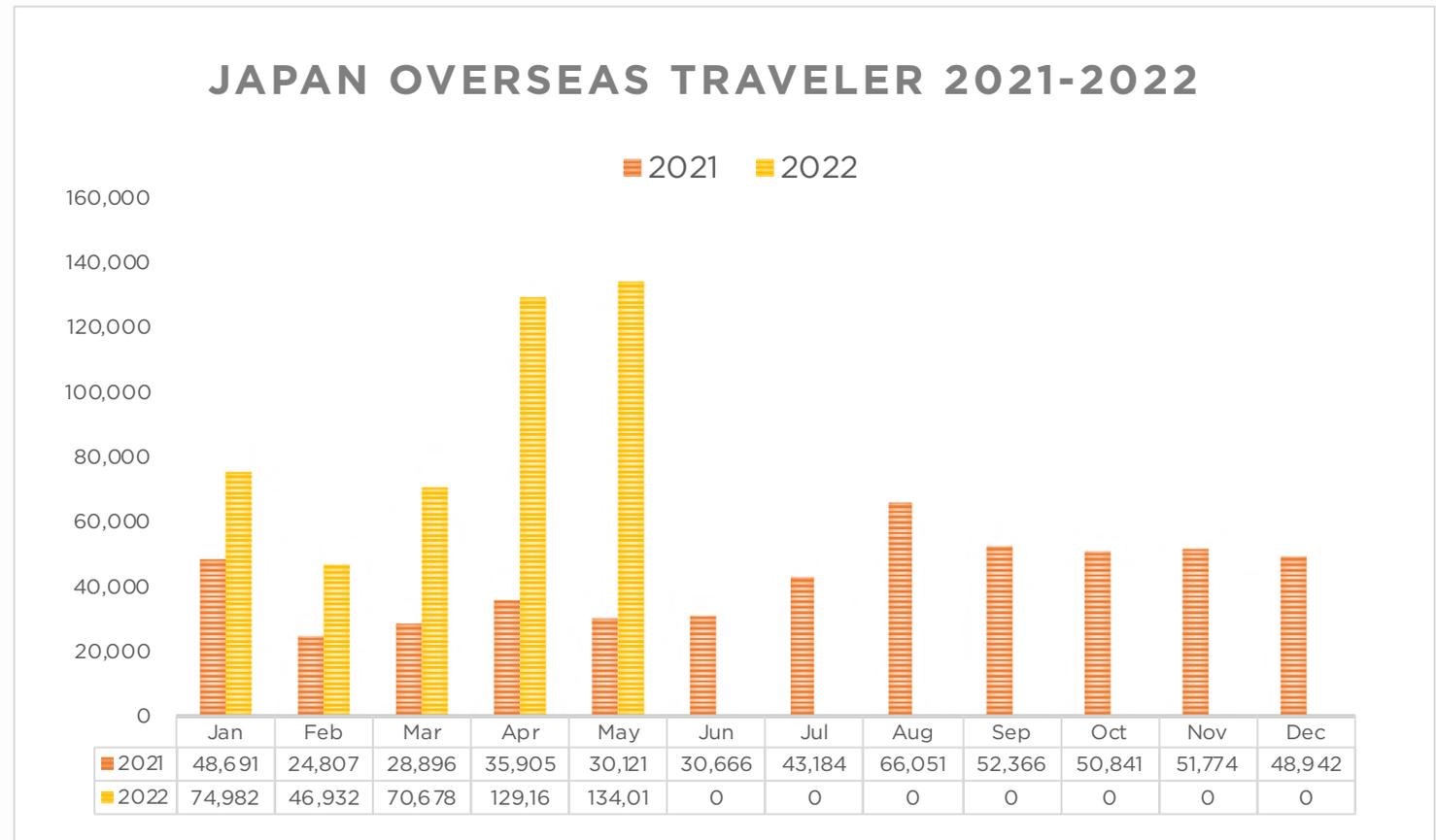
PACKAGE TOURS	FIT
 Sales resume for departures on JULY 1	*
 Sales resume for departures on MAY 15	*
 Sales resume for departures on JUNE 1	*
 Sales resume for departures on AUG 1	*
 Suspended until AUG 31	*
 Sales resume for departures on JUNE 1	*
 Sales resume for departures on APRIL 27	*

# JAPAN MARKETING ACTIVITIES

## OUTBOUND STATISTICS

- According to preliminary figures from the Immigration and Immigration Management Agency of the Ministry of Justice, the number of Japanese departing Japan in May 2022 was 134,013, the second consecutive month in which the number exceeded 100,000. This is an increase of 344.9% compared to 30,121 in the same month last year (May 2021), but -90.7% compared to 1.43 million in 2019.

	2021	2022	Changes (%)
Jan	48,691	74,982	54%
Feb	24,807	46,932	89%
Mar	28,896	70,678	145%
Apr	35,905	129,169	260%
May	30,121	134,013	345%
Jun	30,666	n/a	0%
Jul	43,184	n/a	0%
Aug	66,051	n/a	0%
Sep	52,366	n/a	0%
Oct	50,841	n/a	0%
Nov	51,774	n/a	0%
Dec	48,942	n/a	0%
<b>Total</b>	<b>512,244</b>	<b>455,774</b>	<b>-11%</b>



Created based upon data from Japan National Tourism Organization

# JAPAN MARKETING ACTIVITIES

## NEWS PICK UP

### NHK News Kansai | July 29, 2022

- United Airlines executives "responded to demand for overseas travel" by reopening flights to Guam.

<https://www3.nhk.or.jp/kansai-news/20220729/2000064348.html>



### Travel Voice | July 26, 2022

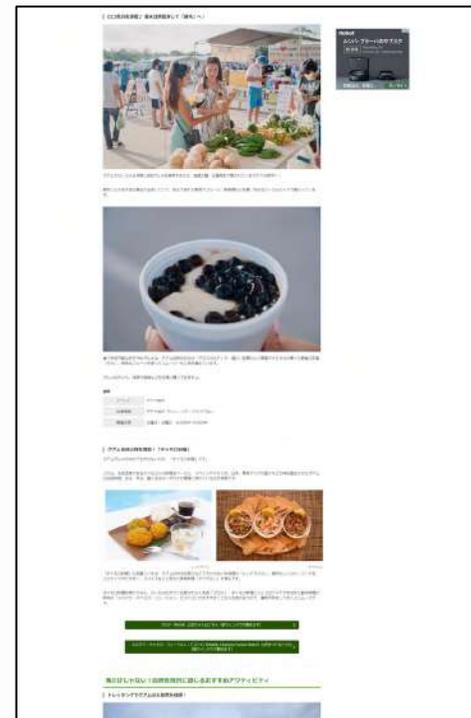
- Chamorro culture and traditions and the charm of the inland jungle are new tourism ingredients.

# JAPAN MARKETING ACTIVITIES

**Rakuten Travel**

<https://travel.rakuten.co.jp/mytrip/howto/visitguam-guide03>

GOGO CAMPAIGN JOINT PROJECTS  
ADVERTISING ARTICLE DISTRIBUTION  
“Guam Connoisseurs recommend this little-known way to enjoy Guam!”



# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- Instagram was strong overall, with Ambassador Fam.
- Facebook had high engagement due to TV announcements and other factors.

