



#InstaGuam
@bambinoguam

*Happy
Holidays*

INDUSTRY RECOVERY REPORT

DECEMBER 12, 2022



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DESTINATION UPDATES

#INSTAGUAM RETURNS

#InstaGuam
Holiday Edition

Win \$150 Cash Weekly Contest

Featuring a different theme each week

Submit your best photos and videos at
visitguam.com/instaguam

The graphic features eight Polaroid-style photo thumbnails arranged in two rows of four. The top row includes: a sunset over water, a tropical coastline, a tree on a rock in the ocean, and a globe with 'GUAM' written on it. The bottom row includes: a waterfall, fireworks, a person in a boat on the water, and the Guam logo on a yellow background.

- \$150 cash each week with the return of the #InstaGuam photo and video contest.
- Weekly themes for six weeks.



*Congratulations to Agnes Gwekoh for sharing her love for Guam!
She won \$150!*

RED GUAHAN SHUTTLE

RED GUAHAN SHUTTLE SERVICE DURING HOLIDAY SEASON

See news update...



LAM TOURS & TRANSPORTATION
LAM

NEWS

11/09/2022

Red Guahan Shuttle service during Holiday season

To whom it may concern

The Red Guahan Shuttle service for Thanksgiving Day 11/24(Thu), and Christmas Day 12/25 (Sun), and New Year's Eve 12/31(Sat) 2022. is as follows;

11/24 and 12/25

➤ Tumon Shuttle

MM, GPO, and Tumon Sands Plaza will not stop due to the closure. However, shuttles between the hotels will operate according to the Timetable.

➤ Two Lovers Point Shuttle

Shuttles are based on a timetable, but do not stop at MM

12/31

MM and GPO will be early closed. (MM19:00, GPO18:00)

➤ Tumon Shuttle

The bus runs according to the Timetable, but it does not stop at MM and GPO after closing.

➤ Two Lovers Point Shuttle

Shuttles will operate according to the Timetable.

*If you have any question, please call feel free to contact us.
Thank you for continuous support and cooperation.*



HOLIDAY PROMOTIONAL OFFER

GVB MEMBERS:

Guam Visitors Bureau (GVB) would like to assist your business with promoting your holiday deals, discounts, or special offers to local residents, military personnel, and visitors from our different source markets.

Your promotional offer will be shared through our GVB consumer website and with our overseas offices for further exposure.

▶ **To provide an offer, please click [here](#)**

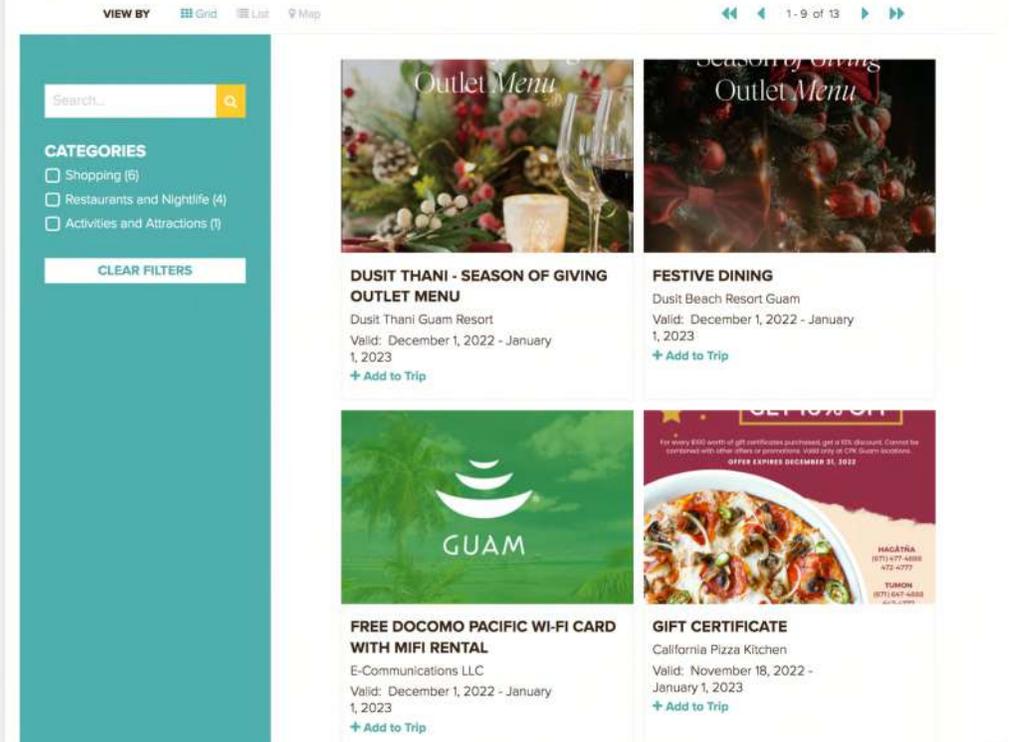
CLICK LINK BELOW

<https://www.visitguam.com/things-to-do/local-military-specials/>

Who doesn't love a good discount or special?

If you're a local or military resident, you're eligible for all these great deals on food, attractions, tours, hotel stays, and more! It's the perfect excuse and time for a staycation on our island paradise. Grab your friends and family and plan that get-together you keep postponing or take your significant other on a much-needed date night. Spend some quality time with your loved ones at the best places on-island at a discounted rate!

Please check this page often and take advantage of these specials! We're always updating the latest and greatest deals that Guam has to offer.



The screenshot shows a webpage with a teal sidebar on the left containing a search bar and a 'CATEGORIES' section with checkboxes for Shopping (6), Restaurants and Nightlife (4), and Activities and Attractions (1). The main content area features four promotional cards:

- DUSIT THANI - SEASON OF GIVING OUTLET MENU**: Dusit Thani Guam Resort, Valid: December 1, 2022 - January 1, 2023. Includes an 'Add to Trip' button.
- FESTIVE DINING**: Dusit Beach Resort Guam, Valid: December 1, 2022 - January 1, 2023. Includes an 'Add to Trip' button.
- FREE DOCOMO PACIFIC WI-FI CARD WITH MIFI RENTAL**: E-Communications LLC, Valid: December 1, 2022 - January 1, 2023. Includes an 'Add to Trip' button.
- GIFT CERTIFICATE**: California Pizza Kitchen, Valid: November 18, 2022 - January 1, 2023. Includes an 'Add to Trip' button.

GUAM ELECTRONIC FORM (EDF)

is a mandatory digital form that all arriving passengers will need to complete before entering our beautiful island. The form will be accessible up to 72 hours prior to your arrival.



1. Access and complete the form
2. Save your unique QR code
3. Present and scan it with a customs officer





Happy Holidays

#InstaGuam
@slewdog_hunts

MARKET INTELLIGENCE REPORT

As of December 12 and may be subject to change.



TRAVEL PROTOCOLS

JAPAN

NO QUARANTINE

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

REQUIREMENTS

- If you have been vaccinated three (3) times of Covid-19 vaccine, you will be exempted from submitting a negative certificate when returning to Japan.
- If NOT, negative result of COVID-19 test conducted within 72 hours prior to departure (RT-PCR, LAMP, TMA, TRC, Smart Amp, NEAR, Next Generation Sequence, CLEIA/ECLIA).
- Submit a written pledge that you will follow the Japanese authorities requirements and fill out questionnaires.
- Install mobile application (MySOS, Google Maps, COCOA; travel insurance for COVID-19 related issues recommended).

Information Source:

https://www.mofa.go.jp/ca/fna/page4e_001053.html

https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/0000121431_00209.html

ENTRY PROTOCOL EFFECTIVE FROM OCTOBER 11, 2022

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

Information source: https://www.japantimes.co.jp/news/2022/09/23/national/kishida-japan-border-opening/?utm_medium=Social&utm_source=LinkedIn#Echobox=1663859338-1

SOUTH KOREA

NO QUARANTINE

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

REQUIREMENTS

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

TRAVEL PROTOCOLS BY MARKET

TAIWAN

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

Effective on October 13 (incoming flight's scheduled arrival time), arriving travelers will no longer be required to quarantine and will instead undergo a seven-day period of self-initiated prevention after arrival. Related border restrictions will also be lifted starting October 13

Effective November 7, Taiwan has eased more of its Covid-19 policies, including some vaccine and rapid test requirements. What has changed:

1. Quarantine protocols for Covid-19 patients
2. Close contacts of Covid-19 patients
3. Cancellation of three-shot vaccine mandate for certain venues, activities
4. No mandatory temperature checks at (most) public venues
5. Eased border restrictions for Chinese students, Hong Kong, Macau residents

Please refer <https://focustaiwan.tw/society/202211070004> for details.

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

FACILITY-BASED QUARANTINE

- Unvaccinated, partially vaccinated, and passengers whose vaccination status cannot be verified shall be required to complete a facility-based quarantine at the first port of entry into the Philippines, regardless the onward domestic destination.

REQUIREMENTS

- Pursuant to the Philippine Government's efforts to streamline its entry procedures and data collection processes, the eTravel platform, an online registration system for travelers to the Philippines and returning residents, was launched 2 Dec. All arriving passengers need to register at <https://etravel.gov.ph/>.
- 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-19 test.
- Filipinos and foreign nationals 15 years old or older shall present a remotely supervised, or a laboratory-based rapid antigen negative test result administered and certified by a healthcare professional in a healthcare facility, laboratory, clinic, pharmacy, and other similar establishment taken within twenty-four (24) hours, prior to the date and time of departure from country of origin/first port of embarkation in a continuous travel to the Philippines.

