



Plaza de España

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INDUSTRY REPORT

FEBRUARY 24, 2023



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DESTINATION UPDATES

FREE TESTING AND VACCINATION

COVID-19 TESTING AVAILABLE AT THE DPHSS TESTING CLINIC AT AGANA SHOPPING CENTER



FREE COVID-19 COMMUNITY TESTING Fill out a COVID-19 Testing Patient Assessment Form ahead of time: dphss.guam.gov/covid-19-testing . Drive-through sites may close during lightning and inclement weather.	
Monday - Friday 9 a.m. by appointment	DPHSS Northern Region Community Health Center (NRCHC), Dededo By appointment only for individuals with COVID-like symptoms. Four adults per vehicle. Call 671-635-7525/6 to schedule an appointment. Bring a photo ID.
Tuesday & Thursday 9 a.m. - 12 p.m.	DPHSS Southern Region Community Health Center (SRCHC), Inaláhan By appointment only for individuals with COVID-like symptoms. Four adults per vehicle. Travel-related testing not offered. Call 671-828-7604/5/7518. Bring a photo ID.
Monday – Friday 10 a.m. - 4 p.m.	The Agana Shopping Center, 2nd Floor, Route 4, Hagátña For those who do not have COVID-like symptoms. Bring a photo ID.

FREE COVID-19 VACCINATION CLINICS MONOVALENT & BIVALENT BOOSTERS AVAILABLE - Pfizer-BioNTech, Moderna, Johnson & Johnson, Novavax*	
Monday - Thursday 9 a.m. - 3:45 p.m. By Appointment 4 p.m. – 6 p.m. Walk-in Saturday 9 a.m. to 11:30 a.m. By Appointment 2 p.m. – 5 p.m. Walk-in	DPHSS Northern Region Community Health Center (NRCHC), Dededo Until May 31, or until supplies last, NRCHC is offering a special COVID-19 vaccination schedule on a walk-in basis, in addition to taking appointments. To schedule an appointment for COVID-19 vaccination at NRCHC, call 671-635-7525 or 671-635-7400. Curbside vaccination available for people with disabilities. Last vaccination will be administered 30 minutes before closing. Bring a photo ID. *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Centers in Dededo and Inaláhan
Monday - Friday BY APPOINTMENT ONLY	DPHSS Southern Region Community Health Center (SRCHC), Inaláhan Call 671-828-7604/5/7518 to schedule an appointment. Bring a photo ID. *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Centers in Dededo and Inaláhan
Monday – Friday 10 a.m. - 4 p.m.	The Agana Shopping Center, 2nd Floor, Route 4, Hagátña Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.
Friday, Feb. 24 10 a.m. - 2 p.m. or until supplies last	Yigo Gym Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.
Friday, March. 4 10 a.m. - 2 p.m. or until supplies last	Yona Mayor's Office Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.
Friday, March. 10 10 a.m. - 2 p.m. or until supplies last	Mongmong-Toto-Maite Community Center, Toto Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.

JCB OFFERS FREE RIDE TO CARDMEMBER



JCB STARTS RED GUAHAN SHUTTLE FREE RIDE CAMPAIGN FROM JAN 23 TO MAY 22, 2023

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

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

GVB KO'KO' RETURNS!



GUAM VISITORS BUREAU

GET READY FOR THE RETURN OF
KO'KO' WEEKEND!

Governor Joseph Flores Memorial Park (Ypao Beach) Tumon

GUAM KO'KO' KIDS FUN RUN
SATURDAY, APRIL 15, 2023

\$10 TO REGISTER!

AGES 4 TO 6	.6K
AGES 7 TO 9	1.6K
AGES 10 TO 12	3.3K

FREE KO'KO' KIDS SHIRT AND MORE!

GUAM KO'KO' ROAD RACE
SUNDAY, APRIL 16, 2023

10K WALK/RUN REGISTRATION FEES

UNTIL 3/15/23	\$25
UNTIL 4/15/23	\$35

FREE T-SHIRT, FINISHER'S MEDAL, GIVEAWAYS AND MORE!

Register online at visitguam.com/koko

KO'KO' WEEKEND RETURNS: ONLINE REGISTRATION OPEN FOR 2023 KO'KO' ROAD RACE

The Guam Visitors Bureau (GVB) is pleased to announce that registration is now open online for the Guam Ko'ko' Road Race and the Guam Ko'ko' Kids Fun Run. Both races have been GVB signature events for more than 10 years and will be held at Governor Joseph Flores Memorial Park (Ypao Beach).

“We’re proud to bring the Guam Ko’ko’ Road Race back after a long hiatus. Our beloved GVB signature event creates great awareness and love for our endemic Ko’ko’ bird while giving runners near and far a reason to come together to improve their health and wellness,” said GVB President & CEO Carl T.C. Gutierrez. “Paired with the Guam Ko’ko’ Kids Fun Run, we have something for the entire family that highlights our unique destination. We encourage everyone to register and train well for Ko’ko’ weekend!”

The 13th annual Guam Ko’ko’ Road Race is scheduled for April 16, 2023, with the start and finish restored to the event’s home in Tumon. This year, the race will offer a 10K out-and-back run/walk course. Event participants will enjoy a new course route that will start in front of the GVB Office and proceed toward Chalan San Antonio, continuing down to Marine Corps Drive with a turnaround point in East Agana and then returning back to Governor Joseph Flores Memorial Park (Ypao Beach). Runners can also anticipate water stops, cheering groups and entertainment along the course route. All participants will receive a finisher’s t-shirt and medal.



Ga'an Point in Hagat

#InstaGuam

@lealeaguam



MARKET INTELLIGENCE REPORT

As February 24, 2023 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

as of 24 Feb 2023

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/cpassportal.
- Foreigners must apply for Korea Electronic Travel Authorization (K-ETA) if they do not already have it. K-ETA is valid for 2 years from the date of approval, or when the passport used to apply expires, whichever comes first.
- COVID-19 testing is no longer required before departure (as of September 3, 2022) and no longer required upon arrival (as of October 1, 2022).

TRAVEL PROTOCOLS BY MARKET

TAIWAN

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

Effective December 10, Taiwan to remove its weekly cap of arriving passengers.

Effective February 7, Arriving passengers will only need to take an at-home rapid test if symptoms develop during the 0+7 self-initiated prevention period.

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

as of 24 Feb 2023

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

MARKETS AT-A-GLANCE

JAPAN

- Number of infected persons is steadily declining
- Government announced that from March 13, the wearing of masks in public places will be left to the discretion of individuals
- Total outbound seat capacity is 18,572; flight operation is detailed in appendix  United Airlines February seat capacity is 13,280; Jeju Air seat capacity is 5,292
- United Airlines and Japan Airlines summer 2023 flight schedules shown in appendix; total of 59 weekly flights for United
- Shown in appendix are: outbound statistics for major competitors; news pickups; SNS performance summary; content calendar; SNS highlights; YouTube SNS Always On and TikTok Ads; Weekly Guam; GLAM digital PR; and media performance

PHILIPPINES

- Revenge travel to buoy airlines
- Airfares going up in March
- Cathay Pacific to give away 80k air tickets to Hong Kong in Southeast Asia
- P6.4 billion allotted to boost PH tourism image in 2023
- Philippine Airlines and United Airlines continue to fly daily in February 2023 
- Shown in appendix: marketing activities