SNS	follower		Week Reach		Week Engagement	
	24 Jul,2022	30 Jul,2022	24 Jul,2022	30 Jul,2022	24 Jul,2022	30 Jul,2022
	23,459	23,468	12,637	12,949	1,147	1,207
	0.04%		2.47%		5.23%	
	24,032	24,033	9,618	8,388	517	1,215
	0.00%		-12.79%		135.01%	
	14,367	14,397	38,799	75,315	2,194	1,985
	0.21%		94.12%		-9.53%	
	26,198	26,196	28,600	28,100	1,135	4,564
	-0.01%		-1.75%		302.11%	
	-	-	1,650	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	8,204	7,554	21,234	19,100	0:01:55	0:02:05
	-7.92%		-10.05%		8.70%	

# JAPAN MARKETING ACTIVITIES

## SNS POST- HIGHLIGHTS

The collage features 18 social media posts, each with a green-bordered box indicating the number of likes. The posts include:

- 577 Like:** A post from a shop featuring a variety of colorful drinks and snacks.
- 309v Like:** A post for 'Ranch House Grill BBQ' with a QR code and a photo of the restaurant's interior.
- 393 Like:** A post featuring a bright blue sports car parked outdoors.
- 11 Like:** A post for 'BLACK CAT CAFE' showing the cafe's logo and a photo of the interior.
- 130 Like:** A post showing a serene sunset over the ocean.
- 65 Like:** A post showing several chickens in a field.
- 294 Like:** A post for 'Kitchen Ten Ten' featuring a bowl of ramen.
- 548 Like:** A post showing a person walking on a beach with a dog.
- 332 Like:** A post for 'Fish Eye Marine Park' with a photo of a scenic view.
- 625 Like:** A post showing the interior of a restaurant with a large window.
- 239 Like:** A post for 'Soi Restaurant' with a QR code and a photo of the restaurant.
- 7'5 Like:** A post showing a scenic view of a pier or walkway.
- 59 Like:** A post for a 'PERSEVERE' event featuring a large pig and people.
- 68 Like:** A post showing a group of people posing for a photo.
- 39 Like:** A post for 'Ride the Ducks Guam' featuring a woman standing next to a yellow duck-shaped vehicle.
- 463 Like:** A post featuring a woman in a blue dress holding a drink.
- 104 Like:** A post showing a variety of food items, likely from a restaurant.
- 39 Like:** A post showing a group of people on a phone screen.
- 161 Like:** A post for a 'プロモーション' (Promotion) featuring a display of products.
- 150 Like:** A post showing a night view of a city street.

# JAPAN MARKETING ACTIVITIES

## WEEKLY GUAM



LIBERATION DAY PARTY



NEWLY OPENED, BLACK CAT CAFE



# JAPAN MARKETING ACTIVITIES

## GUAM AMBASSADOR FAM | 24-31 JULY 2022

### Expected Outcome

- Creative photography
- Increase awareness of GUAM as a popular destination for young people.

### Planned Traveling Members

- Ambassadors : 5
- Staff : 6
- GVB Japan member : 2

### FAM Period

- 24-31 Jul,2022 (5 nights 6 days)

### Ambassador Influencer Activity

- Post on social networking sites during your stay
- Instagram Live
- Create posts for GVB SNS accounts



@minami\_katsuno  
 @taku0925ya  
 @cankan\_1225  
 @yuika00802  
 @shihok0414



# JAPAN MARKETING ACTIVITIES



**グアムの観光事情を取材した、日本4都市からフライト再開、消毒液設置が定番に、新観光素材も**

7/26(火) 13:30 配信

夏から秋にかけての旅行シーズンを前に、8月にいよいよ日本4都市（成田、関西、名古屋、福岡）へと航空ネットワークが広がるグアム。増便によって座席供給量が増えるなど、グアム旅行を取り巻く環境は元に戻りつつある。7月に入り、パッケージツアーの商品化・販売も徐々に進んでおり、ファムツアーに参加したある関西のツアーオペレーターは、「地方都市からのグアム直行便がアドバンテージ。11月の社員旅行などグループの問い合わせが増えてきた」と手ごたえを示す。

ただ、懸念材料もある。原油高騰による燃料サーチャージの価格上昇、また日本帰国時のPCR検査の陰性証明書の提示義務だ。追加でかかる費用はもとより、現地でのPCR検査という精神的なハードルの高さを指摘する旅行業関係者の声は少なくない。

こうしたマイナス点を補うサポートの一つとしてGVBが提供しているのが、帰国前に無料でPCR検査が受けられる「フリーPCRプログラム」だ。現在、「ホテル ニッコウ グアム」「ハイアット リージェンシー グアム」「バシフィック アイランド クラブ グアム」と「ザ ブラザ ショッピングセンター」の4カ所に検査センターを設置。グアム衛生保健局などの協力でGVBが検査費用を負担し、旅行者がアクセスしやすいホテルなどに検査センターを設けることで、精神的な負担の軽減にも寄与している。

**ホテルリノベーションや街の様子は？**

リゾート地だけに、観光客の満足度を大きく左右するのがホテル選びだ。グアムではコロナ禍の約2年間でリノベーションや新たな試みを実施したホテルも少なくない。2020年7月に開業した「ザ ツパキタワー」（客室数340室）はタモン湾を見下ろすサンビーチ沿いの高台に位置し、全室から海を一望できる。特徴のひとつが全客室にアウトドアリビングと名付けた13平米以上のバルコニーを備えていることで、「海を眺められる広いバルコニーは日本人旅行者に人気が高い」と評価した旅行会社のスタッフも少なくなかった。

## NEWS PICKUP

<https://gunosy.com/articles/ezc07>

Guam Tourism Situation Reported, Flights Resume from Four Japanese Cities, Disinfectant Installation Becomes Standard, and New Tourist Attractions

With the summer travel season upon us, the Guam Visitors Bureau (GVB) is accelerating its marketing efforts with the "Go Go! Guam" campaign to commemorate the 55th anniversary of the inaugural Japan-Guam tourism flight. The environment is also improving, with United Airlines (UA) and Japan Airlines (JL) planning to resume flights from several Japanese cities and increase flights. We report on the latest information from a familiarization tour attended by 50 Japanese travel agencies and media in mid-June 2022.

Yahoo! - JP (JP)

Jul 26

Potential reach: 235.5M

MIV: \$1K

# JAPAN MARKETING ACTIVITIES



## NEWS PICKUP

<https://www.oricon.co.jp/pressrelease/1248300/>

**Guam Visitors Bureau and HYPEBEAST collaborate for the second time! We bring you the latest Guam information with model and influencer YAMATO!**

The Guam Visitors Bureau, in its second collaboration with HYPEBEAST, a digital global media focusing on fashion and street, will bring you the latest Guam information with Yamato, a model and influencer with over 2 million followers on SNS.

On Thursday, July 21, 2022, an event will be held in Ypao Park, located in the center of the island, during the "Liberation Day" peace festival in Guam. YAMATO as special guest D J and Shuzo Ohira, who has over 7 million total followers on social networking sites, will appear at this event to liven up the event.