MARKETS AT-A-GLANCE

JAPAN

- Number of infected patients has been on the rise since October; number is expected to level off in December and beyond
- No prospect for a rapid increase in the number of vaccinations in the future; situation has reached a plateau
- Flight operation is as follow: 
 - United: UA197 daily operation 
 - UA827 (except Wed), UA150 (between 10/30-12/14 Wed, Sun), UA874 (suspended between 10/30-12/14), UA136 (Mon, Fri) and UA166 (Thurs, Sun) are available; UA172 suspended until Jan 31; UA178 until Jan 31
 - JAL: suspended from Oct 1
 - Tway: TW311 suspended until Jan 31
7C1182 available from Dec 22-Mar 31
 - JEJU: suspended until Jan 31
- Shown in appendix are: outbound statistics of major competitors; TikTok 100 FAM Visit summary; news pickup; SNS performance summary & highlights; content calendar; GLAM digital PR; media performance; and Weekly Guam

PHILIPPINES

- COVID positivity rates in NCR, other provinces up - OCTA
- Marcos Departs for Belgium, expects a productive trip
- The e-Travel registration is the new online portal, a mandatory requirement upon entry to the Philippines
- Philippine Airlines and United Airlines fly daily in December; PAL flights to and from Guam will be through Terminal 1 
- Social media monitoring shown in appendix

SOUTH KOREA

- South Korea's COVID-19 cases remained over 20,000 as of Monday, however showed a decrease in 6 days in a row raising expectations for the downward trend to continue
- Incheon Airport flights to surpass pre-pandemic level by next year
- Korean Air-Asiana merger one step closer to UK approval
-  December through February airline outbound seat capacity details shown in appendix: Dec 47,789; Jan 45,587; and Feb 39,368
- Shown in appendix are: media monitoring; SNS weekly activity and content calendar

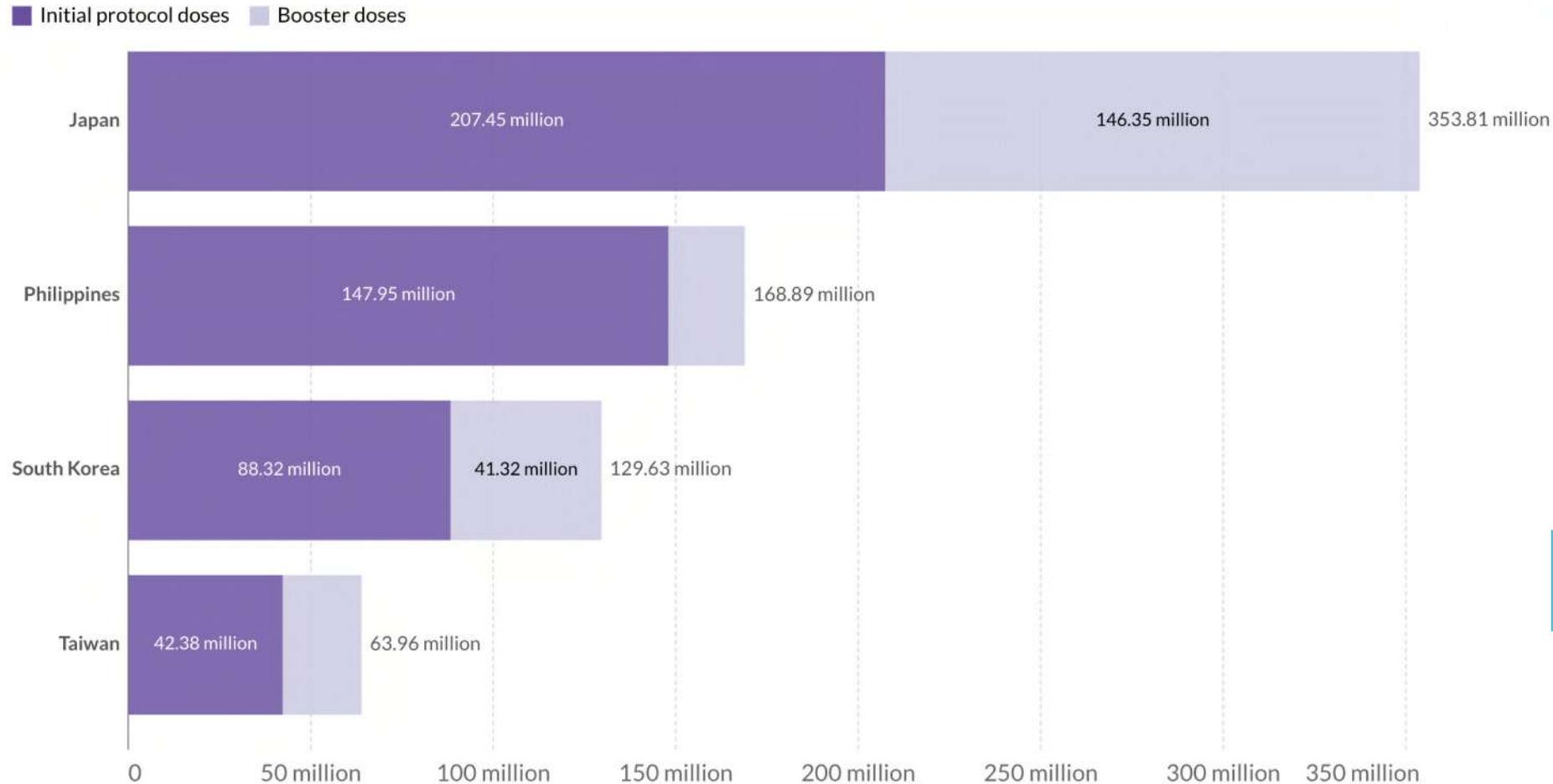
TAIWAN

- CECC revises upcoming Dec 10 hospital visitation limitations
- Taiwan aims for 6M tourists next year
- Taiwan to stop paying COVID medical fees for certain foreign nationals
- Delegation of Australian MPs to visit Taiwan
- Shown in appendix are: restrictions for entering Taiwan, CECC updates, NR monitoring, and social media calendar
- Current airline routes for other destinations; airline updates in appendix
- GTO attended ASOA x MOFA appreciation party on Dec 8 and the Taiwan Visitors Association 66th Anniversary party on Dec 9

MARKETS AT-A-GLANCE

COVID-19 vaccine initial doses and boosters administered, Dec 5, 2022

Total number of doses administered, broken down by whether they are part of the initial protocol or booster doses.



Source: Official data collated by Our World in Data

Our World in Data

GUAM

140,679 Fully Vaccinated

COVID-19 CASES

■ Active ■ In-Active

BOOSTER

■ Have yet to receive ■ Received booster

CC BY

APPENDIX

As of December 12, 2022 and
may be subject to change.



*Happy
Holidays*

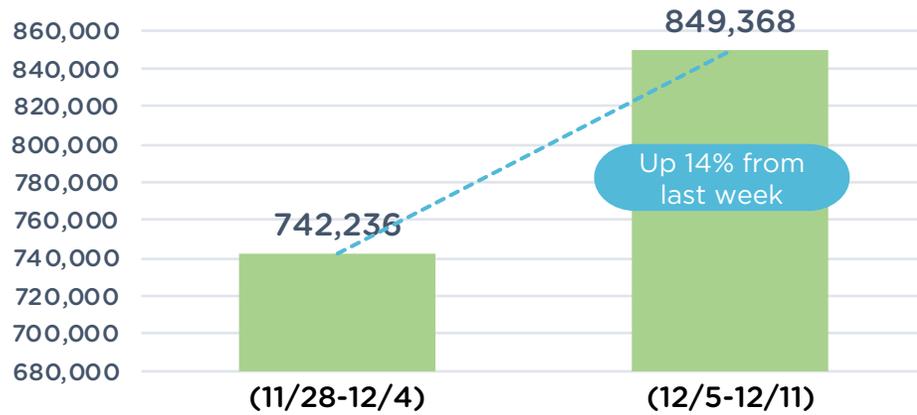
#InstaGuam
@camillionaire23



JAPAN

JAPAN COVID-19 NEWS

Nationwide



HIGHLIGHTS

- The number of infected patients has been on the rise since October. However, the number is expected to level off in December and beyond.
- The total number of infected persons per week is approximately 850,000, and the number of infected persons per 100,000 population is 445 in Japan as a whole and 418 in Tokyo.

The number of infected people per 100,000 population:

NATIONWIDE

627

TOKYO

631

Total for last 7 days

Confirmed COVID-19

CASES: 26.1M

ACTIVE: 19.87%

AS OF DEC 12, 2022



Area / New cases	Nov-Dec 28-4	Dec 5-11	Changes (#) vs LW	Changes (%) vs LW
Tokyo	82,198	90,216	8,018	110%
Osaka	36,652	44,867	8,215	122%
Aichi	47,295	52,622	5,327	111%
Fukuoka	21,066	31,335	10,269	149%
Nationwide	742,236	849,368	107,132	114%



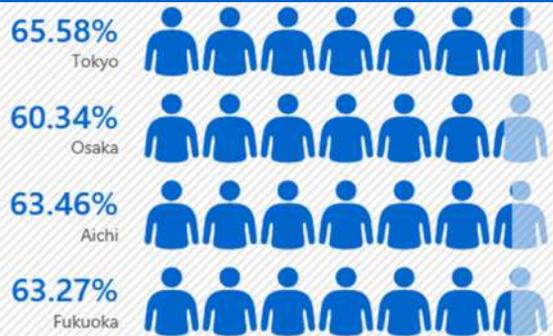
Chinese people living in Japan stage a rally in Tokyo's Shinjuku area on Nov. 30, 2022, to protest against the Chinese government amid its strict zero-COVID policy. | Kyodo News

JAPAN COVID-19 NEWS

HIGHLIGHTS

- The progress rate for tertiary immunizations is 67.0%, with no significant progress being made.
- There is no prospect for a rapid increase in the number of vaccinations in the future, and the situation has reached a plateau.
- The government has begun to consider treating COVID-19 as the same as influenza in the future and making vaccination fee-based and optional.

NATIONWIDE 3RD SHOT



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

as of 12 Dec 2022

VACCINATION UPDATE (12/9)

Total number of
vaccination:
356,261,640

1st & 2nd doses
administered:
104,454,624
(81.4%)
103,023,910
(80.4%)

Nationwide 3rd shot:
84,592,445
(67.2%)

Nationwide 4th shot :
50,677,599

ENTRY PROTOCOLS

HIGHLIGHTS

- As of June 12, the submission of a negative PCR test certificate upon departure from Japan will no longer be required.
- Effective September 7, the 72-hour corona test required upon entry and return to Japan will be waived only if the patient has already been vaccinated three times.
- For those who have received two or fewer vaccinations, a PCR test (negative proof) within 72 hours prior to local departure is still required.
- Effective October 11, the daily entry limit has been eliminated.

QUARANTINE AFTER RETURNING TO JAPAN (Effective from June 1 for those returning to Japan)

Not
required
with 3 doses of
vaccine.



PCR testing
within 72 h of
departure





No inspection at airport

Day 0 The procedure was the same as before the pandemic.