SOUTH KOREA

- South Korea's new Covid cases recorded the lowest in 33 weeks
- Health authorities are advising to stay cautious until the school opening season in March in order to fully lift the mask regulation
- EU launches in-depth investigation into Korean Air-Asiana
-  February through April airline outbound seat capacity details shown in appendix: February remains 43,190; March 50,569; and April 44,868
- Shown in appendix are: SNS weekly activity; and content calendar

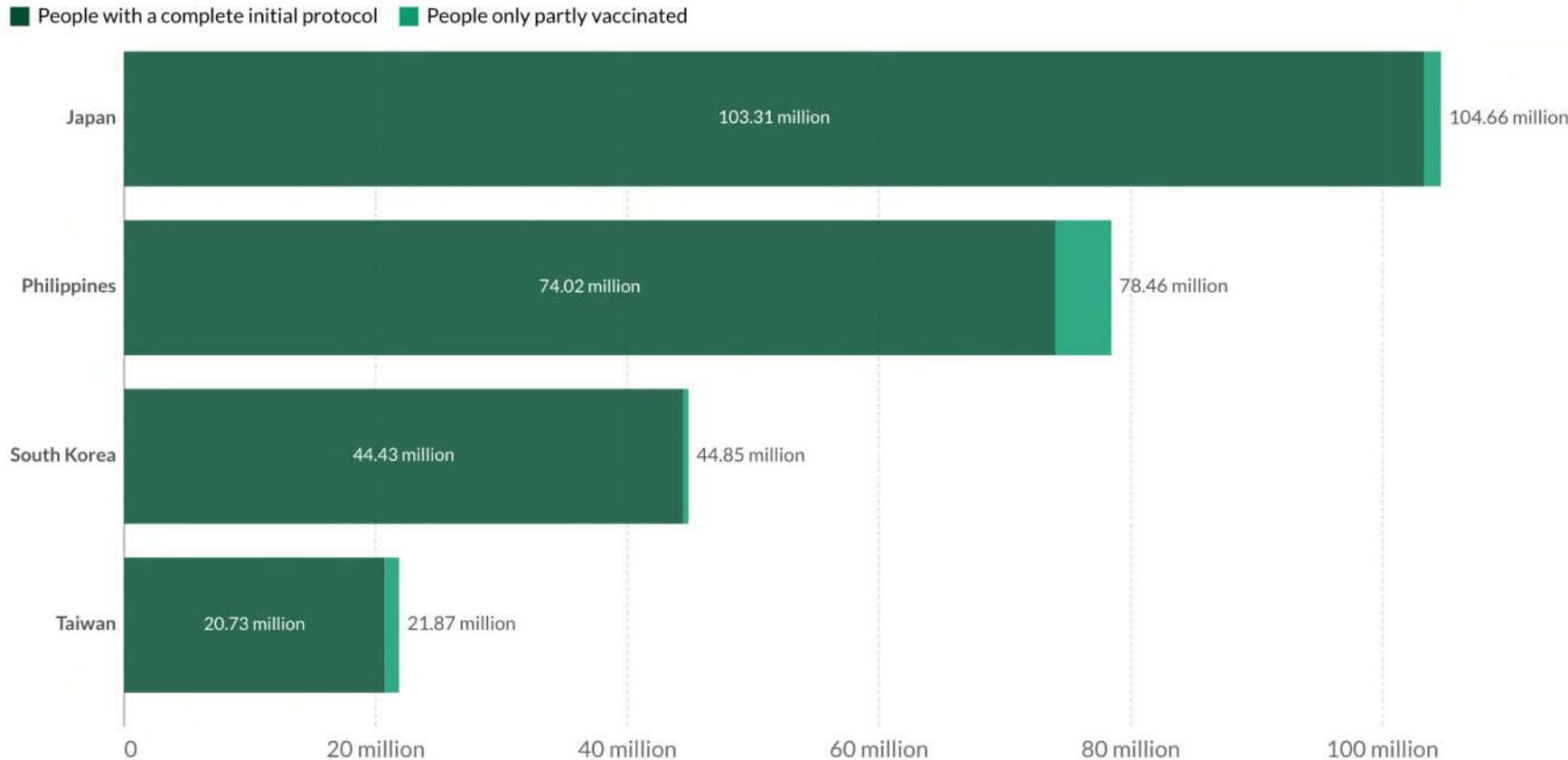
TAIWAN

- Taiwan extends passport application time to 10 days amid high demand
- Taiwan to reopen to independent travel from HK, Macau from Feb. 20
- Taiwan to re-examine need for isolation in mild Covid-19 cases
- CECC mulls annual Covid-19 vaccinations starting 2023
- President Tsai responds to the first day without indoor face mask mandate
- Vouchers for foreign visitors mulled
- Also shown in appendix are: competitor monitoring; restrictions for entering Taiwan, CECC updates, NR monitoring, social media calendar; current airline routes for other destinations and airline updates; GTO marketing activities

DETAILS ARE FOUND IN THE APPENDIX

MARKETS AT-A-GLANCE

Number of people vaccinated against COVID-19, Feb 23, 2023



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.

CC BY

GUAM
 141,068
 Fully Vaccinated

Guam COVID-19 Vaccination Update - As of Feb 17, 2023

As of February 17, 2023, 141,068 eligible residents (6 months and older) are fully vaccinated. This total includes 14,398 residents 12 - 17 years old. 9,422 residents 5 - 11 years old received their first dose of a two dose series. 7,772 residents 5 - 11 years old have completed their two-dose series. 390 residents 6 months - 5 years old have received their first dose of a two dose series. 82,971 eligible residents have received their first booster shots. 14,975 eligible residents have received their second booster shots.

 Fort Nuestra Señora de la Soledad

#InstaGuam
@the_fitographer207



APPENDIX

As of February 24, 2023 and may be subject to change.

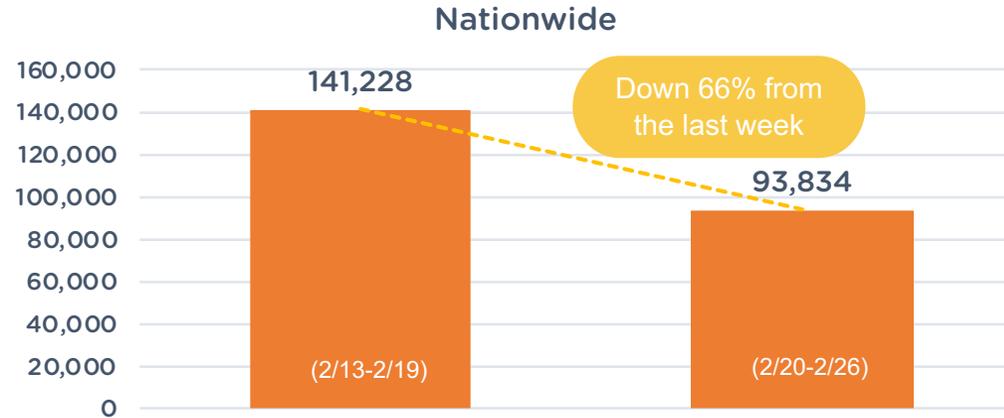


JAPAN

JAPAN COVID-19 NEWS

HIGHLIGHTS

- The number of infected people is steadily declining.
- The total number of infected persons for the week was 93,834.
- The number of infections per 100,000 population is 74 for Japan as a whole and 48 in Tokyo



The number of infected people per 100,000 population:

NATIONWIDE
74

TOKYO
48

Total for last 7 days

Area / New cases	Feb 13-19	Feb 20-26	Changes (#) vs LW	Changes (%) vs LW
Tokyo	9,764	6,647	-3,117	68%
Osaka	9,318	5,847	-3,471	63%
Aichi	8,605	5,159	-3,446	60%
Fukuoka	6,600	3,824	-2,776	58%
Nationwide	141,228	93,834	-47,394	66%

COVID-19

CASES:
33.18M

ACTIVE:
34.4%

AS OF FEB 27, 2023



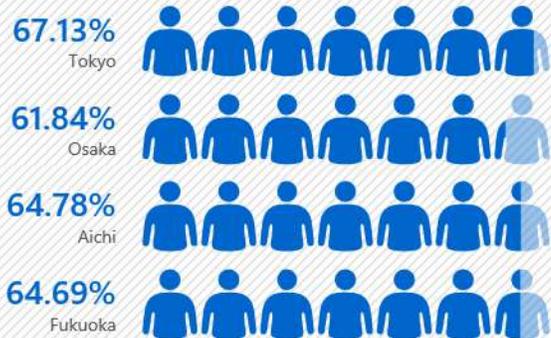
Created based upon data from NHK (Japan Broadcasting Corporation)

JAPAN COVID-19 NEWS

HIGHLIGHTS

- The progress rate for tertiary immunizations is 68.3%, with no significant progress being made.
- The government announced that from March 13, the wearing of masks in public places will be left to the discretion of individuals.

NATIONWIDE 3RD SHOT



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

VACCINATION UPDATE

(2/24)

Total number of
vaccination:
381,655,317

1st & 2nd doses
administered:
104,660,931
(81.3%)
103,307,080
(80.3%)

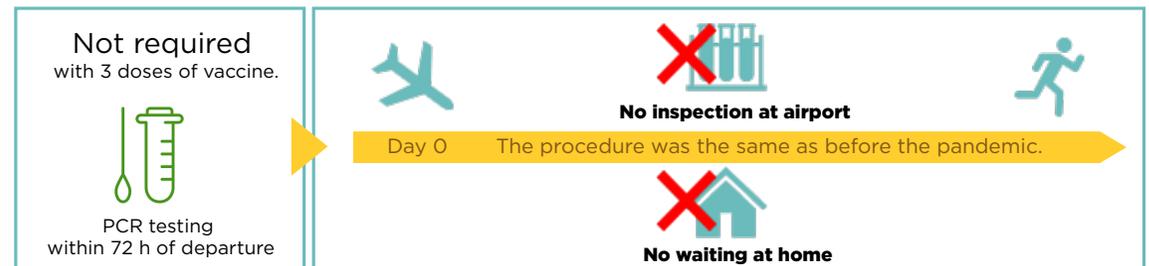
Nationwide 3rd shot:
86,029,249
(68.3%)

Nationwide 4th shot :
57,858,147

ENTRY PROTOCOLS

- 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)



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

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY	
	Available	UA 827	NRT	11:15 / 16:05	Daily	4,648	
	Available	UA 197	NRT	17:30 / 22:20	Daily	4,648	
	Suspended until March 25, 2023	UA 874	NRT	21:05 / 145 +1	Mon, Wed, Fri, Sat	-	
	Suspended until April 8, 2023	UA 865	NRT	17:25 / 22:15	Daily	-	
	Available	UA 136	NGO	11:20 / 15:55	Mon, Fri	1,328	
	Suspended until March 25, 2023	UA 172	NGO	20:50 / 125 +1	Daily	-	
	Available	UA 150	KIX	11:05 / 15:45	Wed, Sun	1,328	
	Suspended until March 25, 2023	UA 178	KIX	20:50 / 120 +1	Tue, Thu, Sat	-	
	Available	UA 166	FUK	11:50 / 16:50	Thu, Sun	1,328	
February TTL						13,280	
AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY	
	Suspended until March 31, 2023	JL 941	NRT	9:30 / 14:15	Thu, Sun	-	
	Suspended until March 31, 2023	TW 311	KIX	10:45 / 15:10	Daily	-	
	Available	7C 182	NRT	10:05 / 15:00	Daily	5,292	
	Suspended until March 31, 2023	7C 374	KIX	10:10 / 14:50	Daily	-	
	Suspended until March 31, 2023	7C 384	KIX	10:10 / 14:50	Tue	-	
<i>Interviews with various companies</i>						February TTL	5,292



February 1 - 28
TOTAL OUTBOUND
SEAT CAPACITY: 18,572

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

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

Route	Flight No.	Change in operation	After March 26
Narita - Guam (Morning Flight)	UA827/UA828	As currently operated	Daily
Narita - Guam (Evening Flight)	UA 197/UA 196	As currently operated	Daily
Narita - Guam (Evening Flight)	UA865/UA864	Increase flights	Daily
Narita - Guam (Evening Flight)	UA874/UA873	As currently operated	4 flights per week (Mon, Wed, Fri, Sat)
Narita - Saipan	UA825/UA824	As currently operated	3 flights per week (from Narita, Tuesday, Thursday, Sunday)
Centrair - Guam (Morning Flight)	UA 136/UA 137	Increase flights	Daily
Centrair - Guam (Night)	UA 172/UA 171	Resume	Daily
Kansai - Guam (Morning)	UA 150/UA 151	Increase flights	Daily
Kansai - Guam (Night)	UA 177/UA 178	Resume	3 flights/week (Tuesday, Thursday, Saturday)
Fukuoka - Guam	UA 166/UA 165	increase in the number of flight	Daily



59 weekly flights

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

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

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



JAPAN MARKET INTELLIGENCE

OUTBOUND STATISTICS MAJOR COMPETITORS 2022

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	1,379	3,509	6,039	22,732
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	24,339	27,898	36,988	199,759
South Korea	1,162	2,934	1,397	2,231	3,701	5,855	11,789	26,482	27,560	67,159	62,422	84,175	296,867
Taiwan	825	1,116	1,281	1,546	1,670	1,475	3,210	5,635	5,623	9,625	21,204	34,194	87,404
Hong Kong	17	10	3	16	101	125	168	263	404	1,009	2,107	3,093	7,316
Singapore	552	534	869	4,300	6,320	8,390	12,260	19,150	19,180	17,460	22,690	20,200	131,905
Thailand	2,400	2,136	4,704	11,164	11,872	16,874	28,394	39,297	36,535	37,186	46,020	53,564	290,146

Created based upon data from Japan National Tourism Organization

JAPAN MARKETING ACTIVITIES

NEWS PICKUP

February 15, 2023



世界の街歩き by JTB
@JTB_globalnews

【プレゼントキャンペーン開催】
『るるぶグアム'24』販売中！
#るるぶグアム'24と #グアムのお土産&旅行グッズのセットが当たる #キャンペーンを実施いたします😊
皆さん是非参加してみてください💖

■応募方法▼
① @JTB_globalnews @jtbp_books をフォロー
② この投稿を RT
※締切日→2/28

jt看.co.jp
キャンペーンの詳細はこちら！

February 16, 2023

Women's professional golfer Yuna Nishimura holds training camp in Guam.

@Starts Guam Golf Resort

JTB

Launch campaign for the travel magazine "Rurubu Guam 2024" is underway. Guam souvenir goods will be given away in a drawing.