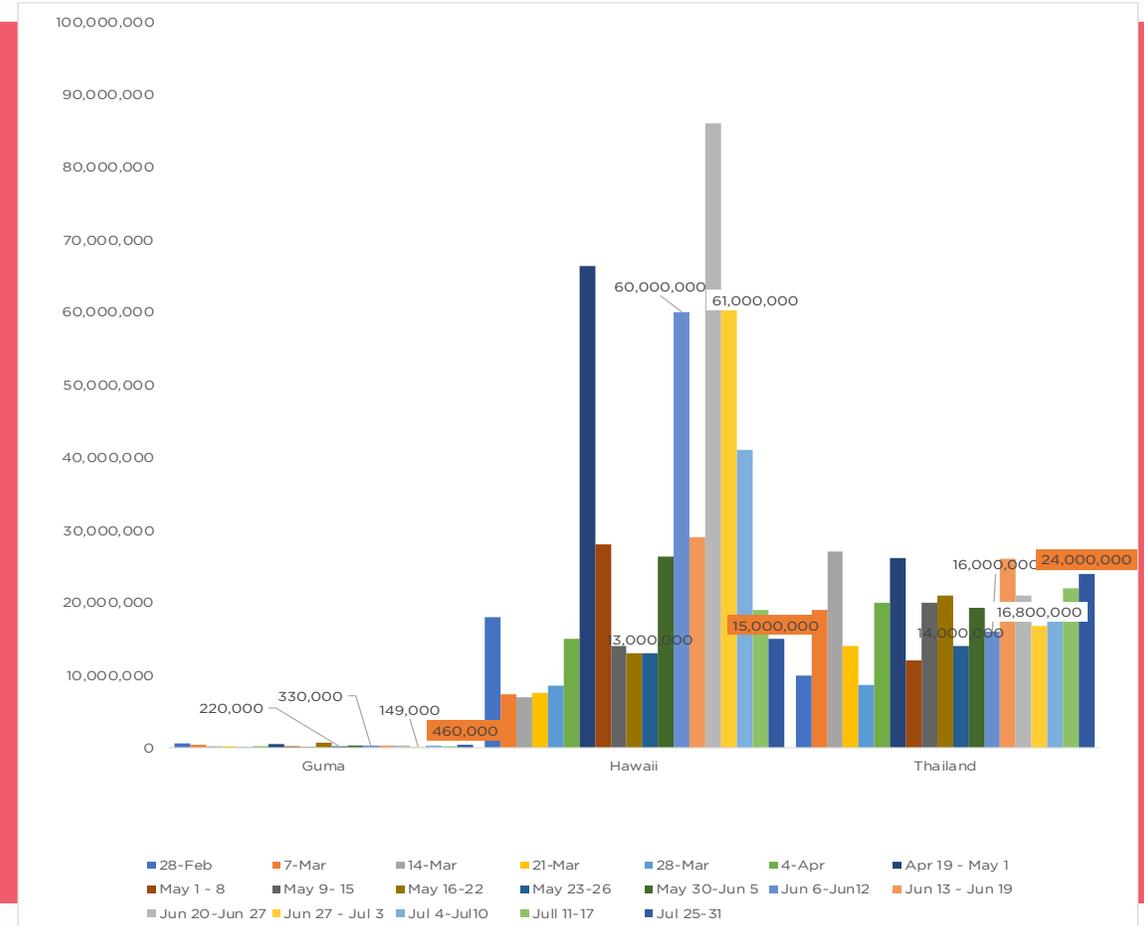
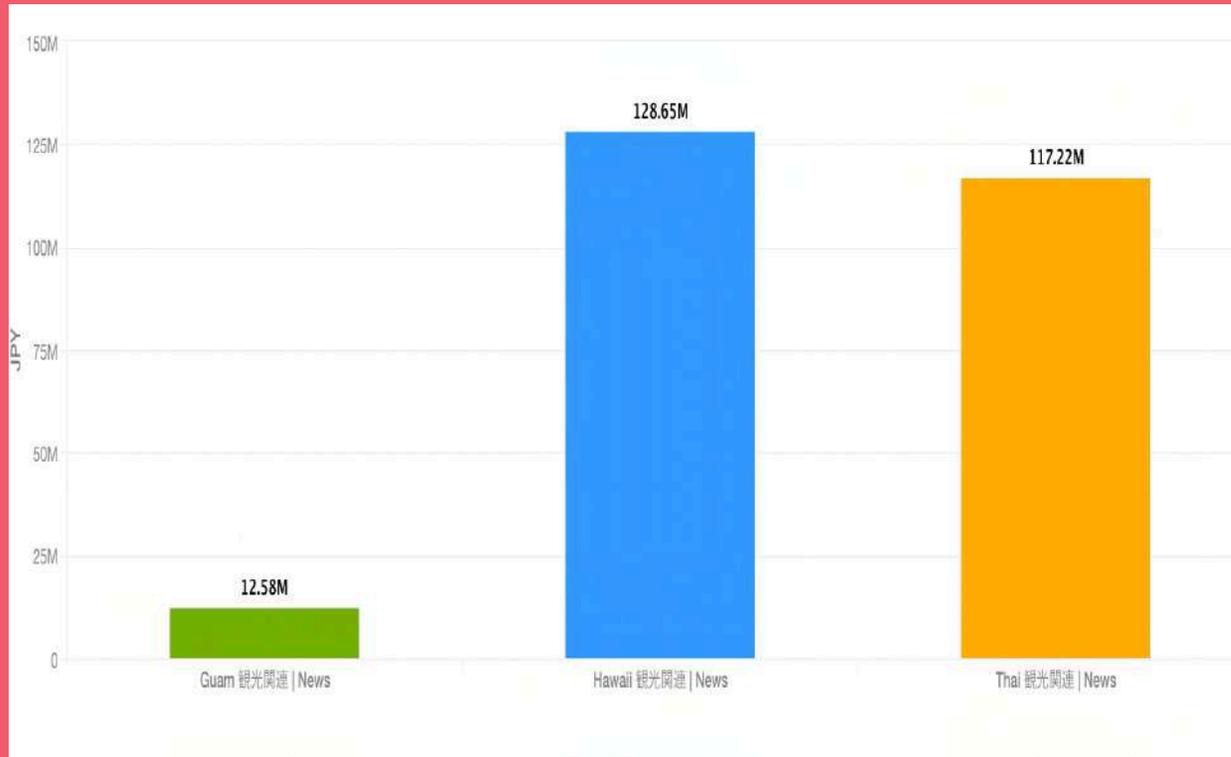
These scenes will be shown as video content on HYPEBEAST at a later date. <https://hypebeast.com/jp>

**Oricon Style - JP**  
**Jul 19**  
Potential reach: 43.9M  
MIV: \$4.3K

# JAPAN MARKETING ACTIVITIES

## SNS ORGANIC REACH AND SNS PR VALUE

- Guam's organic reach has shown double-digit growth compared to last week
- SNS Media value is also increased to ¥12,300,000



# JAPAN MARKETING ACTIVITIES

## SOCIAL LISTENING

- Travel-related keywords are increasingly exposed on SNS
- This is a positive sign that travel demand is increasing