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)	UA827	NRT	11:15 / 16:05	UA828	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 <i>*Suspended between 10/30-12/14</i>	UA874	NRT	21:05 / 1:45 +1	UA873	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 January 31, 2023	UA 172	NGO	20:50 / 1:25 +1	UA 171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed,Fri,Sun) <i>* Between 10/30 - 12/14 (Wed&Sun)</i>	UA 150	KIX	11:05 / 15:45	UA 151	7:10 / 10:10	Wed,Fri,Sun	166
	Suspended until January 31, 2023	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) <i>Suspended from Oct.</i>	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Thu, Sun	199
	Suspended until January 31, 2023	TW311	KIX	10:45 / 15:10	TW312	16:10 / 19:00	Daily	189
	Available from Dec 22, 2022 to Mar 31, 2023	7C1182	NRT	10:05 / 15:00	7C1189	16:10 / 19:00	Daily	189
	Suspended until January 31, 2023	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		



Japan Airlines is scheduled to operate on: December 22, 25, 29, 30, 2022
January 3, 5, 9, 2023

JAPAN MARKET INTELLIGENCE

2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Guam	1,117	211	383	562	1,137	1,190	2,106	2,916	2,183	n/a	n/a	n/a	11,805
Saipan	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0
Hawaii	2,850	2,181	4,038	6,749	7,167	11,940	23,133	28,384	24,092	n/a	n/a	n/a	110,534
South Korea	1,162	2,934	1,397	2,231	3,701	5,855	11,789	26,482	27,560	n/a	n/a	n/a	83,111
Taiwan	825	1,116	1,281	1,546	1,670	1,475	3,210	5,635	5,623	n/a	n/a	n/a	22,381
Hong Kong	17	10	3	16	101	125	168	263	404	n/a	n/a	n/a	1,107
Singapore	552	534	869	4,300	6,320	8,390	12,260	19,150	19,180	n/a	n/a	n/a	71,555
Thailand	2,400	2,136	4,704	11,164	11,872	16,874	28,394	39,297	36,535	n/a	n/a	n/a	153,376

OUTBOUND STATISTICS: MAJOR COMPETITORS 2022

Created based upon data from Japan National Tourism Organization

JAPAN MARKETING ACTIVITIES

TIKTOK 100 FAM



November 25-29, 2022

100 TikTok influencers came to Guam and shared the charm of Guam through SNS.



JAPAN MARKETING ACTIVITIES

NEWS PICKUP

ARTICLES ON HERE WE GUAM ROADSHOW

グアムの魅力再発見
 グアム政府観光局の企画 来月未まで延長
 大阪でPR

グアム政府観光局は、9月末までの予定だった日本とグアムの就航55周年を記念した観光企画「GOGO GUAMキャンペーン」を12月末まで延長している。7月にユナイテッド航空が関西国際空港―グアム間の定期便を再開したことに合わせて始めたキャンペーンで、同観光局のカール・T・C・グティエレス局長は大阪市内で会見し、「約3時間で行けるアメリカンリゾート、グアムの魅



グアムでは、入国時に義務付けられていた新型コロナウイルス陰性証明書の提出が不要になり、このキャンペーンでは、旅行会社などど協力したツアーや宿泊プラン、現地店舗や飲食店でのお得なサービスを展開中だ。

11月からは、伝統の「チャモロ料理」を提供するフードトラック「マンギ」号による企画を開始。全国の野外イベントや昼食時のオフィス街に出店する予定だ。また、地元の人とのふれあいを通じ、グアムの文化に触れてもらおうと、村の伝統的なお祭り「フィエスタ」を体験できるツアーの企画にも力を入れている。

【谷田朋美】
 〓大阪市北区で

Mainichi Shimbun
21 November

日本-グアムの就航55周年記念「GOGO GUAMキャンペーン」を展開 グアム政府観光局

グアム政府観光局は、日本とグアムの就航55周年を記念した「GOGO GUAMキャンペーン」を展開している(12月末まで)。カール・T・C・グティエレス局長兼CEOが大阪市内で取材に応じ、グアム観光をPRした。



同局では、伝統のチャモロ料理を通じて食文化の魅力を発信。フードトラックを出店し、レンドライスやバーベキューチキンの提供を始めている。グティエレス局長は「日本では新鮮なココナツが手に入らないので、ココナツを使う料理は、ぜひグアムで味わって」と呼びかけた。

村祭り「フィエスタ」で伝統文化の体験も提案。フィエスタとは、各地の村で、それぞれの守護聖人に感謝をささげるカトリックの行事。観光客にも料理を振る舞う習慣がある。日本人の参加も大歓迎といい、情報提供や交通手段のサポートを強化するという。

INFORM
 広告

Sankei Shimbun
24 November

JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- TikTok FAM has impacted other platforms as well, with significant improvements in followers, reach, and engagement all.

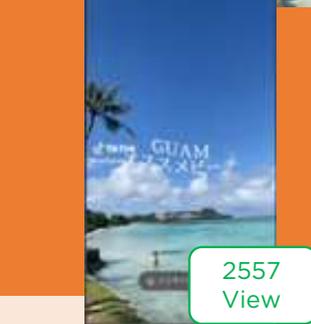
SNS	follower		Week Reach		Week Engagement	
	Dec 2 ,2022	Dec10,2022	Dec 2 ,2022	Dec10,2022	Dec 2 ,2022	Dec10,2022
	24,347	24,347	18,604	10,204	1,098	872
	0.00%		-45.15%		-20.58%	
	24,057	24,058	3,159	2,737	148	127
	0.00%		-13.36%		-14.19%	
	15,119	15,141	57,623	39,442	1,736	1,889
	0.15%		-31.55%		8.81%	
	34,277	37,955	369,000	1,100,000	23249	57230
	10.73%		198.10%		146.16%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	8,127	6,756	17,394	15,366	0:01:47	0:01:55
	-16.87%		-11.66%		7.48%	

JAPAN MARKETING ACTIVITIES

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

SNS CONTENT CALENDAR

JAPAN MARKETING ACTIVITIES



SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

TIKTOK 100 FAM SUMMARY

November 25 - 29, 2022

Purpose of 100 TikToker FAM

- To establish Guam's position as Number 1 destination after the Covid-19 pandemic
- To let Japanese consumers know how Guam is clean, safe, and ready to welcome visitors from Japan
- To discover and promote new attractiveness of Guam island

Schedule of 100 TikToker FAM

November 25: Arrival

November 26: 5 themes tour

(Tiktokers were divided into 5 groups based on 5 different themes and experienced special tours conducted according to the themes)

November 27: Group tour

November 28: Free day & optional tour day

November 29: Departure

TikToker Details

- Total number of Tiktokers who participated: 103
- Total number of followers (all platforms): 40,290,493 followers



JAPAN MARKETING ACTIVITIES

TIKTOK 100 FAM QUICK REPORT

Total Reach : 71,189,225

(TikTok + Instagram, estimate)



TikTok posts : 145

TikTok reach : 44,315,100 (estimate)



Instagram stories post : 2,138

Instagram feed : 272

Instagram stories reach 23,306,262 (estimate)

Instagram feed reach : 3,567,863

BEST PHOTO CONTEST WINNER

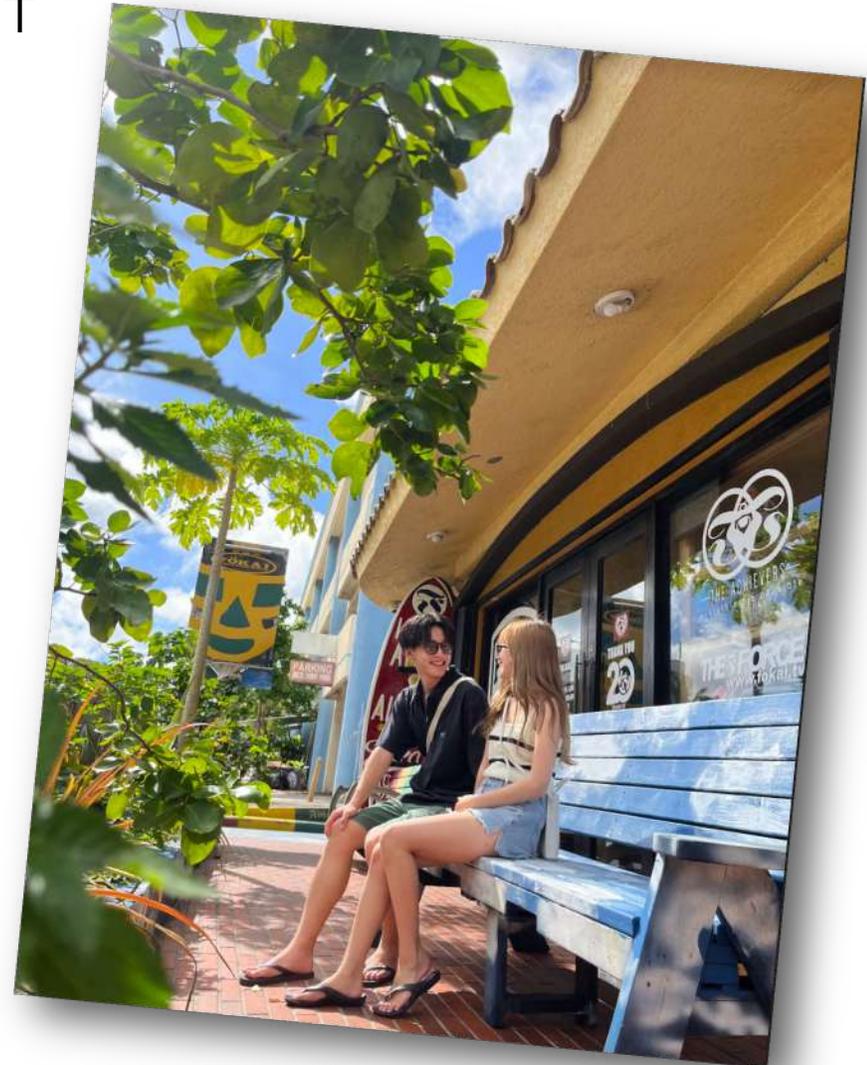
Kareshi to Kanojyo

TikTok: 114,500 Followers

https://www.tiktok.com/@tai_rin

Instagram: 9,288 Followers

https://www.instagram.com/rrii._.nka/



JAPAN MARKETING ACTIVITIES

TIKTOK 100 FAM SOUVENIR PROJECT



Objective

Increasing the number of followers of GVB Japan's Tiktok account.

Date & Time

Application Period : December 8 - 18, 2022

Announcement of winners : December 20

How to Participate

- Follow GVB Japan's Tiktok account
- Like" the souvenir project POST or Comment
- One winner will be selected by drawing.



The three influencers listed at right have selected their souvenirs.