JAPAN MARKETING ACTIVITIES

NEWS PICKUP

February 17, 2023

Premier Hotel Group
to Launch Instagram and Twitter Campaign from Monday,
February 20 to Sunday, April 30, 2023



February 24, 2023

JAL

Fuel Surcharge to be Reduced from April to May 2023
Guam: 12,700 yen (one-way)

380 submissions will receive Amazon gift certificates worth a total of 1,000,000 yen! Share the joy of Guam! SNS Campaign" to "Share your fun in Guam!



JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- As a result of the Follow Campaign at the HIS event, the number of followers on both platforms increased significantly.
- Twitter, in particular, saw strong growth in both reach and engagement.

#HereWeGuam

SNS	follower		Week Reach		Week Engagement	
	17 Feb,2023	25 Feb,2023	17 Feb,2023	25 Feb,2023	17 Feb,2023	25 Feb,2023
	24,703	24,859	11,416	11,185	903	932
	0.63%		-2.02%		3.21%	
	24,078	23,679	6,297	6,692	746	949
	-1.66%		6.27%		27.21%	
	15,559	15,605	128,981	86,087	2,275	2,696
	0.30%		-33.26%		18.51%	
	52,943	54,257	1,400,000	1,410,697	32,101	32,506
	2.48%		0.76%		1.26%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	10,203	10,410	23,468	23,495	0:02:00	0:02:04
	2.03%		0.12%		3.33%	

JAPAN MARKETING ACTIVITIES

2023 Feb						
Week1	1	2	3	4	5	
	Mon	Tue	Wed	Thu	Fri	Sat
topic	Instagram Story / Twitter Daily Upload : #hereweguam					
Event:					JATA FAM	
Other		Tell Js About Guam	Where is here?	Weekly GJAM		
Week 2	6	7	8	9	10	11
	Mon	Tue	Wed	Thu	Fri	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video					
Event:	JATA FAM		TVPR shooting			FIS Ivent
Other		Tell Js About Guam	Where is here?	Weekly GJAM		
Week 3	13	14	15	16	17	18
	Mon	Tue	Wed	Thu	Fri	Sat
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video					
Event:	IVPR shooting	Okoyama Seminar				Kashiko Event
Other		Tell Js About Guam	Where is here?	Weekly GJAM		
Week 4	20	21	22	23	24	25
	Mon	Tue	Wed	Thu	Fri	Sat
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video					
Event:	New year party / Office opening ceremony					
Other		Tell Js About Guam	Where is here?	Weekly GLAM		
Week5	27	28				
	Mon	Tue	Wed	Thu	Fri	Sat
topic	Instagram Story / Twitter Daily Upload					
Event:	Week 100 FAM					
Other		Tell Js About Guam				

SNS CONTENT CALENDAR

#HereWeGuam 

JAPAN MARKETING ACTIVITIES

Post Description	Like Count
グアムへ行く！グアムの夕日が美しい保存版	381 Like
グアムで楽しむお祭り	328 Like
ALL ABOUT GUAM	307 Like
WeeklyGUAM TSUNOGAI SOLE EXHIBITION on GUAM	306 Like
グアムで楽しむお祭り	301 Like
グアムで楽しむお祭り	290 Like
WeeklyGUAM	268 Like
グアム政府観光局 (公式) @visitguam_jp	78 Like
グアム政府観光局 (公式) @visitguam_jp	166 Like
グアム政府観光局 (公式) @visitguam_jp	111 Like
グアム政府観光局 (公式) @visitguam_jp	96 Like
グアム政府観光局 (公式) @visitguam_jp	95 Like
グアム政府観光局 (公式) @visitguam_jp	93 Like
グアム政府観光局 (公式) @visitguam_jp	1885 Like
グアム政府観光局 (公式) @visitguam_jp	85 Like
グアム政府観光局 (公式) @visitguam_jp	77 Like
グアム政府観光局 (公式) @visitguam_jp	68 Like
グアム政府観光局 (公式) @visitguam_jp	59 Like
グアム政府観光局 (公式) @visitguam_jp	58 Like
グアム政府観光局 (公式) @visitguam_jp	185 Like
グアム政府観光局 (公式) @visitguam_jp	390 Like
グアム政府観光局 (公式) @visitguam_jp	109 Like

SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

YOUTUBE ADS (SNS ALWAYS ON)

#HEREWEGUAM 1-23 FEB 2023

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
Here We Guam	1,774,886	752	0.04%	¥1,101.7	¥466.78	437,191	1,688,246	1.05

WEEKLY SUMMARY

- CTR was 0.04% and CPC was ¥1,101, both CTR and CPC improved from last week.
- CPM was almost unchanged from last week, ¥466.78
- Frequencies were 1.05 as of today, and we are operating without any problems overall.
- CTR increases from Thursday to Saturday, and user interest tends to increase.

ABOUT CREATIVE

- "Travel to Asia" is the most viewed in the Affinity TG audience segment. It has 94,840 views this month, with a VTR of 27.14% and a CTR of 0.05%.
- "Surfing School" has the highest VTR (viewership) at 55.56%, followed by "Yoga Lesson" at 40.00% and "Travel Lover (Luxury Travel)" at 30.73%.
- Although the volume is low, the videos seem to be a good match for those interested in activities related to "surfing school" and "yoga lessons."



JAPAN MARKETING ACTIVITIES

TIKTOK ADS

#HEREWEGUAM 1-23 FEB 2023



	Impression	Reach	Reach	CPM	click	CTR	CPC	COST	FOLLOW	CPF
TOTAL	761,781	593,602	719,249	¥1,023	0	0.00%	#DIV/0!	¥779,423	3,719件	¥210

◆WEEKLY SUMMARY

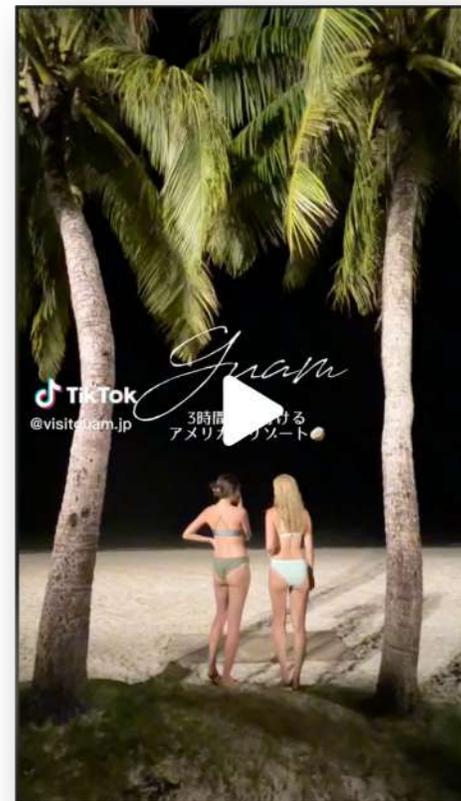
In February, the campaign gained more than 3,700 followers. The number of followers on TikTok is 54,451 (as of 2/26).

We are continuing to do well.

◆ABOUT CREATIVE

The following 2 Creatives responded well

- Travel expenses for a 4-day/3-night trip to Guam
- Actual Cost of Travel to Guam



JAPAN MARKETING ACTIVITIES

WEEKLY GUAM

TAKE YOUR JCB CARD AND GO TO GUAM!

JCB is the only international credit card brand from Japan, and there are many special offers when you bring your JCB card when you travel to Guam!

First of all, "Red Shuttle Bus Free Ride Campaign" is now in effect!

The red shuttle buses are the main means of transportation for tourists traveling to Guam. The Tumon Shuttle, which connects major hotels and shopping centers in Tumon and Tamuning, is an indispensable service for tourists. This campaign offers free rides on the Tumon Shuttle.