## JTB GUAM TRAVEL - CHANCE TO WIN CAMPAIGN



112件 · 日付順で並べ替える

ゆきんこ @yuki19860908 · JPN · Jul 29 · 11:55 pm  
RT @JTB\_jp: / JTBのグアム旅行などが抽選で当たる🎉! \ JTBが所属する日本旅行業協会で開催中のキャンペーンをご紹介👉 @jataoutboundをフォロー& 「#せかいたび」のハッシュタグ付きで「#(行きたい旅行先)」を投稿でご応募いただけます。ぜひ  
Reach 2k

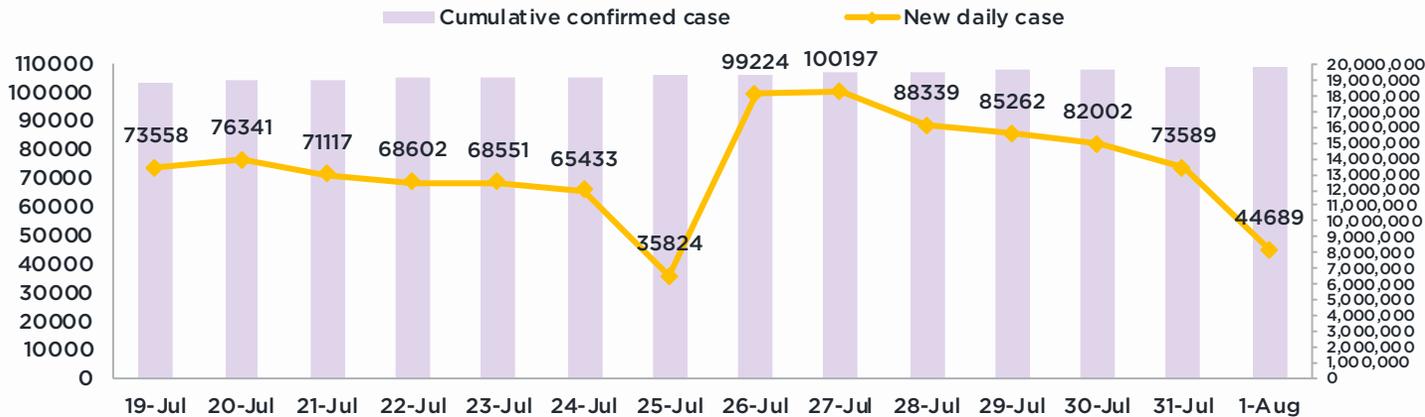
みらこ @sweetmaytan · JPN · Jul 29 · 11:20 pm  
RT @JTB\_jp: / JTBのグアム旅行などが抽選で当たる🎉! \ JTBが所属する日本旅行業協会で開催中のキャンペーンをご紹介👉 @jataoutboundをフォロー& 「#せかいたび」のハッシュタグ付きで「#(行きたい旅行先)」を投稿でご応募いただけます。ぜひ  
Reach 3k

まどけい @madokei0413 · JPN · Jul 29 · 11:11 pm  
QT @JTB\_jp: #中国、香港。飲茶を堪能したいです。#せかいたび; / JTBのグアム旅行などが抽選で当たる🎉! \ JTBが所属する日本旅行業協会で開催中のキャンペーンをご紹介👉 @jataoutboundをフォロー& 「#せかいたび」のハッシュタグ付きで  
Reach 1k

# SOUTH KOREA

# KOREA COVID-19 NEWS

## COVID-19 STATUS: JULY 19 – AUG 1, 2022



### HIGHLIGHT

South Korea's daily confirmed cases recorded more than 40,000 for the first time in 15 weeks as of Monday while the number of seriously ill patients reached a two-month high amid a virus resurgence fueled by a highly contagious omicron subvariant.

## COVID-19 VACCINATION STATUS: FEB 26, 2021 – AUGUST 1, 2022

**FULLY IMMUNIZED**  
**44,651,142**  
*87.0% of total population*  
*96.5% of 18 and older*  
*95.9% of 60 and older*

**BOOSTER SHOT**  
**33,465,319**  
*65.2% of total population*  
*74.6% of 18 and older*  
*90.0% of 60 and older*

**2<sup>nd</sup> BOOSTER SHOT**  
**5,592,989**  
*10.9% of total population*  
*37.4% of 60+ and eligible pax*

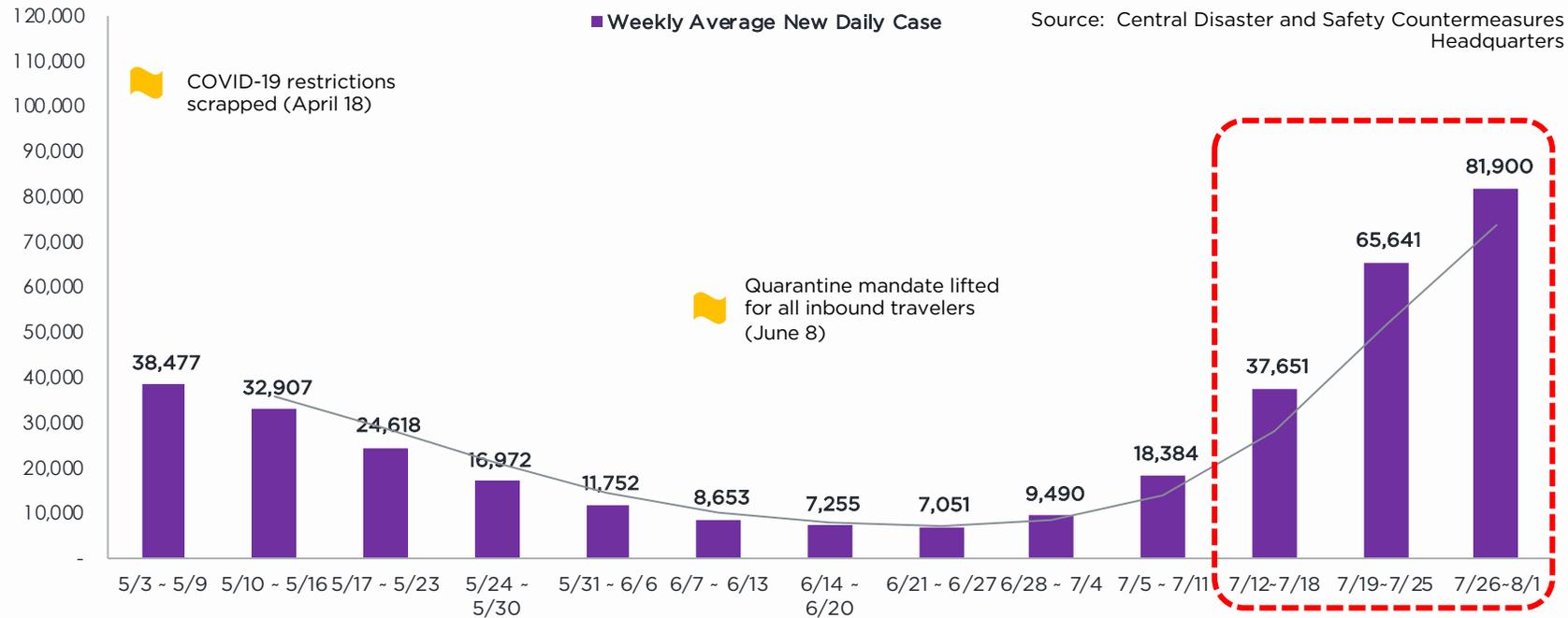
Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot	2nd Booster Shot
AstraZeneca	11,077,085 (24.6%)	9,243,695 (20.7%)	2,279 (TBD)	12 (TBD)
Pfizer	25,466,981 (56.5%)	27,066,823 (60.6%)	22,458,142 (67.1%)	4,662,717 (83.4%)
Janssen	1,516,921 (3.4%)	1,516,921 (3.4%)	26,921 (0.1%)	24 (TBD)
Moderna	6,813,904 (15.1%)	6,639,842 (14.9%)	10,884,703 (32.6%)	564,629 (10.1%)
NOVAVAX	126,562 (0.2%)	101,123 (0.1%)	85,446 (0.2%)	365,595 (6.5%)
etc. (WHO-authorized)	85,225 (0.2%)	82,738 (0.2%)	7,828 (TBD)	12 (TBD)
<b>Total:</b>	<b>45,086,678</b>	<b>44,651,142</b>	<b>33,465,319</b>	<b>5,592,989</b>