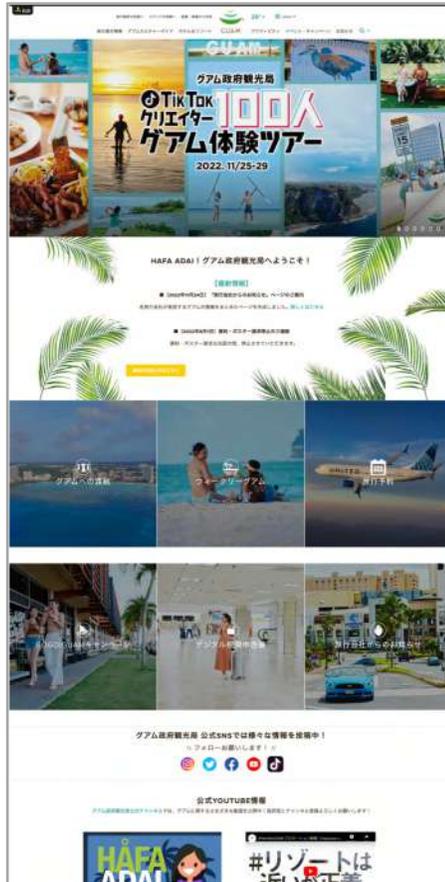
They posted about the souvenir project on their own accounts and directed us to JP's account.



JAPAN MARKETING ACTIVITIES

TIKTOK 100 MEGA FAM

Visitguam.jp TOP



<https://www.visitguam.jp>

Visitguam.jp Campaign Page



<https://www.visitguam.jp/tiktok100/>

PR



<https://www.jiji.com/jc/article?k=000000018.000077461&g=prt>

JAPAN MARKETING ACTIVITIES

GLAM DIGITAL PR

7 RECOMMENDED SHOPPING SPOTS IN GUAM! SELECTED BY THE AUTHOR WHO ACTUALLY VISITED GUAM



Guam is a small island about the same size as Awaji Island in Hyogo Prefecture, Japan, but it is actually a country where many shopping malls are concentrated in a small area.

Because Guam does not impose tariffs on imported goods, stores on the island are like duty-free stores, and many people travel to Guam for shopping purposes. Many people travel to Guam for shopping purposes. If you are a shopper, you may be wondering which shopping spots you should actually go to.

Therefore, in this article, based on the author's experience in traveling to Guam in October 2022, I have carefully selected 7 shopping spots that I really recommend. If you are thinking about a trip to Guam in the future, please refer to this article!

Here are three reasons why shopping is recommended on Guam!

No consumption tax and customs duty. Guam has no "state tax," which corresponds to the consumption tax in Japan. This makes Guam an attractive place to shop at a lower price.

In addition, Guam does not impose customs duties on imported goods. In other words, stores on the island are like duty-free stores, and you can purchase goods at duty-free prices.

In fact, Guam's shopping malls are home to many luxury brand items. Many tourists use their trip to Guam as an opportunity to purchase brand-name goods. *Some stores may impose a sales tax called "sales tax (GRT)"

Shopping malls are concentrated in the area. The absence of state taxes and customs duties makes Guam a good environment as a shopping destination, and many shopping malls are concentrated on the small island.

In particular, shopping malls are concentrated in "Tumon," the center of tourism. It is easy to "hit all the shopping malls" in Guam! Because Guam has so many shopping malls, tourists will have no trouble buying souvenirs, brand-name products, clothes, etc.

You can take the red shuttle bus. Shopping malls in Guam are also characterized by their easy accessibility. In particular, many shopping malls are served by the "red shuttle bus," a bus route for tourists, making it easy to visit even if you do not have a car.

The red shuttle bus is a bus route that operates mainly in Tumon. As of November 23, 2022, all of the shopping malls in Guam are served by the red shuttle bus except for the Agania Shopping Center, which is the subject of this article.

JAPAN MARKETING ACTIVITIES

GLAM DIGITAL PR



WHICH DO YOU RECOMMEND FOR A TRIP TO GUAM VS SAIPAN? EXPLANATION OF SIMILARITIES AND DIFFERENCES!

Guam and Saipan are popular among Japanese as resort destinations where you can enjoy a tropical atmosphere. There are many similarities between Guam and Saipan, and some may not know what the differences are.

This article, therefore, explains the similarities and differences between Guam and Saipan for those who are not sure whether to travel to Guam or Saipan. It also explains the latest immigration information, so if you are wondering between Guam and Saipan, please refer to this article!

Table of Contents

- Basic Information on Guam and Saipan
- 3 Commonalities between Guam and Saipan
- Belongs to the U.S.
- Time difference is +1 hour
- Flight time is about 3.5 hours
- Differences between Guam and Saipan

- ① Climate and clothing
- ② Size
- ③ Tourist attractions
- ④ Airplane
- ⑤ Prices
- ⑥ Shopping
- ⑦ Hotels
- ⑧ Security
- ⑨ Taxes

Choose Guam or Saipan according to your purpose and budget!

NEWS PICKUP



100 TIKTOK CREATORS GATHER IN GUAM! 100 CREATORS PARTICIPATE IN A MEGA-FAM IN GUAM!

The Guam Visitors Bureau will launch the "100 TikTok Creators Guam Experience Tour" from Friday, November 25 through Tuesday, November 29.

A total of 100 TikTok creators with a combined total of 40 million followers will be invited to Guam and divided into five groups: "Golf/Learning," "Trekking/Running," "Couples/Girls Trip," "Marine Activities," and "Beach/Shopping. They will be asked to participate in a variety of activities that can be experienced in Guam.

The creators will share what they experienced and the information they obtained through SNS, using their own unique perspectives, to convey the charms of Guam to the people of Japan. In addition to existing tourist attractions, the tour also aims to develop new tourist attractions and photo spots from the creators' perspective, and will lead to the development of new Guam attractions. During the period of the tour, we are aiming for a total of more than 100 million views and hope to expand awareness of Guam, especially among SNS users, and to further arouse their interest in Guam.

As a highlight of the project, a dream collaboration video between popular creators, which can only be seen in this project, will also be released. In addition, a giveaway campaign will be held to win Guam souvenirs selected by the creators on site.

Details on the souvenirs and how to participate in the campaign will be announced on our website at a later date.

Please search #hereweguam and #guam100 for more information on the "Guam Experience Tour by 100 TikTok Creators" and posts by the creators!

▶ GLAM
Nov 20
Potential reach: 24.6M
MIV: \$4.1K

<https://crea.bunshun.jp/ud/pressrelease/6380b24e760b0689d1000006>

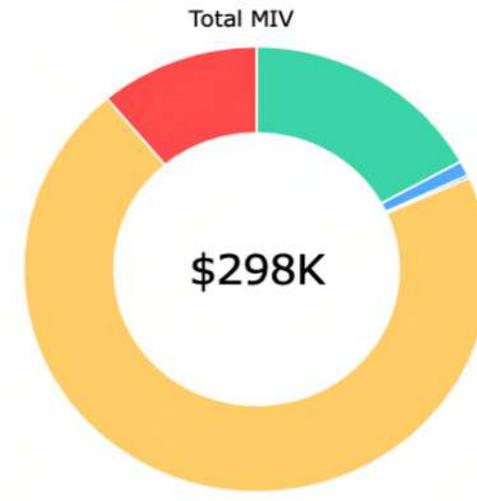
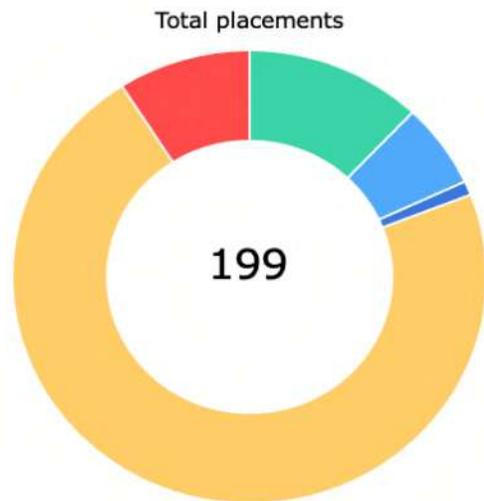
MEDIA PERFORMANCE

- Total placement is less than last week, but potential reach is much improved from last week's 105M, possibly due to large media coverage



Overview

From December 2, 2022 to December 9, 2022



■ Online ■ Twitter ■ Facebook ■ Instagram ■ YouTube

JAPAN MARKETING ACTIVITIES

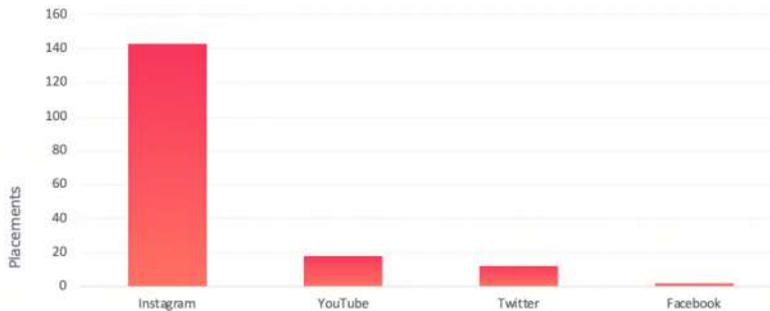
MEDIA PERFORMANCE

- 143 posts on Instagram, the most active social networking platform for posting information.



Social Focus - Platform Performance
From December 2, 2022 to December 9, 2022

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
Instagram	143	1.82M	110K	4.3	211K
YouTube	18	987K	1.43K	4	33.1K
Twitter	12	1.06M	785	0.408	3.26K
Facebook	2	94.5K	12	0.006	628