It is very easy to use. Simply show the above card to the driver when you board the shuttle bus. Of course, you can use the card as many times as you like during your stay in Guam. In other words, all Tumon shuttle fares are waived during your trip to Guam.

The campaign will be in effect until Monday, May 22, 2023.

Some cards are not eligible for this campaign.

- JCB prepaid and cardless JCB cards are not eligible for this campaign.
- Up to two passengers are eligible: the cardholder and a passenger. Those who are not eligible must purchase a ticket. (Children under 5 years old are free of charge)

There are many other benefits to having a JCB card! A total of 85 JCB member stores, including restaurants, stores, and facilities popular with tourists, offer special benefits to those who pay with their card.

The benefits include discounts, off-menu specials at restaurants and spas, and gifts at stores. From trendy restaurants in hotels to restaurants and cafes in town, hotels and golf courses also participate in this special benefit program.

To find out what kind of stores and facilities offer what kind of special offers, check out TabiLover's overseas travel information website here! I am sure there are some spots you have been planning to visit. Please enjoy Guam with your JCB card and save money!

Store name: JCB Plaza Lounge Guam
Business hours: 9:00AM-12:00PM, 1:00PM-6:00PM
Closed: Saturday, Sunday, Holidays
Phone number: (671) 646-1294
Location: In The Plaza Shopping Center, Tumon area

Face-to-face sales will be temporarily closed for renovation from February 1, 2023 (Wed.) to April 2, 2023 (Sun.).
Please check the latest business structure for other business details.

https://www.jcb.jp/ws/plaza/lounge_guam.html

as of 24 Feb 2023



WEEKLY GUAM IGNITE TUMON'S TASTY MENU!

Ignite Juice Bar opened its Tumon branch last December, offering fresh fruit and vegetable juices squeezed by the gold-pressed method. This is the third Ignite Juice Bar following the Dededo and Tamuning stores, and there are several menu items that can only be enjoyed at this Tumon store. This time, we would like to introduce some of the delicious menu items that are only available at the Tumon branch.

We have previously introduced the opening of the Tumon branch, but let's reconfirm the location. It is a little far from the center of Tumon, but about a 10-minute walk from Tumon Sands Plaza. It is located at Blue Lagoon Plaza.

Inside the restaurant, there is a well secured eat-in space, and the atmosphere is cute and relaxed. The signature item on the menu is the gold-pressed juice shown on the left hanging on the wall. This is a juice that cleanses the body by taking in the beneficial ingredients and nutrients of fruits and vegetables, and there is a program in place for this purpose. However, I would like to introduce a special menu only available at the Tumon branch.

This is the Green Bowl. The base is made of spinach, kale, banana, mango, and pineapple. The green coloring gives the impression of vegetables, and in fact there are plenty of green vegetables in the bowl, but when you try it, the delicious bananas, mangoes, and other fruits will make even those who don't like vegetables enjoy it without any concern at all.

And here is the Tropical Bowl. The base is pineapple, mango, banana, coconut milk, and agave.

Agave is a succulent plant that is often used as a syrup. It has a stronger sweetness than regular sugar, but it also contains potassium, phosphorus, and vitamin E.

When you try the Tropical Bowl, you will find that each ingredient is very smooth without being overpowering.

Each of the toppings can be chosen from the showcase as many as you like. Ignite offers toppings such as cacao nibs and chia seeds, which you won't find at other dessert stores.

The Salad Bowl is also available, which allows you to choose your favorite fresh vegetables, toppings, and dressing to create a salad that suits your body's needs.

This healthy menu is only available at the Tumon branch. To enjoy Guam to the fullest, to beat the heat, or to relieve fatigue at the end of your trip, be sure to stop by!

イグナイト タモン店の おいし〜いメニューを 紹介!



JAPAN MARKETING ACTIVITIES

WEEKLY GUAM

WESTIN RESORT GUAM HOLDING A STRAWBERRY FAIR!

The Westin Resort Guam is holding a Strawberry Fair from February 25 (Sat.) and 26 (Sun.), featuring a large selection of strawberry sweets and desserts at The Mix in the Lobby Lounge. Don't miss it!

Strawberry dessert fairs are held in Japan with the arrival of spring. In Guam, The Westin Resort Guam will hold a limited two-day fair on February 25 (Sat.) and 26 (Sun.).

The venue will be The Mix, a lounge located in the lobby. Usually, the lounge features the hotel's special baked goods and sweets, but for these two days, it will be serving strawberries! Strawberries! Strawberries! Strawberries, strawberries, strawberries!

Strawberry sweets so beautiful that you can't help but admire them!

From simple cakes with fluffy sponge and cream to cheesecakes, rolls, macaroons, and more. Strawberry goes perfectly with chocolate cake!

You can also have the strawberries themselves.

You can also enjoy the marriage of strawberries and wine for a very luxurious and blissful afternoon.

This is a delicious limited-time-only event, and reservations are highly recommended!

All About Strawberry

- Venue : The Mix, Lobby Level, The Westin Resort Guam
- Date : Saturday, February 25 and Sunday, February 26, 2:00PM-4:00PM
- Price : Adults \$45, Children (4-11 years old) \$27, \$65 with all-you-can-drink wine
- Reservation Number : (671) 647-1020



JAPAN MARKETING ACTIVITIES

GLAM DIGITAL PR

IS JAPANESE LANGUAGE UNDERSTOOD IN GUAM? THE AUTHOR, WHO ACTUALLY TRAVELED TO GUAM, EXPLAINS BY LOCATION!

This article explains whether Japanese is spoken in Guam.

Guam, which is only about 3.5 hours from Japan, is one of the most popular overseas travel destinations among Japanese people. On the other hand, one of the concerns when traveling abroad is whether or not the Japanese language is understood.

In this article, the author, who actually traveled to Guam in October 2022, explains whether the Japanese language is understood or not! If you are considering a trip to Guam, please refer to this article.

Table of Contents

Conclusion: Japanese is understood in Guam, but English is necessary

Is Japanese language understood in Guam? Explanation:

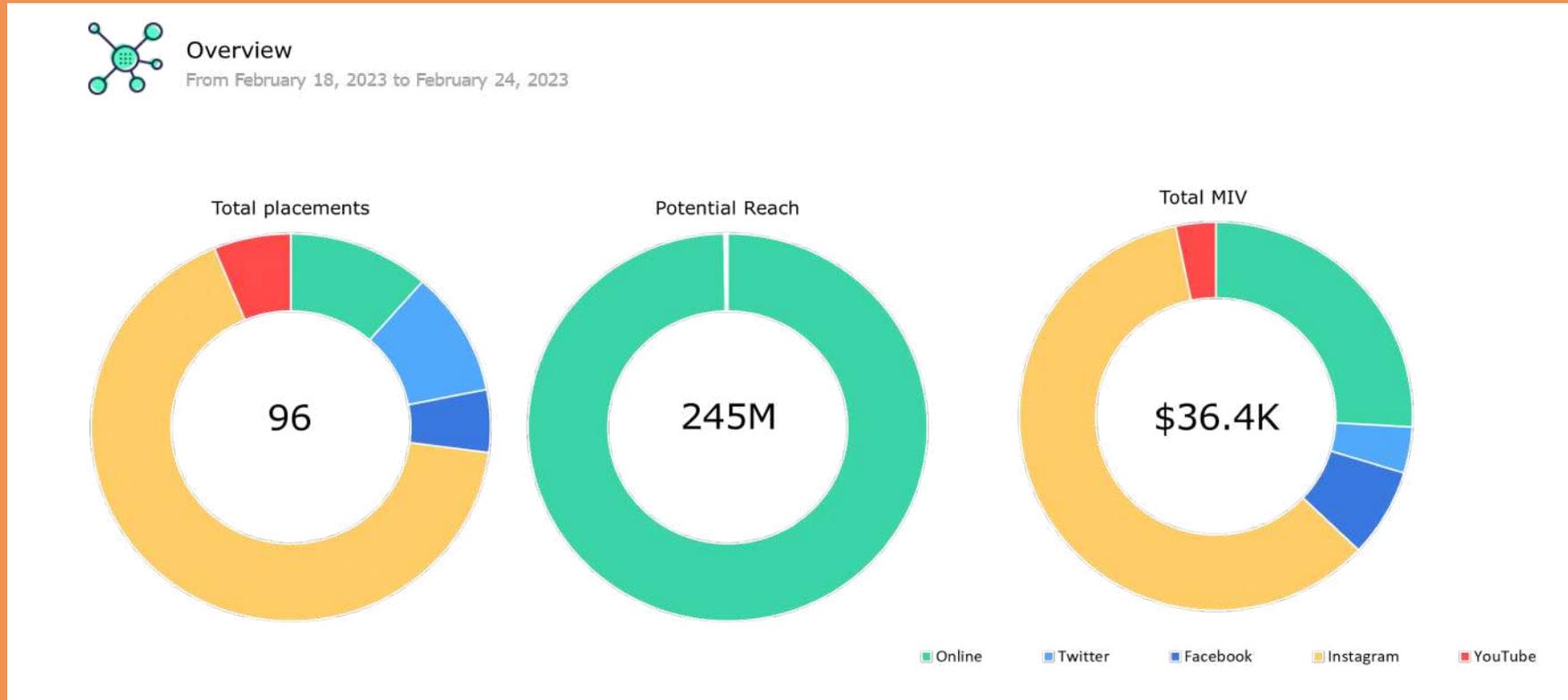
- Immigration
- Customs
- Hotels
- Restaurants
- Tourist Attractions
- Useful English Phrases for Guam Travel
- Immigration
- Restaurants

Summary: You can speak Japanese, but learning English will make your trip to Guam even more fun!



MEDIA PERFORMANCE

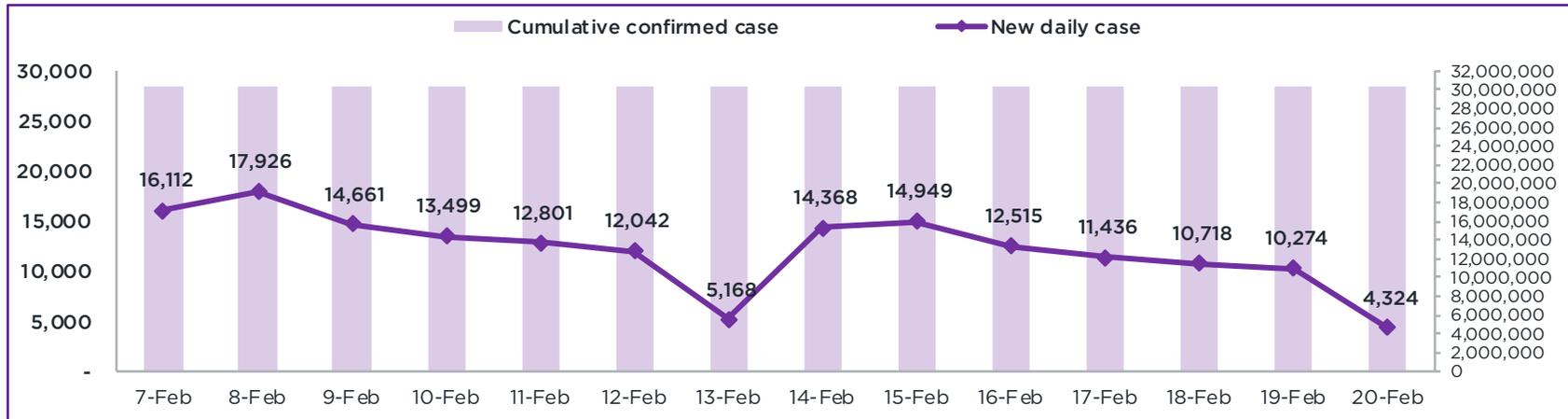
- Both placements and total media value are high on Instagram.
- Online media reached the most.



SOUTH KOREA

KOREA COVID-19 NEWS

COVID-19 STATUS: FEB 7, 2023 – FEB 20, 2023



HIGHLIGHT
 South Korea's new COVID-19 cases recorded the lowest in 33 weeks along with the number of critically ill patients the lowest in 4 months as well.



COVID-19 VACCINATION STATUS: FEB 26, 2021 – FEB 20, 2023

RECEIVED 1ST DOSE
44,847,223
 87.6% of total population
 97.5% of 18 and older
 97.0% of 60 and older

RECEIVED 2ND DOSE
44,430,373
 86.8% of total population
 96.8% of 18 and older
 96.6% of 60 and older

RECEIVED WINTER SEASON BOOSTER
6,297,640
 13.5% of total population
 14.1% of 18 and older
 32.1% of 60 and older