**Confirmed COVID-19 CASES: 20.16M**

**ACTIVE: 6.94%**

AS OF AUG 4, 2022

## COVID-19 STATUS: COMPARISON WEEK BY WEEK



### DAILY CASE

COVID-19 daily infections are bouncing back as the country is grappling with another wave of the COVID-19 pandemic.

### WEEKLY CASE

The trend of 'doubling' phenomenon which has been going on for a while are being eased, but the number of critically ill patients is increasing rapidly.

### MONTHLY CASE

South Korea is on course to post its highest number of COVID-19 infections since May with 97% of the confirmed case being the first confirmed.

### PROJECTION

The pace of transmissions seem to be quickening during the summer, largely due to increased mobility and outdoor activities amid eased virus curbs.

# KOREA MARKET INTELLIGENCE

## TRAVEL AGENCIES ACTIVELY LAUNCHING DIVERSE MARKETING PROMOTIONS TO ATTRACT CONSUMERS



- Selling a chartered plane product departing to Southeast Asian countries targeting holiday season.
- Opened website promotion for Hawaii, providing accommodation voucher for those who make a reservation for the Hawaii travel product until October.



- Planning to host an amateur golf game at Danang bana hill golf club in September, trying to strengthen its competitiveness in golf package product.
- Resumed group package tour to Japan after the recent quarantine lift announcement of Japan.



- Launched private honeymoon promotion to Bali with high-quality services.
- Selling a chartered plane product departing to Japan (Osaka, Kyusyu) in line with the rapidly increasing demand and interest towards Japan.



# KOREA MARKET INTELLIGENCE

## 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	KE113	DAILY	09:45	15:15	8,432
Jeju Air	7C3102	DAILY	09:00	14:30	5,481
	7C3104	WED/THU/SAT/SUN	10:40	16:05	3,213
Jin Air	LJ641	DAILY	09:40	15:05	7,287
T'way	TW301	DAILY	09:15	14:30	5,859
Air Seoul	RS103	DAILY	09:00	14:20	6,045
	RS105	2/w	08:40	14:40	1,755
<b>TOTAL</b>					<b>38,072</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,620
Jin Air	LJ773	3/w ~ 4/w	08:00	13:00	4,347
<b>TOTAL</b>					<b>5,967</b>



**TOTAL OUTBOUND SEAT CAPACITY: 44,039 SEATS**

# KOREA MARKET INTELLIGENCE

## 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	KE113	DAILY	09:45	15:15	8,160
Jeju Air	7C3102	DAILY	09:00	14:30	5,670
	7C3104	WED/THU/SAT/SUN	10:40	16:05	3,213
Jin Air	LJ641	DAILY	09:40	15:05	5,670
T'way	TW301	WED/THU/SAT/SUN	09:15	14:30	3,591
Air Seoul	RS103	WED/THU/SAT/SUN	09:10	14:20	3,510
<b>TOTAL</b>					<b>29,814</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,440
Jin Air	LJ773	2/w ~ 3/w	08:00	13:00	1,890
<b>TOTAL</b>					<b>3,330</b>



**TOTAL OUTBOUND SEAT CAPACITY: 33,144 SEATS**

# KOREA MARKET INTELLIGENCE

## 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	KE113 -> KE421 ( October 30 ~)	DAILY	09:15	14:35	8,432
Jeju Air	KE111 -> KE423 ( October 30 ~)	WED/THU/SAT/SUN	19:35	00:50 +1	538
	7C3102	DAILY	09:00	14:30	5,859
Jin Air	7C3104	WED/THU/SAT/SUN	10:40	16:05	3,213
T'way	LJ641	DAILY	09:40	15:05	5,859
Air Seoul	TW301	WED/THU/SAT/SUN	09:15	14:30	3,402
<b>TOTAL</b>					<b>30,813</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,980
Jin Air	LJ773	2/w ~ 3/w	08:00	13:00	3,213
<b>TOTAL</b>					<b>5,193</b>



**TOTAL OUTBOUND SEAT CAPACITY: 36,006 SEATS**

# KOREA MARKETING ACTIVITIES

## SNS WEEKLY ACTIVITY: JULY 25 - JULY 29

#GuamAgain | GUAM TRAVEL PREPARATION A to Z



blog | 관정부관광청 한국사무소

관 여행 정보

[관OX퀴즈 이벤트] 퀴즈를 맞춰 보자! 🎉 (Feat. 관 여행 준비 A to Z)

관정부관광청 2022. 7. 25. 17:09

Hafa Adai~

돌발 OX 퀴즈!

해외여행지로 최고인 여행지는 바로 괌이다~? 정답은 바로 "O"! 🤔

이제는 정말 여름 휴가를 떠나야 할 때인데요! 그래서 관정부관광청이 인스타그램 이벤트를 준비하였습니다

visitguam\_kr

1,453 게시물 2.7만 팔로워 1,996 팔로잉

관정부관광청 한국사무소 Hafa Adai! 관정부관광청 한국사무소 공식 인스타그램에 오신 것을 환영합니다. 더 다양한 소식은 아래 링크를 통해 만나보세요 ▶ linktr.ee/visitguam.kr

프로필 편집 광고 도구

인사이드 Shop 추가 전화하기

사칭계정... #GuamAgain 샵 글 e-패스... 새로 만들기

관 정부 관광청 한국사무소 3일 전

[관OX퀴즈 이벤트] 퀴즈를 맞춰보자! 🎉 (Feat. 관 여행 준비 A to Z) Hafa Adai~

이번 여름 해외여행지로 각광받고 있는 괌! ▶ 코로나로 인해 관 여행에 앞서 준비해야 할 사항들이 달라지고 있는만큼, 많이 문의 주시는 사항들에 대해 설명해 드리도록 하겠습니다.

관여행 A to Z! 🎉 그리고 관 항공권을 얻을 수 있는 이벤트 까지! 🤔

아래에서 바로 확인해 볼까요~?