Online Focus - Top publications

From December 2, 2022 to December 9, 2022

Top 10 supporting Online sources by MIV

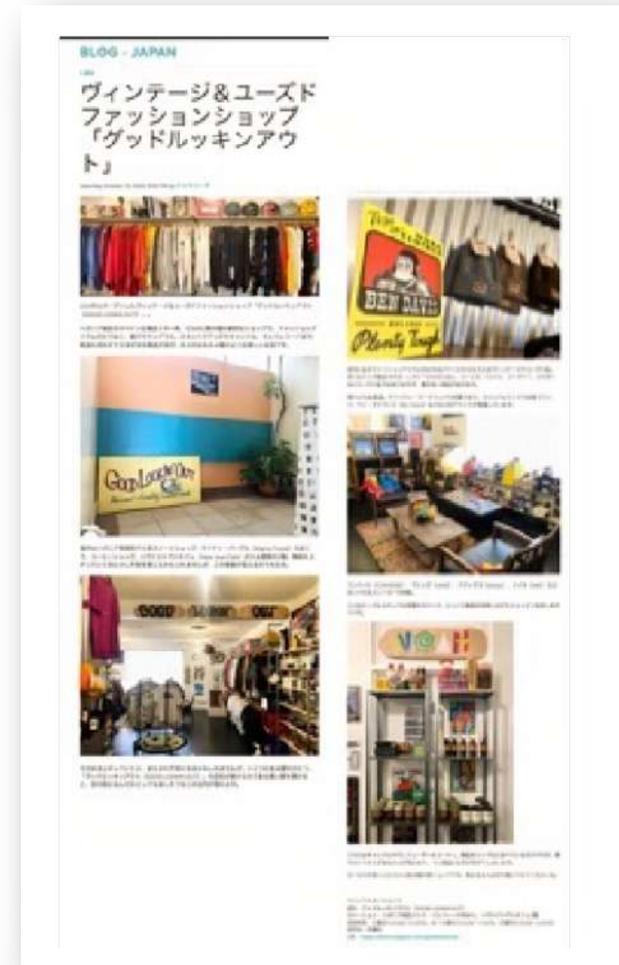
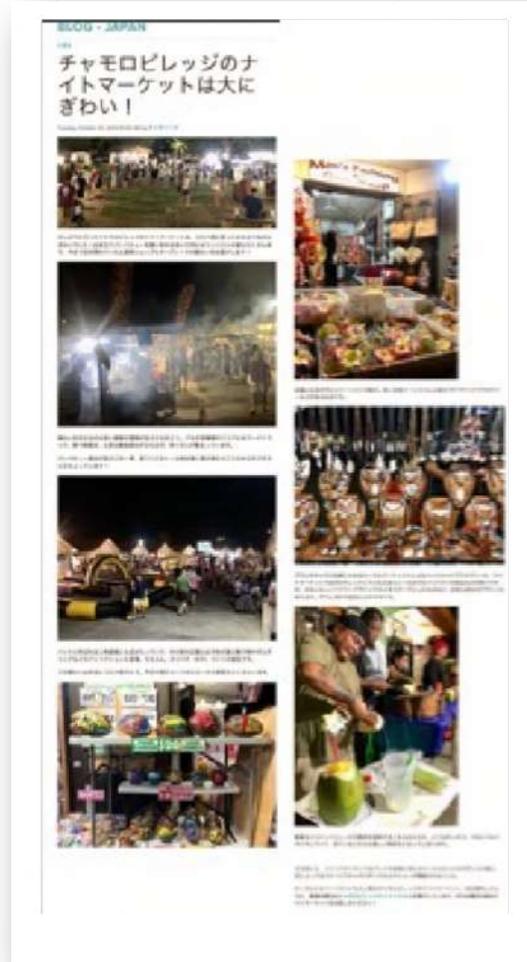
	Location	Placements	Potential Reach	MIV (\$)
Yomiuri - JP	JP	2	51.9M	\$23.3K
President - JP	JP	1	23.8M	\$6.7K
Oricon Style - JP	JP	1	45.1M	\$4.58K
Jiji Press v_japanese - JP	JP	1	22.9M	\$3.58K
Infoseek - JP	JP	2	30.7M	\$2.7K
JBpress	JP	1	8.3M	\$2.19K
Numero - JP	JP	1	371K	\$1.64K
goo ニュース - goo News - JP	JP	1	10.2M	\$1.52K
PR TIMES - JP	JP	1	29.6M	\$1.47K
Niconico News - JP	JP	1	9.68M	\$928

JAPAN MARKETING ACTIVITIES

WEEKLY GUAM BLOG - JAPAN

Night market is very crowded

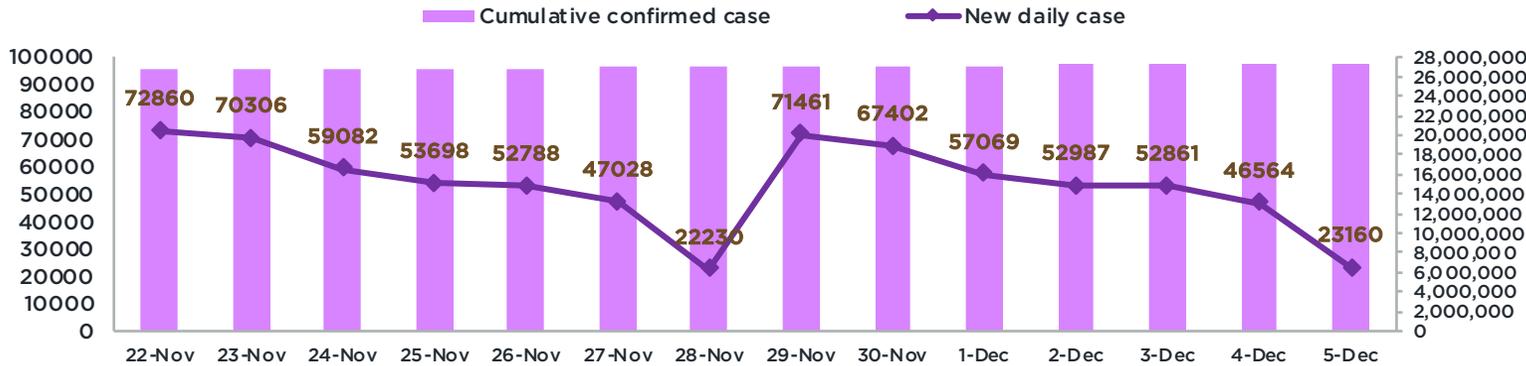
Fashion store "Good Lookin' Out".



SOUTH KOREA

KOREA COVID-19 NEWS

COVID-19 STATUS: NOV 22 - DEC 05, 2022



HIGHLIGHT

South Korea's new coronavirus cases remained over 20,000 as of Monday, however showed a decrease in 6 days in a row raising expectations for the downward trend to continue.

Confirmed COVID-19

CASES: 27.75M

ACTIVE: 3.5%

COVID-19 VACCINATION STATUS: FEB 26, 2021 - DEC 05, 2022

RECEIVED 1ST DOSE

45,131,958
87.9% of total population
97.4% of 18 and older
96.5% of 60 and older

RECEIVED 2ND DOSE

44,702,243
87.1% of total population
96.6% of 18 and older
96.0% of 60 and older

RECEIVED 3RD DOSE

33,717,854
65.7% of total population
75.3% of 18 and older
90.2% of 60 and older

RECEIVED 4TH DOSE

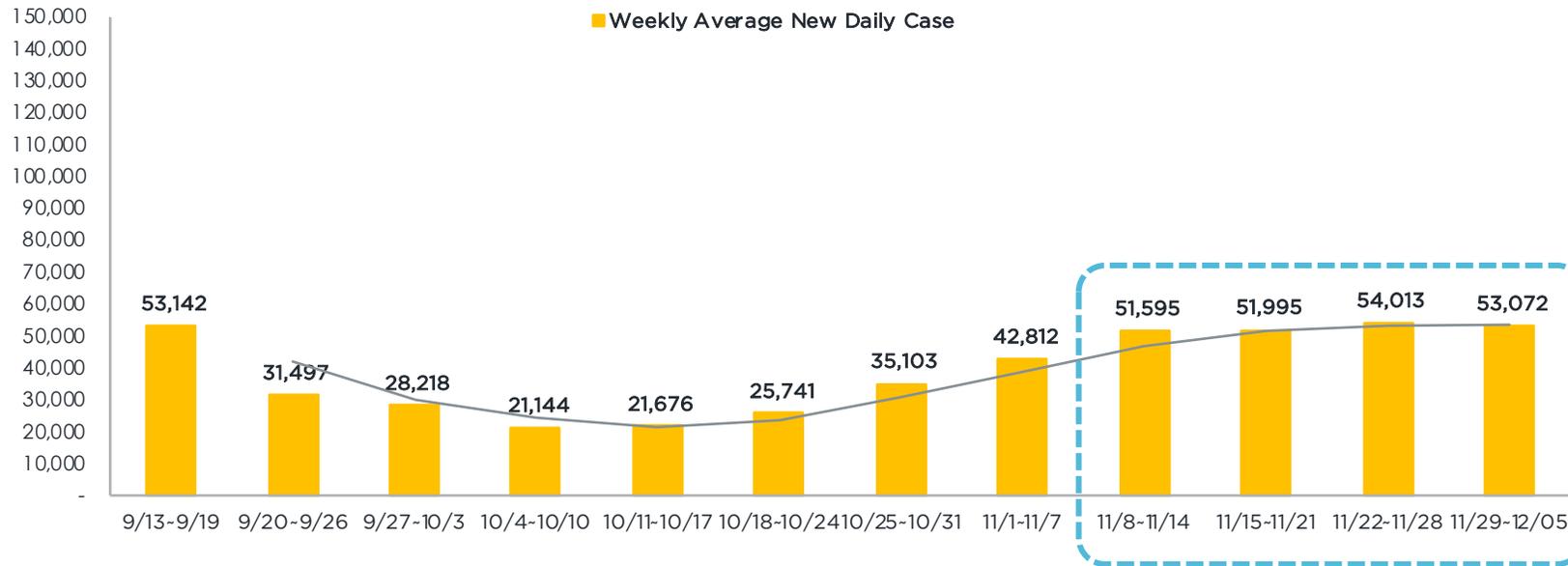
7,596,195
14.8% of total population
17.1% of 18 and older
44.2% of 60 and older



AS OF DEC 12, 2022



COVID-19 STATUS: COMPARISON WEEK BY WEEK



DAILY CASE

South Korea's new coronavirus cases are bouncing back amid concerns of a possible resurgence in the winter.

WEEKLY CASE

South Korea's new COVID-19 cases that showed an increase has ceased for the first time in 7 weeks.

MONTHLY CASE

South Korea's COVID-19 outbreaks have shown an on-week increase in general this month, with authorities keeping a close eye against a wintertime resurgence.

PROJECTION

The health authorities warned that the start of a new wave of infections may have started and re-emphasized the need for additional vaccinations.

Source: Central Disaster and Safety Countermeasures Headquarters

TRAVEL TRADE



INCHEON AIRPORT FLIGHTS TO SURPASS PRE-PANDEMIC LEVEL BY NEXT YEAR

The number of flights landing and departing from Incheon International Airport will exceed pre-pandemic levels by next year. The allocation is expected with a 265 percent growth from the same period this year during which the airport operated 99,077 slots, and a 12.5 percent growth from the same period back in 2019.

It is anticipated that the number of flights operating at Incheon Airport the next summer season will set new record highs since the outbreak of the COVID-19 pandemic.



KOREAN AIR-ASIANA MERGER ONE STEP CLOSER TO UK APPROVAL

Britain's antitrust regulator is one step closer to approving the Korean Air Lines acquisition of Asiana Airlines.

Earlier this month, the Britain postponed its decision, citing concerns that the takeover could lead to higher ticket prices for flights between London and Seoul. However, the latest comments suggest it is willing to accept the deal with some tweaks.