COVID-19

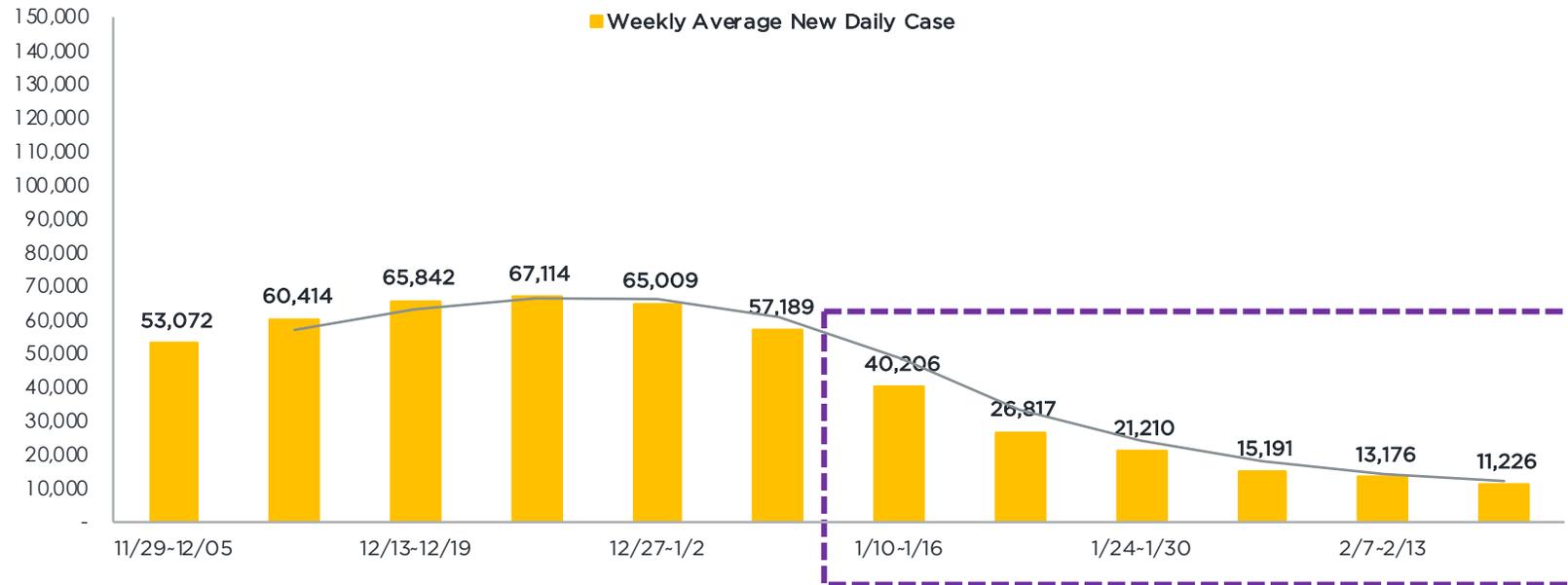
CASES:
35.50M

ACTIVE:
0.63%

AS OF FEB 27, 2023



COVID-19 STATUS: COMPARISON WEEK BY WEEK



Source: Central Disaster and Safety Countermeasures Headquarters

DAILY CASE

COVID-19 daily infections are showing a continuous downward trend, recording under 5,000 for the first time in 8 months.

WEEKLY CASE

Although the recent downward trend in COVID-19 cases is slowing, it is still steadily decreasing.

MONTHLY CASE

Korea's COVID 19 cases are showing a clear decline since the end of December.

PROJECTION

Health authorities are advising to stay cautious until the school opening season in March in order to fully lift the mask regulation.

TRAVEL TRADE UPDATE

EU LAUNCHES IN-DEPTH INVESTIGATION INTO KOREAN AIR-ASIANA.

The European Union has begun the final stage of an investigation on Korean Air 's proposed integration with Asiana Airlines in order to decide whether to approve the deal. It has opened an in-depth investigation of the deal and conducted the first-stage review of the deal based on documents submitted by Korean Air.

Approved				Suspended
Date	Country	Date	Country	Country
February 2021	Turkey	November 2021	Vietnam	Japan
April 2021	Taiwan	February 2022	Singapore	Britain
May 2021	Thailand	February 2022	South Korea	European Union
May 2021	Philippines	September 2022	Australia	United States
September 2021	Malaysia	December 2022	China	

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	11,004
T'way Air	TW301	DAILY	10:15	15:40	5,292
34,496					34,496

➤ Jin Air Seat Capacity Change: 189 seats → 393 seats (Jan 27 ~ Mar 25)

• 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	3,402
Jin Air	LJ647	DAILY	08:30	13:30	5,292
TOTAL					8,694

TOTAL OUTBOUND SEAT CAPACITY: 43,190 SEATS

KOREA MARKET INTELLIGENCE

MARCH 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	DAILY	19:20	00:50+1	4,340
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	10,959
T'way Air	TW301	DAILY	10:15	15:40	5,859
TOTAL					41,308

• B U S A N - G U A M

➤ **Jin Air Seat Capacity Change: 189 seats → 393 seats (Jan 27 - Mar 25)**

AIRLINES	FLIGHT NO.	DAYS	DEP TIME	ARR TIME	SEAT CAPACITY
Jeju Air	7C3154	WED/THU/SAT/SU	21:35	02:35+1	3,402
Jin Air	LJ647	DAILY	08:30	13:30	5,859
TOTAL					9,261

TOTAL OUTBOUND SEAT CAPACITY: 50,569 SEATS

KOREA MARKET INTELLIGENCE

APRIL AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

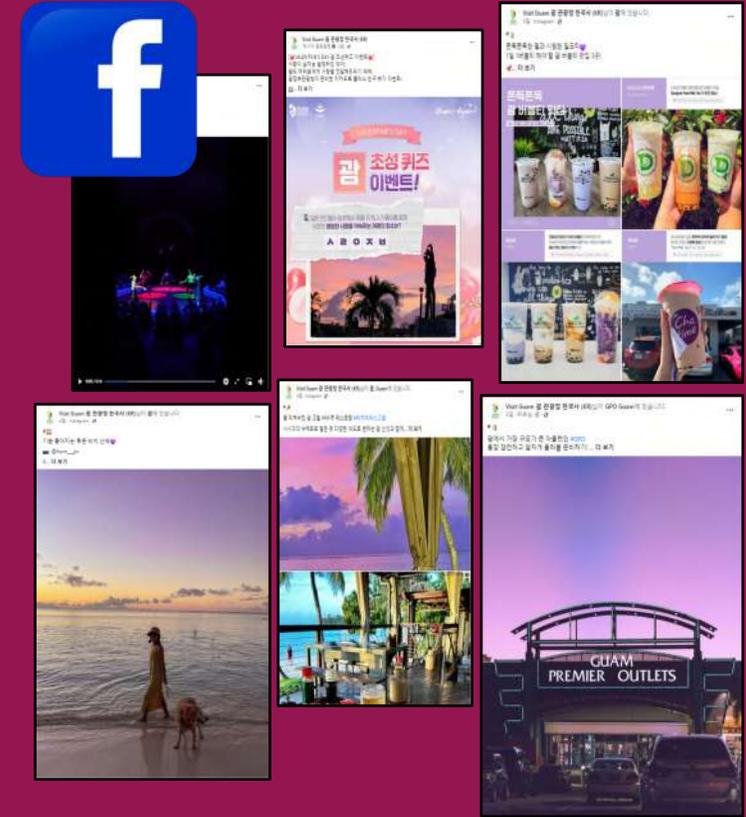
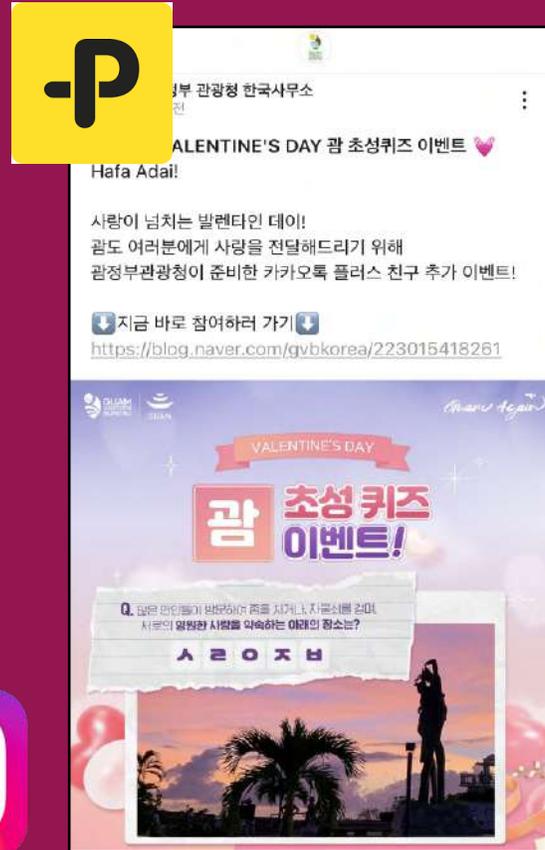
AIRLINES	FLIGHT NO.	DAYS	DEP TIME	ARR TIME	SEAT CAPACITY
Korean Air	KE421	DAILY	09:45	15:15	8,160
	KE423	DAILY	19:35	01:05+1	4,200
Jeju Air	7C3102	DAILY	10:05	15:25	5,670
	7C3106	DAILY	20:10	01:35+1	5,670
Jin Air	LJ643	DAILY	09:35	14:50	5,670
T'way Air	TW301	DAILY	10:15	15:40	5,670
TOTAL					35,040