<https://blog.naver.com/gvbkorea/222828171582>

관 OX퀴즈 이벤트

Q. 관 입국 시 코로나 음성확인서가 필요하?

O X

관정부관광청 인스타그램 @visitguam.kr 팔로우 하고 OX 퀴즈 답변을 댓글로 남겨주세요! \*필수 해시태그 #관OX퀴즈 #GuamAgain

관정부관광청 한국사무소

커피는 관관광청이 쓸게 좋아요는 누가할래?

2022.7.25. - 2022.8.1. (일)

관정부관광청 한국사무소

관 OX퀴즈 이벤트

관정부관광청 한국사무소

관정부관광청 한국사무소

관정부관광청 한국사무소

관정부관광청 한국사무소

관정부관광청 한국사무소

# KOREA MARKETING ACTIVITIES

## GVB KOREA - August Content Calendar

**\*Key Message: #GuamAgain Campaigns**

Channels:
Instagram Story / Video
Naver Blog/ Facebook/Kakao
Instagram Feed Daily Uploads
SNS EVENT
Offline Event Notice

		August 1	August 2	August 3	August 4	August 5	August 6	
		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week 1		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Tips for Family Trip	#GuamAgain Family Trip	#FromGuam UGC	#GuamAgain Family Trip	#GuamAgain IG Reels		
		August 7	August 8	August 9	August 10	August 11	August 12	August 13
		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week 2		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Guam Hotel Highlights	#Guam Again Hidden Gems	#FromGuam UGC	#GuamAgain Hidden Gems	#GuamAgain IG Reels		
		August 14	August 15	August 16	August 17	August 18	August 19	August 20
		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week 3		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Restaurants to visit during family trips	#FromGuam Hotel Instaspot	#FromGuam UGC	#FromGuam Hotel Instaspot	#GuamAgain IG Reels		
		August 21	August 22	August 23	August 24	August 25	August 26	August 27
		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week 4		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Event	#GuamAgain Marine Activities	#FromGuam UGC	#GuamAgain Marine Activities	#GuamAgain IG Reels		
		August 28	August 29	August 30	August 31			
		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week 5		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Guam Hotel Pools	#FromGuam UGC	#FromGuam UGC				

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

# TAIWAN

## REVISION OF BORDER RULES DEPENDS ON VACCINATION RATE AMONG KIDS: CECC

Taiwan will consider lifting more of its border restrictions when at least 50 percent of young children in the country have received a first dose of a COVID-19 vaccine, the Central Epidemic Command Center (CECC) said Tuesday.

The statement was a follow-up to CECC head Victor Wang's comments the previous day, when he said that further lifting of border rules would depend on the vaccination rate among young children.

Wang declined, however, to say whether the CECC had a target rate in mind, as vaccination of children under 5 years old had only recently started.

When reporters raised the question again Tuesday, CECC spokesperson Chuang Jen-hsiang said the center would consider easing the border regulations further when at least 50 percent of young children have received a first dose of a COVID-19 vaccine.



## TAIWAN CANCELS MANDATORY COVID INSURANCE FOR INCOMING MIGRANT WORKERS

Migrant workers arriving in Taiwan will no longer have to be covered by a COVID-19 health insurance plan before they can be allowed to enter the country, the Ministry of Labor (MOL) announced Tuesday.

The move, which begins Tuesday, is because since the revision of related COVID-19 rules in April, migrant workers now entering Taiwan have to be fully vaccinated and only a small number of positive cases have occurred after entry, of which all have been mild or asymptomatic, the MOL explained in a statement.

As migrant workers who test positive after entering Taiwan are also quarantined in enhanced centralized quarantine centers or anti-epidemic hotels, it is no longer necessary to compel employers to purchase COVID-19 insurance plans, the MOL said.

Abolishing the mandatory COVID-19 health insurance rule also eases the burden on employers and simplifies procedures, the MOL said, adding that the move has already been approved by the Central Epidemic Command Center.



Confirmed  
COVID-19

CASES:  
4.65M

ACTIVE:  
9.93%

AS OF AUG 4, 2022

## JAPANESE TOUR OPERATORS TO VISIT TAIWAN, AMID BORDER REOPENING SIGNS

A group of 25 Japanese tour operators are set to arrive in Taiwan on July 31 for a four-day tour, as the country prepares to reopen its borders amid hopeful signs that the COVID-19 pandemic is easing, sources said Saturday.

Meanwhile, the visitors will also take a ride on a sightseeing restaurant bus around Taipei, including a visit to Sun Yat-sen Memorial Hall, where the Taiwan Lantern Festival will be held next year, while also meeting with local tour operators and officials from the MOTC's Tourism Bureau, the sources said.

Sources told CNA that the group will be exempted from the current "3+4" quarantine rules that require arrivals to spend three days in quarantine followed by four days of self-monitoring during which they have to avoid social gatherings.

In addition, the sources said plans to invite tour operators from other countries for similar tours are underway, as part of the government's preparations to open up Taiwan to international tourists.

## TAIWAN'S MOVEMENT TOWARD '0+7' PLAN ON TRACK: CECC

CECC said its movement towards the eased quarantine plan is unchanged, despite reports of new local cases of the BA.5 subvariant of Omicron. During a press conference that afternoon, a member of the media asked CECC Spokesperson Chuang Jen-hsiang given the report of two new local BA.5 cases that day, and whether it would be possible to implement the "0 + 7" scheme by late July or August. Chuang said the direction toward loosening the border control policy remains unchanged.



Chuang said that border restrictions will be reviewed on an ongoing basis as the outbreak evolves. Regarding the adjustment from the "3 + 4" quarantine policy to a "0 + 7" formula, Chuang said the implementation will depend on the pandemic situation.

## PEOPLE TRAVELING OVERSEAS FOR WORK CAN GET SECOND BOOSTER: CECC

Beginning July 22, people aged 18 and above who intend to travel abroad for work will be eligible to receive a second booster COVID-19 vaccine shot, the Central Epidemic Command Center (CECC) said. Those who wish to get vaccinated will need to bring their National Health Insurance (NHI) card, vaccination record card, proof of their flight, and either an invitation from an overseas organization, a permit issued by a government authority, or an approval letter from the individual's place of work, to the vaccination site. The expansion applies to those traveling abroad for work, such as for foreign affairs, government, or business purposes. The CECC will consider whether to further expand eligibility to those traveling overseas for study.



## PEOPLE ON RECREATIONAL WALKS CAN GO MASK-FREE: CECC

The Central Epidemic Command Center (CECC) said again Wednesday that people are no longer required to wear a mask when walking for recreation, as long as they can maintain social distancing with passersby.

The statement was a follow-up to CECC head Victor Wang's response to reporters' questions on the issue the previous day, when he said that strolling was a form of exercise.

At the CECC press briefing on Wednesday, Wang expanded on the new policy, saying that it applied to recreational walks, and the main point was whether social distancing could be maintained.

For instance, he said, people walking in a riverside park do not need to wear a mask, but those strolling through a shopping mall complex should be masked because it is hard to maintain social distancing in that kind of setting.

The term "exercise" is hard to define, which is why social distancing is the main deciding factor for mask-wearing, both indoors and outdoors, Wang said.



## TAIWAN TO ALLOW ENTRY OF 6 GROUPS OF FOREIGN NATIONALS

Six categories of foreign nationals, including interns and volunteers, will be allowed to enter Taiwan, starting next week, but the mandatory three-day quarantine for all arriving travelers will remain in place, government officials said Tuesday.