KOREA MARKET INTELLIGENCE

DECEMBER 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	09:15	14:35	8,432
	KE423	WED/THU/SAT/SUN (December 21- 4/w)	19:35	00:50+1	1,904
Jeju Air	7C3102	DAILY	09:10	14:30	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	5,859
T'way Air	TW301	WED/THU/SAT/SUN (December 23- daily)	08:20	13:55	4,158
TOTAL					32,071

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:35+1	5,859
Jin Air	LJ773	DAILY	08:30	13:30	5,859
TOTAL					11,718

TOTAL OUTBOUND SEAT CAPACITY: 43,789 SEATS



KOREA MARKET INTELLIGENCE

JANUARY 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	09:15	14:35	8,432
	KE423	WED/THU/SAT/SUN	19:35	00:50+1	4,080
Jeju Air	7C3102	DAILY	09:10	14:30	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	5,859
T'way Air	TW301	DAILY	08:20	13:55	5,859
TOTAL					35,948

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (January 18- 6/w)	21:35	02:35+1	3,780
Jin Air	LJ647	DAILY	08:30	13:30	5,859
TOTAL					9,639

TOTAL OUTBOUND SEAT CAPACITY: 45,587 SEATS



KOREA MARKET INTELLIGENCE

FEBRUARY 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	09:15	14:35	7,616
Jeju Air	7C3102	DAILY	10:05	15:25	5,292
	7C3106	DAILY	20:10	01:35+1	5,292
Jin Air	LJ643	DAILY	09:35	14:50	5,292
T'way Air	TW301	DAILY	10:15	15:40	5,292
TOTAL					28,784

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:35+1	5,292
Jin Air	LJ647	DAILY	08:30	13:30	5,292
TOTAL					10,584

TOTAL OUTBOUND SEAT CAPACITY: 39,368 SEATS



KOREA MARKETING ACTIVITIES

관광부관광청, 연말 갈 여행권 등 SNS 이벤트 선물 풍다
2022-11-29 22:30:22 | 여행 | 701

[타디스뉴스] 관광부관광청이 11월28일부터 공식 인스타그램 및 블로그에서 다양한 경품 이벤트를 진행한다.



12월 15일까지 관광부관광청 공식 인스타그램 계정을 생방송하는 '갈 여행권 이벤트'는 소비자와 나즈에 맞는 콘텐츠 개발을 위한 아이디어 공모 이벤트이다. 해당 이벤트는 관광부관광청 인스타그램 계정을 팔로우하고 갈 SNS를 통해 알고 싶은 특별한 정보를 댓글로 남겨달라는 취지이다.

신청되는 당첨자에게는 갈 2인 여행권(1명), 브랜드 캐시미어 목도리(1명), 갈 기내웨어 세트(10명)를 제공한다. 당첨자 발표는 12월 21일 관광부관광청 공식 인스타그램 계정 스토리 게시물을 안내해줄 예정이다.



다. 관광부관광청은 관광부관광청 공식 블로그에서 '겨울경수 갈 콘서트 티켓 이벤트'를 12월 2일까지 진행한다. 공연장소는 갈과 나태항상 상 중심의 멤버들도 구성된 세계적인 락 밴드인 12월 10일 갈 내역구 빌드하우스에서 공연을 펼칠 예정이다.

TTL News
<https://www.ttlnews.com/article/trip/12916>

DiscoveryNews

2022-11-29 19:30 | 여행 | 701

관광부관광청, 연말 SNS(공식인스타그램 및 블로그) 이벤트 진행 풍다



12월 15일까지 관광부관광청 공식 인스타그램 계정을 생방송하는 '갈 여행권 이벤트'는 소비자와 나즈에 맞는 콘텐츠 개발을 위한 아이디어 공모 이벤트이다. 해당 이벤트는 관광부관광청 인스타그램 계정을 팔로우하고 갈 SNS를 통해 알고 싶은 특별한 정보를 댓글로 남겨달라는 취지이다.



Discovery News
http://www.discoverynews.kr/news/article_View.html?idxno=916066

Tour Korea News

관광부관광청 인스타그램에 알고 싶은 정보 댓글 남겨 여행 기회!

12월 15일까지 관광부관광청 공식 인스타그램 계정을 생방송하는 '갈 여행권 이벤트'는 소비자와 나즈에 맞는 콘텐츠 개발을 위한 아이디어 공모 이벤트이다. 해당 이벤트는 관광부관광청 인스타그램 계정을 팔로우하고 갈 SNS를 통해 알고 싶은 특별한 정보를 댓글로 남겨달라는 취지이다.



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Tour Korea News
http://www.tournews21.com/news/article_View.html?idxno=55992

Gukje News

관광부관광청, 여행권 등 풍성한 SNS 경품 이벤트

12월 15일까지 관광부관광청 공식 인스타그램 계정을 생방송하는 '갈 여행권 이벤트'는 소비자와 나즈에 맞는 콘텐츠 개발을 위한 아이디어 공모 이벤트이다. 해당 이벤트는 관광부관광청 인스타그램 계정을 팔로우하고 갈 SNS를 통해 알고 싶은 특별한 정보를 댓글로 남겨달라는 취지이다.



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Gukje News
https://www.gukjennews.com/news/article_View.html?idxno=2603597

Digital Times

관광부관광청, 연말 갈 여행권 등 풍성한 SNS 경품 이벤트

12월 15일까지 관광부관광청 공식 인스타그램 계정을 생방송하는 '갈 여행권 이벤트'는 소비자와 나즈에 맞는 콘텐츠 개발을 위한 아이디어 공모 이벤트이다. 해당 이벤트는 관광부관광청 인스타그램 계정을 팔로우하고 갈 SNS를 통해 알고 싶은 특별한 정보를 댓글로 남겨달라는 취지이다.



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Digital Times
http://www.dt.co.kr/contents.html?article_no=2022112902109919608003&ref=naver

Newsis

"갈 여행권 드려요" 관광부관광청 연말 이벤트

12월 15일까지 관광부관광청 공식 인스타그램 계정을 생방송하는 '갈 여행권 이벤트'는 소비자와 나즈에 맞는 콘텐츠 개발을 위한 아이디어 공모 이벤트이다. 해당 이벤트는 관광부관광청 인스타그램 계정을 팔로우하고 갈 SNS를 통해 알고 싶은 특별한 정보를 댓글로 남겨달라는 취지이다.

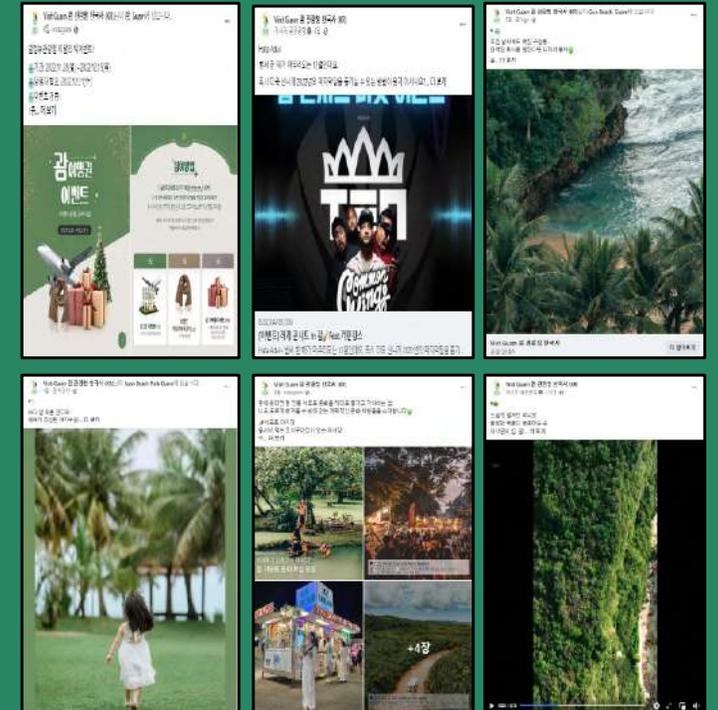


12월 15일까지 관광부관광청 공식 인스타그램 계정을 생방송하는 '갈 여행권 이벤트'는 소비자와 나즈에 맞는 콘텐츠 개발을 위한 아이디어 공모 이벤트이다. 해당 이벤트는 관광부관광청 인스타그램 계정을 팔로우하고 갈 SNS를 통해 알고 싶은 특별한 정보를 댓글로 남겨달라는 취지이다.

Newsis
https://newsis.com/view/?id=NISX20221129_0002104835&cID=10701&pID=10700

MEDIA MONITORING #GUAMAGAIN: ACTIVITIES IN GUAM

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: NOVEMBER 28 – DECEMBER 2
#GUAMAGAIN: COMMON KINGS CONCERT & EVENT IN GUAM

KOREA MARKETING ACTIVITIES

GVB KOREA – DECEMBER Content Calendar

Information/Notice/Card News		Guam's Scenery		IG Reels		Event	
Instagram Reels / Story		Naver Blog/Kakao		Instagram Feed / Facebook		EVENT	
Week 1					December 1 THURSDAY	December 2 FRIDAY	December 3 SATURDAY
					Card News #ColorofGuam Guam in Green	IG Reels #ColorofGuam Guam in Green	
Week 2	December 4 SUNDAY	December 5 MONDAY	December 7 WEDNESDAY	December 7 WEDNESDAY	December 8 THURSDAY	December 9 FRIDAY	December 10 SATURDAY
		Guam in Green Information #GuamAgain	Card News #ColorofGuam (Cover image will be Green)	Guam's Scenery #ColorofGuam Guam in Green	Notice #ColorofGuam Guam in Pink	IG Reels #ColorofGuam Guam in Pink (Guam Sunset Highlight)	
Week 3	December 11 SUNDAY	December 12 MONDAY	November 13 TUESDAY	December 14 WEDNESDAY	November 15 THURSDAY	December 16 FRIDAY	December 17 SATURDAY
		Indoor Spots Guam's Scenery #ColorofGuam	Card News #ColorofGuam Guam in Pink	Guam's Scenery #ColorofGuam Guam in Pink	Information #ColorofGuam Guam in Pink	IG Reels #ColorofGuam Guam in Pink (Guam Sunset Highlight 2)	
Week 4	December 18 SUNDAY	December 19 MONDAY	December 20 TUESDAY	December 21 WEDNESDAY	December 22 THURSDAY	December 23 FRIDAY	December 24 SATURDAY
		Christmas in Guam Guam's Scenery #ColorofGuam Guam in Pink	Card News #ColorofGuam Guam in Pink	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam	
Week 5	December 25 SUNDAY	December 26 MONDAY	December 27 TUESDAY	December 28 WEDNESDAY	December 29 THURSDAY	December 30 FRIDAY	December 31 SATURDAY
		IG EVENT NOTICE IG EVENT	Card News #ColorofGuam	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Guam's 12 months	

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

TAIWAN

CECC REVISES UPCOMING DEC. 10 HOSPITAL VISITATION LIMITATIONS

Hospital visitors in Taiwan will no longer require a same-day negative COVID-19 rapid test to see friends and relatives from Dec. 10, the Central Epidemic Command Center (CECC) said Thursday.

Despite the upcoming removal of the negative test requirement, CECC head Victor Wang told a Thursday press briefing that those with symptoms of COVID-19 and those observing self-health monitoring or self-initiated epidemic prevention protocols should not visit hospitals in most cases.

Wang said that anyone having symptoms of COVID-19 and anyone observing self-health monitoring or self-initiated epidemic prevention protocols who wishes to make a hospital visit will still need to provide a same-day negative COVID-19 test result.

Given the highly contagious environment, Wang encouraged the public to limit physical hospital visits and uses video calls instead to check in on friends and relatives.



TAIWAN AIMS FOR 6M TOURISTS NEXT YEAR

The government aims to attract 6 million international tourists next year after easing COVID-19 border controls, Minister of Transportation and Communications Wang Kwo-tsai told legislators in Taipei yesterday.

At a meeting of the legislature's Transportation Committee, Chinese Nationalist Party (KMT) Legislator Hung Meng-kai asked Wang whether his ministry could still reach its goal of attracting 16 million international visitors per year to Taiwan by 2030.

Wang said the government would reach its goal of 700,000 international tourists by the end of this year.

“For next year, we aim to have 6 million international tourists,” he said. “It would take two to three years for the tourism industry to recover to pre-pandemic levels, but we should have no problem reaching our goal set for 2030.”

Confirmed
COVID-19

CASES:
8.47M

ACTIVE:
3.5%

AS OF DEC 12, 2022





TAIWAN TO STOP PAYING COVID MEDICAL FEES FOR CERTAIN FOREIGN NATIONALS

Taiwan's government will stop covering the COVID-19-related medical fees of foreign nationals who do not have local health insurance from Jan. 1, 2023, the Central Epidemic Command Center (CECC) said Monday.

However, the government will still pay such medical costs for Taiwanese -- with or without national health insurance -- and foreign nationals who have National Health Insurance cards.

Foreign nationals with national health insurance include blue-collar migrant workers, white-collar employees, undocumented migrant workers and fishery workers hired in Taiwan, according to the CECC.

Until the end of 2022, the government will continue to cover the relevant medical treatment costs of all COVID-19 cases reported in Taiwan, regardless of nationality and whether or not the patient has health insurance, Chuang said.

The new measure was decided as the number of foreign tourists has increased steadily since the lifting of border restrictions on Oct. 13, Chuang said.

as of 12 Dec 2022

DELEGATION OF AUSTRALIAN MPS TO VISIT TAIWAN

A group of Australian lawmakers is scheduled to arrive in Taiwan today for a five-day visit, a spokesman for one of the politicians said yesterday.

The bipartisan trip is the first such Taiwan visit in more than three years, a period marked by a long disruption to air travel caused by the COVID-19 pandemic.



Details of the visit were confirmed by a spokesman for Scott Buchholz, a Liberal Party lawmaker in the delegation.

The lawmakers are scheduled to meet President Tsai Ing-wen, Minister of Foreign Affairs Joseph Wu and other senior officials, the Weekend Australian said.

The visit, backed by Taiwan, aims to convey a desire for peace in the Asia-Pacific region, it said.

Regulations on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting Nov. 14 2022 Taipei Time)

Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement
R.O.C. (Taiwan) Nationals	Departure from any international port	Yes	1. Travelers who test positive abroad are required to wait over 5 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures ^{*note1}

Traveler Type	Credentials	Eligible to Enter Taiwan?	Requirement
Foreign Nationals	Holders of ARC <ul style="list-style-type: none"> • ARC means R.O.C. (Taiwan) Resident Certificate 1. Open to all purposes of entry 2. Migrant workers must also hold re-entry permits	Yes	1. Travelers who test positive abroad are required to wait over 5 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures ^{*note1}
	Non-ARC holders <ol style="list-style-type: none"> 1. Nationals of the visa-exempt entry scheme announced by Ministry of Foreign Affairs ^{*note2} 2. Travelers who hold R.O.C. (Taiwan) Visa ^{*note2} 		

Note:

1. All travelers are required to undergo a 7-day self-initiated epidemic prevention. Travelers who have experienced any suspected COVID-19 symptoms in the 14 days before arrival should voluntarily report their symptoms to a Taiwan [Centers for Disease Control](#) quarantine officer at the airport/port. Such travelers should cooperate in undergoing a saliva test. All travelers are required to follow other regulations and instructions announced by Taiwan Centers for Disease Control.
2. For Visa-exempt entry scheme, Landing Visa, e-Visa, or general Visa application, please visit [Bureau of Consular Affairs website](#) for details. For Travel Authorization Certificate for nationals from Southeast Asian countries (Conditional Visa-Free Entry) Application, please visit National Immigration Agency website.
3. Migrant workers should follow instructions by [Ministry of Labor](#). Students should follow instructions by [Ministry of Education](#).

RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

Effective **December 10**, Taiwan to remove weekly cap of arrivals.

On **November 28**, the Central Epidemic Command Center (CECC) announced that, given that there has been a steady decrease in the number of new cases across Taiwan and the domestic coronavirus situation has stabilized and been brought under control, effective 00:00 on December 10 (incoming flight's scheduled arrival time), it will remove its weekly cap of arriving passengers.

Effective **November 7**, CECC to adjust control measures for confirmed COVID-19 cases and contacts and cancel some prevention measures in community:

1. The home isolation requirement for contacts of confirmed cases will be discontinued, and "0+7 days of self-initiated prevention" will be implemented instead.
2. The requirement that people receive a COVID-19 vaccine booster (third dose) or take a rapid test to participate in activities will be lifted.
3. The mandatory requirement that commercial business venues and public venues take the temperature of customers will be discontinued.

On **September 29**, CECC announced that, in response to the gradual relaxation of border restrictions, it will adjust the quarantine policy for arriving travelers.

Effective on **October 13** (incoming flight's scheduled arrival time), arriving travelers will no longer be required to quarantine and will instead undergo a seven-day period of self-initiated prevention after arrival. Related border restrictions will also be lifted starting October 13.

Adjustment details are listed below.

1. Quarantine period: Quarantine will be ended, the day of arrival counts as Day 0. A seven-day period of self-initiated prevention will be required.
2. Rapid testing using at-home rapid test kits:
 - 4 rapid test kits will be given to all arriving passengers aged two and over.
 - Passengers take a rapid antigen test on the day of arrival or the first day of the self-initiated prevention period (D0/D1).
 - Arriving travelers should take a rapid test and produce a negative result within two days before going out during the self-initiated prevention period.
3. Arriving travelers will no longer be required to make a health declaration on the Quarantine System for Entry before arrival and to have a mobile phone with a Taiwanese number.



AIRLINE UPDATE *Current Routes*

CHINA AIRLINES

- Routes scheduled for December 2022 - February 2023

EVA AIR

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

STARLUX AIRLINES

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



CHINA AIRLINES

NOV-DEC OPERATION SCHEDULE

LOCATION						
North America	Southeast Asia		Europe	Oceania	Northeast Asia	China
Los Angeles	Bangkok	Ho Chi Minh City	Amsterdam	Sydney	Nagoya	Beijing
Ontario	Singapore	Hanoi	Frankfurt	Melbourne	Tokyo	Shanghai
San Francisco	Jakarta	Manila	London (Heathrow)	Brisbane	Osaka	Xiamen
Vancouver	Kuala Lumpur	Phnom Penh		Auckland	Fukuoka	Chengdu
New York	Penang	Yangon			Seoul	Hong Kong
	Palau	Bali			Okinawa	
	Chiang Mai				Hokkaido	

TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
	12/9 Solomon Lee, General Manager	<ul style="list-style-type: none">CL said that after participating in the ITF, they increased a lot of ticket purchasesRegarding of group outbound travel, The most desirable date for passengers to travel are during the Lunar New Year, the winter vacation and after March next year.
	12/9 Amy Cho, Junior Vice President	<ul style="list-style-type: none">Eva Air Amy said that the sales of travel fair have not recovered to the normal level, and the growth of group travel is still very slow. People are more interested in Independent Travel. There are more inquiries about group travel in Europe and Japan.She feels that due to the election in November and after the announcement of opening group tours is still necessary to contact local businesses, renegotiate the prices with restaurants and hotels. Whether tourists will pay is yet to be tested.
	12/9 Joyce, Manager	<ul style="list-style-type: none">There will be 2 charter flights during the winter vacation and Chinese New Year (1/20,1/24). The main participating travel agencies are Phoenix Tour and Spunk Tour.2 more charter flights were added (1/21,1/25), which will be chartering by Lion Travel.

ASOA X MOFA APPRECIATION PARTY

- Date: Dec 8
- This event ended successfully and we received praise from many partners.
- More than 40 guests attended, including the Tourism Bureau of the Ministry of Communications, AIT, the American Chamber of Commerce, EVA Air, United Airlines, the Import and Export Business Association, the Ministry of Economic Affairs, etc.



TAIWAN VISITORS ASSOCIATION 66TH ANNIVERSARY PARTY

- Date: Dec 9
- GTO was invited by Taiwan Visitors Association's Chairperson Yeh to attend their 66th Anniversary party. Many officials participated including the Minister of Transport and the Premier
- Minister of the Ministry of Communications Wang said that the number of tourists this year is estimated to be 700,000, and 6 million next year.