With effect from July 25, foreign volunteers, missionaries and interns, as well as people visiting Taiwan for language or religious seminars, international exchanges, and working holidays, will be allowed entry, said Chou Chung-hsiung, deputy director-general of the Bureau of Consular Affairs (BOCA).

Foreign nationals in those six categories who wish to visit Taiwan, however, must first apply at a Taiwan representative office abroad for a special entry permit, Chou said.

Taiwan's partial reopening to foreign visitors will not extend to people from China, Hong Kong, or Macau, he said.





## Taiwan Centers for Disease Control 衛生福利部疾病管制署

On July 7, CECC announced that it will increase the total number of arrivals allowed entry every week to **40,000** beginning today and that, effective from 00:00 on July 14 (incoming flight's scheduled arrival time in Taiwan), **R.O.C. nationals, Alien Resident Certificate holders, and transit passengers will be exempt from providing a result of a PCR test taken within two days of flight schedule time.**

However, those who test positive for COVID-19 abroad must wait over seven days from the specimen collection date to take a flight to Taiwan in order to maintain safety on the flight and epidemic prevention efforts in the community.



On June 11, the Central Epidemic Command Center (CECC) announced that it will loosen the border restrictions listed below, effective from 00:00 on June 15, 2022 (incoming flight's scheduled arrival time in Taiwan), provided that control of the number of arrivals will be imposed.

- The day of arrival counts as Day 0; a **three-day home quarantine and four-day self-initiated epidemic prevention following the end of quarantine will be required.** The previous seven-day self-health management will be terminated.
- Epidemic prevention rules to follow during the self-initiated epidemic prevention period
- An arrival should observe the rule of one person per residence in his or her quarantine location or stay in a quarantine hotel; in principle, the arrival should undergo the three-day quarantine and four-day self-initiated epidemic prevention in the same location.

Testing measures:

- PCR testing: **deep-throat saliva samples will be collected from arrivals for PCR testing at the airport/port of entry on the day of arrival (Day 0).**
- At-home rapid tests: two rapid test kits will be given to arrivals aged 2 and older by workers at international airports/ports upon arrival; arrivals can use the test kits when symptoms occur during quarantine and before they go out for the first time during the self-initiated epidemic prevention period.

## RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

### Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting July 14, 2022 Taipei Time)

Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement
R.O.C. (Taiwan) National	Departure from any international port	Yes	<ol style="list-style-type: none"> <li>Travelers are exempted from providing a result of a PCR test taken within 2 days of flight schedule time. However, those who test positive for COVID-19 abroad must wait over 7 days from the specimen collection date to take a flight to Taiwan.</li> <li>entry quarantine measures <sup>*note1</sup></li> </ol>

Traveler Type	Credentials <small>* ARC means R.O.C. (Taiwan) Resident Certificate</small>	Eligible to Enter Taiwan?	Requirement
Foreign National	Holder of ARC (Resident visa not included)	Yes	<ol style="list-style-type: none"> <li>Travelers are exempted from providing a result of a PCR test taken within 2 days of flight schedule time. However, those who test positive for COVID-19 abroad must wait over 7 days from the specimen collection date to take a flight to Taiwan.</li> <li>entry quarantine measures <sup>*note1</sup></li> <li>For migrant workers : a COVID-19 RT-PCR negative test report issued within 2 days prior to departure time <sup>*note2</sup></li> </ol>
	Non-ARC holder	Yes	<ol style="list-style-type: none"> <li>a COVID-19 RT-PCR negative test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date )</li> <li>entry quarantine measures <sup>*note1</sup></li> <li>a special entry permit (visitor visa) issued by R.O.C. (Taiwan) overseas missions</li> </ol>
	All others	No	

**Note:** 1. The day of arrival counts as Day 0. All travelers are required to undergo a 3-day home quarantine and 4-day self-initiated epidemic prevention following the end of quarantine. All travelers are required to arrange their location of quarantine prior to arrival and follow other regulations and instructions by Taiwan Centers of Disease Control.  
 2. Personnel on diplomatic /government officials, migrant workers, students, should follow instructions by Ministry of Foreign Affairs, Ministry of Labor, and Ministry of Education.  
 3. ARC holder as migrant worker, student will not be applicable.

Travelers should use their mobile phone to log in the Quarantine System for Entry and to fill out the health declaration form prior to their departure. (<https://hdhq.mohw.gov.tw/>) Show confirmation message to quarantine staff. The confirmation message is required for entering Taiwan.



Quarantine System for Entry



July 14, 2022  
National Immigration Agency  
Ministry of the Interior

## AIRLINE UPDATE Current Routes



### CHINA AIRLINES

- Routes scheduled for July-September

### EVA AIR

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

### STARLUX AIRLINES

**There will be a charter flight to Guam on 8/15-19.**

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

# TAIWAN MARKETING ACTIVITIES

## THE 2ND PREPARATORY MEETING OF THE 11TH AMERICAN BUSINESS DAY

- Date: July 27
- This meeting discussed the event more specifically, and also learned more about the details of the event agenda.



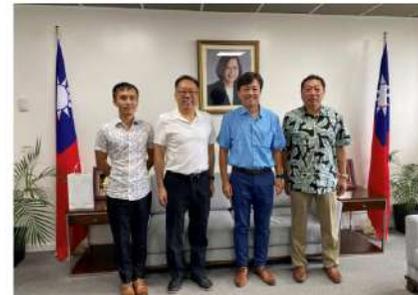
## NR MONITOR

For the past week (Jul 23-Jul 29), a total of 3 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 14
- Social Media: 0

### 關島僑務諮詢委員吳宏聲、關島中華總會會長吳宗聲僑務顧問拜會陳盈連

2022-07-29 駐關島台北經濟文化辦事處提供



### 駐關島辦事處總領事歡迎陳亮光及許怡貞教授抵達 交流「台灣優華語計畫」

2022-07-22 駐關島台北經濟文化辦事處提供



### 陳盈連應邀出席關島「太平洋順利集團」50週年感謝狀頒贈典禮

2022-07-26 駐關島台北經濟文化辦事處提供



# TAIWAN MARKETING ACTIVITIES

## MEETING WITH JAG TECHNOLOGY CHAIRMAN AND GENERAL MANAGER

- Date: July 19
- The Chairman and General Manager of JAG Technology visited GTO to discuss the schedule of the follow-up visit to Guam regarding the donation of medical software to Guam Memorial Hospital.



## AIT RECEPTION TO CELEBRATE THE 246TH AMERICAN INDEPENDENCE DAY

- Date: July 21
- GTO was invited by AIT to participate in the Independence Day event and maintained the relationship with AIT, North America Division and ASOA members.
- Ministers of Economy, former CECC ministers and other officials attended the event, with more than 300 guests



# PHILIPPINES

President in first SONA vows to improve tourism road infrastructure and build more int'l air hubs, recognises importance of tourism to economy.