NR MONITOR

For the past week (Dec 3 - Dec 9), a total of 7 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 7
- Social Media: 0

過年10連休出國免3萬！六大高CP值旅遊目的地一次看

雄獅也於春節連假期間推出「星宇航空關島包機」，限定1月21日、25日出發，5日自由行最低價38,800元起，加贈關島當地接送以及市區一日觀光之旅，帶旅客前往戀人岬、西班牙花園廣場、自由女神像等熱門景點，訂購指定商品另贈價值90美元的魚眼公園餐廳自助晚餐，邊吃美食邊欣賞關島特色查莫洛草裙舞及火舞秀；喜歡打高爾夫球的旅客，雄獅也規劃世界百大球場五天三場球行程，盡情享受揮桿樂趣，另有9天8夜行程，整個農曆年都在關島度過。

關島副議長：支持台灣參與印太經濟架構



關島議會副議長緹娜巴恩斯（左二）。 (Guamwarrior / CC by SA 4.0)

TAIWAN MARKETING ACTIVITIES

Social Media December Content Calendar							Stockholder:
							Safe-Certified Accommodations
							Safe-Certified Service
							Safe-Certified Shopping
							Attractions and Activities
							Safe-Certified Restaurants
							Guam Scenery
Week 1		MONDAY	TUESDAY	WEDNESDAY	1-Dec-22 THURSDAY	2-Dec-22 FRIDAY	3-Dec-22 SATURDAY
					x	Accommodations - Dusit Thani Guam Resort	Super Taste Promotion
Week 2	4-Dec-22 SUNDAY	5-Dec-22 MONDAY	6-Dec-22 TUESDAY	7-Dec-22 WEDNESDAY	8-Dec-22 THURSDAY	9-Dec-22 FRIDAY	10-Dec-22 SATURDAY
	Direct Flight Promotion	Restaurants - The Beach Restaurant & Grill		Governor's holiday light festival	x	Guam Scenery 1	Direct Flight Promotion
Week 3	11-Dec-22 SUNDAY	12-Dec-22 MONDAY	13-Dec-22 TUESDAY	14-Dec-22 WEDNESDAY	15-Dec-22 THURSDAY	16-Dec-22 FRIDAY	17-Dec-22 SATURDAY
	Activities - Tango Theatres		Guam Scenery 2		x	TIWTE Promotion	TIWTE Promotion
Week 4	18-Dec-22 SUNDAY	19-Dec-22 MONDAY	20-Dec-22 TUESDAY	21-Dec-22 WEDNESDAY	22-Dec-22 THURSDAY	23-Dec-22 FRIDAY	24-Dec-22 SATURDAY
	TIWTE Promotion	TIWTE Promotion	Governor's holiday light festival	Restaurants - Beachin' Shrimp	x	Service - Devarana Spa	Merry Christmas Event
	Guam Scenery 3				x		
Week 5	25-Dec-22 SUNDAY	26-Dec-22 MONDAY	27-Dec-22 TUESDAY	28-Dec-22 WEDNESDAY	29-Dec-22 THURSDAY	30-Dec-22 FRIDAY	31-Dec-22 SATURDAY
		Activities - Ride the Ducks	Guam Scenery 4	Governor's holiday light festival	x	Guam Adventures Sports Bingo	Guam Adventures Sports Bingo
	Merry Christmas Event	Merry Christmas Event			x		Guam Scenery 5

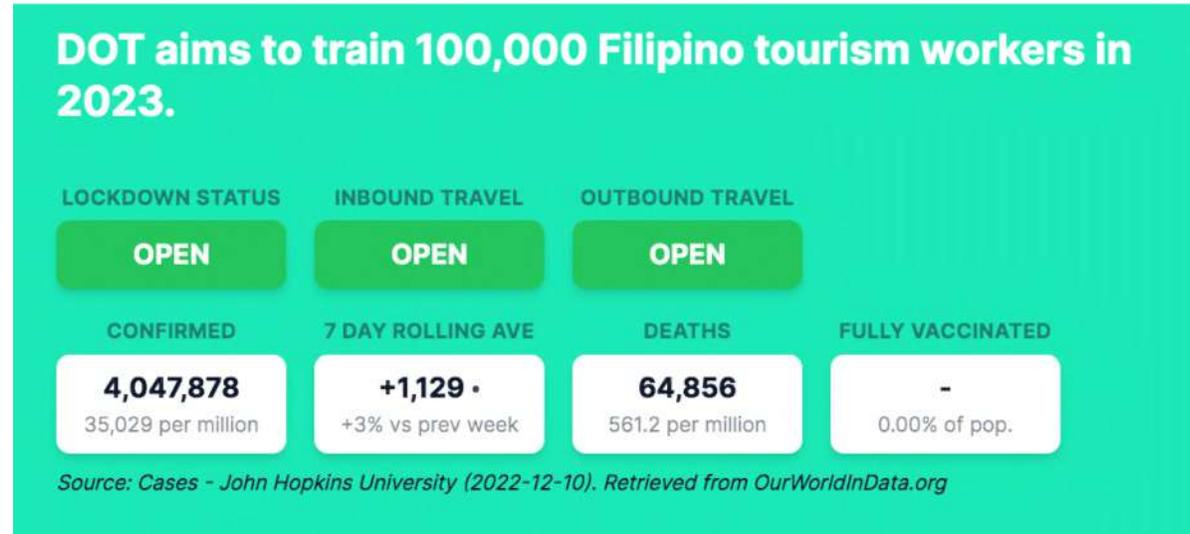
PHILIPPINES

COVID POSITIVITY RATES IN NCR, OTHER PROVINCES UP – OCTA

COVID-19 positivity rates in the National Capital Region and other provinces have increased in the past week, OCTA Research said on Monday.

An infographic shared by its senior research fellow Dr. Guido David showed that the NCR's positivity rate went up from 12.4 percent last December 3 to 14.4 percent on December 10.

Bulacan, Cavite and Rizal also posted increased positivity rates by as much as two percent, while Laguna's went down from 19.2 percent to 16.7 percent.



MARCOS DEPARTS FOR BELGIUM, EXPECTS A PRODUCTIVE TRIP

President Ferdinand “Bongbong” Marcos Jr. departed for Brussels, Belgium Sunday night, Dec.11, to participate in the European Union-Association of Southeast Asian Nations (EU-ASEAN) Business Summit, which he expects to be a productive and meaningful trip.

The President stressed the significance of the Philippines' participation in the summit as it is the present country coordinator for ASEAN-EU Dialogue Relations until 2024. He will attend the ASEAN-EU Commemorative Summit on Dec. 14. He will also meet King Philippe of Belgium.

“Proceeding the commemorative summit is the 10th ASEAN-EU business summit hosted by the EU-ASEAN Business Council, a C-Suite luncheon on the occasion of the Business Summit will be hosted for ASEAN leaders and guests from the private sector,” he said.



PHILIPPINES MARKET INTELLIGENCE

COUNTRY

Philippines



VISA SERVICES

U.S. Embassy Manila has resumed all routine visa services. Wait times for interviews are longer than before the pandemic, except for immediate relatives. For nonimmigrant visas, the embassy is prioritizing applicants with urgent travel needs. Click [here](#) for more info. Also see our [Guide to Immigrating from The Philippines](#).



Philippine Airlines
Dec 1

The e-Travel Registration is a new online portal and a mandatory requirement upon entry to the Philippines, as imposed by the Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF-EID).

You may register at <https://etravel.gov.ph>.

Registration is FREE OF CHARGE. BEWARE of fake, fraudulent, or scam websites and agencies requiring payment. #flyPAL101



eArrival Card » **eTravel Registration**

Effective December 1, 2022, the eArrival Card is replaced with a new online portal and shall be required upon entry to the Philippines. Travelers must register within 72 hours before departure.

JUST SEARCH #flyPAL101 



Philippine Airlines
2d

Travel Advisory

CHANGES IN PAL'S MANILA (NAIA) TERMINALS
U.S., Guam & Doha flights will use NAIA Terminal 1 from Dec. 1st.

Starting December 01, 2022, Philippine Airlines flights to and from the United States, Guam and Doha (Qatar) will depart from and arrive at Terminal 1 of Manila's Ninoy Aquino International Airport (NAIA).

The transfer of U.S., Guam and Doha flights to Terminal 1 is in line with operational requirements in preparation for the busy holiday season.

Please check the flight terminal assigned to your flight before proceeding to the airport, to ensure a hassle-free departure and arrival. Shuttle buses between Terminals 1 and 2 will be available for passengers with connecting flights in the other terminal.

List of PAL flights and corresponding Manila terminals:

From December 1st, 2022:

T1 – NAIA TERMINAL 1
Departures and Arrivals:

- Dammam
- Dubai
- Doha
- Riyadh
- Toronto
- Vancouver
- Los Angeles
- San Francisco
- New York
- Honolulu
- Guam



Flight Advisory

PAL FLIGHTS FOR OCTOBER AND BEYOND
Advisory No. 265
as of 01 December 2022 3:00 PM

Manila-Guam-Manila
• Daily



UNITED 
A STAR ALLIANCE MEMBER

ADVISORY

Manila-Guam-Manila
• Daily

PHILIPPINES MARKETING ACTIVITIES

← Page Insights

Dec 4 - Dec 10 Last 7 days ▾

Post Reach 665 ▼ 172	Post Engagements 60 ▲	New Page Likes 8 ▲ 2
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Posts ⓘ

4 posts published in the last 7 days.

MOST ENGAGING POSTS

	Only 3.5 hours away from Manila, ... December 10	Reach: 223 Engagements: 24
	Head down to the CHamoru Village N... December 7	Reach: 358 Engagements: 5
	Witness all the fun during Rei Germa's... December 6	Reach: 178 Engagements: 4



← Insights ⓘ

Last 30 Days ▾ Nov 11 - Dec 10

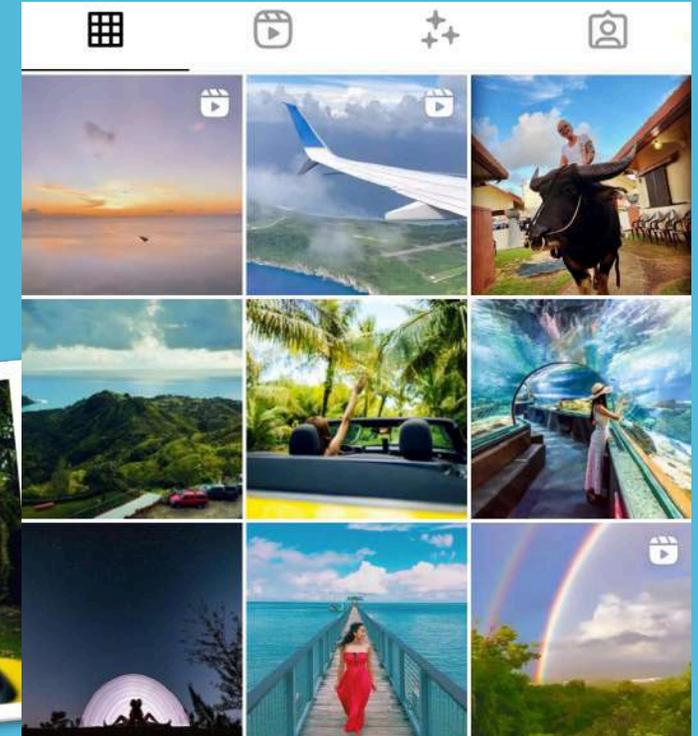
Overview

You reached +21.1% more accounts compared to Oct 12 - Nov 10

Accounts reached	3,050 +21.1%
Accounts engaged	244 +58.4%
Total followers	4,818 +0.1%

Content You Shared See all





MARKETING ACTIVITY:
SOCIAL MEDIA