Source: Cases - John Hopkins University (2022-07-31). Retrieved from OurWorldInData.org



## NCR POSITIVITY RATE INCREASES TO 14.5%

The positivity rate or the number of individuals who tested positive for Covid-19 in the National Capital Region (NCR) slightly increased from 14.3 percent on July 23 to 14.5 five days later. OCTA Research Group fellow Dr. Guido David said NCR's average daily attack rate is 7.80 cases per 100,000 population while its reproduction number is at 1.28.

The health care utilization rate is at 36.9 percent, with 2,180 beds occupied. Overall, the country has logged 1,997 cases of the BA.5 subvariant, 71 of BA.4, and 154 of BA.2.12.1.

## TIME TO CLOSE CHAPTER ON LOCKDOWNS

The private and public sectors will continue to ensure there will be no more pandemic-related lockdowns, Go Negosyo founder Jose Ma. "Joey" Concepcion 3rd said. "Let's correct the gaps and move forward," Concepcion said in a statement.

He said the biggest gap involves the leadership of the Department of Health which needs "one person to make the call" and who would "have visibility on the inventory of vaccines so that the flow of supply and demand can be efficiently regulated." Concepcion believes that a lot of the confusion over the government's Covid response happened because consensus-building took precedence over urgency.

"Having multiple committees contribute to the effort and trying to get consensus among experts is fine, but in a state of public health emergency, one person must make the call. The COVID pandemic was not business as usual. Time was not on our side," he said.



## AIRLINES WELCOME MARCOS PLAN TO BUILD MORE INTERNATIONAL AIRPORTS



Local carriers welcomed President Ferdinand "Bongbong" Marcos Jr.'s plan to upgrade the airports and build more international airports in the country. In his first State of the Nation Address, Marcos said doing so would improve connectivity to strategic locations. Further, this would help decongest the bottleneck in the country's main gateway, the Ninoy Aquino International Airport.

"That's good news for airlines! We look forward to better airports because that will make travel more convenient and enjoyable for passengers," Cebu Pacific (CEB) spokesperson Carmina Romero told the Philippine News Agency.

In a statement, Philippine Airlines chief operations officer Stanley Ng agreed with Marcos that the construction of new international airports will help boost tourism targets, and generate economic growth that will create employment opportunities in the aviation and tourism industries. "New access roads will help these economic benefits to flow into local communities. As industry stakeholders, we welcome and support these plans announced by President Marcos in his SONA," he said.

Budget airline AirAsia Philippines said it supports the administration's vision for better, reliable, and safe air transport through infrastructural development, particularly the improvement of the existing airports and the establishment of new ones. "The Marcos administration can expect AirAsia to support its vision by adhering to the highest standards of safety in all of its flights; and facilitate fleet and route expansion to cater to the growing demand of passenger and cargo traffic in the different provinces," he added.

## U.S. EMBASSY IN THE PHILIPPINES



As of June 12 at 12:01 a.m. EDT, the CDC rescinded its Order requiring all airline or other aircraft passengers to show a negative COVID-19 test result or documentation of recovery from COVID-19 to board any aircraft destined to the United States from a foreign country. **Of note, CDC's Order requiring proof of vaccination for non-U.S. citizen nonimmigrants to travel to the United States is still in effect. For more information see [Requirement for Proof of COVID-19 Vaccination for Air Passengers](#).**

All non-immigrant, non-U.S. citizen air travelers to the United States are required to be fully vaccinated and to provide proof of vaccination status prior to boarding an airplane to the United States. This requirement does not apply to U.S. citizens, U.S. nationals, U.S. lawful permanent residents (Green Card holders), or immigrants.

The CDC will consider exceptions to COVID-19-related vaccination on an extremely limited basis. **[See our website for more information on how to apply for an exception through the U.S. Embassy in Manila.](#)** Please see the [CDC website](#) for information about exceptions to, exemptions from, and other details of the COVID-19-related vaccination.

# PHILIPPINES MARKET INTELLIGENCE

## TRAVEL REQUIREMENTS OVERVIEW

### Advisory

- For public safety and in compliance with Philippine Laws (IATF resolution 88, 150 and RA No. 11332), all individuals travelling to USA from Philippines and vice versa will still be required to wear a mask throughout the flight and when inside the Philippine terminal.
- Please note that for US flights, the new Transportation Security Agency (TSA) lifting the Centers for Disease Control and Prevention (CDC) mask mandate still recognizes other jurisdictions' mask requirements. The CDC likewise recommends the wearing of face masks in indoor public transportation such as during flights.
- Violation of the Philippine government's mandate shall be punishable by a fine of not less than Ph20,000.00 but not more than Php50,000.00, and/or imprisonment of not less than one (1) month and not more than six (6) months. Foreign nationals found to be in violation shall be subject to deportation proceedings after service of sentence

### Allowed Travelers

- Fully vaccinated and Unvaccinated US Citizens, US Nationals, Lawful Permanent Residents, and Immigrants
- Fully Vaccinated non-US Citizen and non-US Immigrant
- Exempted Unvaccinated Non-US Citizen and non-US Immigrant

*\*Unvaccinated Non-US Citizen and non-US Immigrant are not allowed entry into the United States unless exempted.*

## Advisory



PAL FLIGHTS FOR JUNE AND BEYOND  
Advisory No. 261  
as of 01 August 2022 4:00 PM

Manila-Guam-Manila

- Daily

## GUAM

For as low as USD 270\* for  
Roundtrip on Economy



UNITED  
A STAR ALLIANCE MEMBER

## ADVISORY

Manila-Guam-Manila

- Daily

Book your flight as early as now to secure seats!  
United flies daily with rates starting from USD 270!\*

# PHILIPPINES MARKETING ACTIVITIES

## MARKETING ACTIVITY: SOCIAL MEDIA

**Page Insights**

Jul 25 - Jul 31 Last 7 days

<b>Post Reach</b> 548k ▲ 39.3k	<b>Post Engagements</b> 81.2k ▲ 6.3k	<b>New Page Likes</b> 90 ▼ 4
--------------------------------------	--	------------------------------------

**Posts** SEE MORE

2 posts published in the last 7 days.

**MOST ENGAGING POSTS**

	Our beaches are mer-mazing! ... July 28	Reach: 1.2K Engagements: 37
	Though St. Joseph Catholic Church h... August 1	Reach: 207 Engagements: 5

**Insights**

Last 7 Days Jul 25 - Jul 31

**Insights Overview**

You gained 1 more follower compared to Jul 18 - Jul 24.

Accounts reached	792	-55.4%
Accounts engaged	87	-48.6%
Total followers	4,835	0%

**Content You Shared**

2 Posts

**Visit Guam (PH)**  
5d · 🌐

Our beaches are mer-mazing!

#ReadySetGuam #VisitGuam #MakeWaves

1,162 people reached

Like Comment Share

Boost Post

**Visit Guam (PH)**  
Jul 21 · 🌐

Make plans to visit Guam, America in Asia 🇺🇸 - a "vacay" only 3.5 hours away. Take advantage of any of these packages from our travel partners.

#ReadySetGuam #VisitGuam #AmericaInAsia

**Visit Guam (PH)**

#ReadySetGuam #VisitGuam #AmericaInAsia

364,009 people reached

9,595 Organic reach	357,150 Paid reach	60,592 Post clicks
---------------------	--------------------	--------------------

4.7K

Opens in Messenger SEND MESSAGE

Like Comment Share

Boost Post