• B U S A N - G U A M

AIRLINES	FLIGHT NO.	DAYS	DEP TIME	ARR TIME	SEAT CAPACITY
Jeju Air	7C3154	WED/THU/SAT/SUN (April 21 st ~: Daily)	21:35	02:35+1	4,158
Jin Air	LJ647	DAILY	08:30	13:30	5,670
TOTAL					9,828

TOTAL OUTBOUND SEAT CAPACITY: 44,868 SEATS

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: FEBRUARY 13-17
 #GUAMAGAIN #COLOR OF GUAM: VALENTINE'S DAY EVENT

KOREA MARKETING ACTIVITIES

GVB KOREA – February Content Calendar

Information/Notice/Card News

Guam's Scenery

IG Reels

Event

	Instagram Reels / Story	Naver Blog/Kakao	Instagram Feed / Facebook	EVENT
Week 1	January 29 SUNDAY	January 30 MONDAY	January 31 TUESDAY	February 1 WEDNESDAY
		Southern Tour Course IG Event	Card News #ColorofGuam Cafés in Guam	Guam's Scenery #ColorofGuam Guam in Emerald
Week 2	February 5 SUNDAY	February 6 MONDAY	February 7 TUESDAY	February 8 WEDNESDAY
		Northern Tour Course Guam's Scenery #ColorofGuam Guam in Emerald	Card News #ColorofGuam Spa in Guam	Guam's Scenery #ColorofGuam UGC
Week 3	February 12 SUNDAY	February 13 MONDAY	February 14 TUESDAY	February 15 WEDNESDAY
		Blog Event Guam's Scenery #ColorofGuam	Card News #ColorofGuam Golf Clubs	Guam's Scenery #ColorofGuam UGC
Week 4	February 19 SUNDAY	February 20 MONDAY	February 21 TUESDAY	February 22 WEDNESDAY
		Brunch Cafes Guam's Scenery #ColorofGuam TheNewGrey in Guam	Guam's Scenery #ColorofGuam TheNewGrey in Guam	Guam's Scenery #ColorofGuam TheNewGrey in Guam
Week 5	February 26 SUNDAY	February 27 MONDAY	February 28 TUESDAY	
		TheNewGrey in Guam Guam's Scenery #ColorofGuam TheNewGrey in Guam	Guam's Scenery #ColorofGuam TheNewGrey in Guam	

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

TAIWAN

TAIWAN COVID-19 NEWS

TAIWAN EXTENDS PASSPORT APPLICATION TIME TO 10 DAYS AMID HIGH DEMAND

Taiwan citizens seeking to obtain a new passport will soon have to wait at least 10 working days after filing their application, as the Bureau of Consular Affairs (BOCA) has been inundated with applications by people eager to travel now that COVID-19 restrictions are being lifted around the world, BOCA said Thursday.



Currently, BOCA is receiving roughly 10,000 passport applications per day, compared to 3,000-4,000 daily in the pre-COVID-19 pandemic era, BOCA Director General Calvin Ho said at a Ministry of Foreign Affairs (MOFA) press briefing.

As a result of the "record-high demand," BOCA will extend the processing time from six to 10 working days, with effect from Feb. 20, for both first-time applicants and those seeking to renew their passports, according to Ho.

TAIWAN TO REOPEN TO INDEPENDENT TRAVEL FROM HK, MACAU FROM FEB. 20

Taiwan will remove all border restrictions imposed on Hong Kong and Macau residents during the COVID-19 period on Feb. 20, the Mainland Affairs Council (MAC) said Tuesday.

MAC deputy chief Liang Wen-chieh announced the new border rules at a press briefing, saying the changes had been made possible by the easing of the COVID-19 pandemic and were intended to promote exchanges with people in the two regions.

The change in policy will enable residents of the two territories to apply to visit Taiwan for tourism on their own instead of with a tour group for the first time since February 2020 at the onset of the COVID-19 pandemic.

Taiwan had already started to allow tour groups from Hong Kong and Macau to apply to enter Taiwan in November 2022 as COVID-19 eased, but independent tourists were still barred from entry.



COVID-19

CASES:
10.03M

ACTIVE:
3.39%

AS OF FEB 24, 2023



TAIWAN TO REEXAMINE NEED FOR ISOLATION IN MILD COVID-19 CASES



Taiwan is turning the focus of its COVID-19 response to future vaccine rollouts and the possible lifting of mandatory isolation for infected individuals, the head of the Central Epidemic Command Center (CECC) said Monday.

With Taiwan's mask mandates set to be eased to exclude most indoor settings starting Feb. 20, the CECC will start looking at drafting a plan for COVID-19 vaccine rollouts this year and revising existing protocols, said CECC chief Victor Wang in Taipei on Monday.

Wang said the shift comes in the wake of reduced fluctuations in the daily number of new COVID-19 cases in the three waves of infections in Taiwan since early 2022, and the trend toward governments taking less active roles in combating the disease.

Once COVID-19 is stable, Wang said, the CECC will consult its panel of experts on plans to reduce or eliminate isolation for individuals with mild COVID-19 infections, as current models show the disease's spread to be gradually easing.

COMPETITORS

JAPAN: Japanese Airlines to Let Passengers Decide Whether to Wear Masks: Japanese airlines will let each passenger decide whether to wear a face mask on flights from March 13, it was learned on Tuesday. The association, along with the All-Japan Airport Association, which consists of airport operators, drew up the guidelines in 2020, under which airlines have been asking passengers and others to wear face masks. (Feb 21)

SOUTH KOREA: Thailand becomes latest country to impose a 'tourist tax' as trend spreads globally: To protect these natural resources, the Tourism Authority of Thailand says it will focus part of its 2023 visitor marketing campaign on meaningful travel, including responsible tourism and sustainable initiatives. Part of this plan is a new 300 Thai baht (about \$9) tourism levy for incoming international tourists arriving by air. If you enter through other borders, including ports, it will cost 150 Thai baht (about \$4). The Thai government approved the new tourist tax this week. It goes into effect this June. (Feb 17)

SINGAPORE: Singapore drops pre-departure requirements for travelers, further eases mask rules: Singapore is set to allow non-fully vaccinated travelers to enter the country without a negative pre-departure test from next week, health authorities announced Thursday. The country is set to remove mask-wearing on public transport from Monday, as it seeks to exit the "acute phase" of the pandemic, said the Ministry of Health. While travelers who are not fully vaccinated can now enter Singapore without pre-departure tests, vaccinated travel lanes will remain "for reactivation," should there be international developments of concern such as new variants, authorities said. (Feb 9)

CECC MULLS ANNUAL COVID-19 VACCINATIONS STARTING 2024



Central Epidemic Command Center (CECC) head Victor Wang on Thursday said either March or April could be designated as the month for annual COVID-19 vaccinations in Taiwan starting in 2024.

Although the required number of inoculations is dependent on scientific research, preliminary estimates suggest one vaccination per year will suffice, with March or April planned as the designated month, Wang said at a press briefing.

Either of those months will ensure COVID-19 vaccinations are separate from annual flu vaccinations which are available from October every year.

Wang also announced a new COVID-19 vaccination program scheduled to run from March 6 to April 30 this year, aimed at encouraging the roughly 1.3 million people who have not yet received a jab.

PRESIDENT TSAI RESPONDS TO FIRST DAY WITHOUT INDOOR FACE MASK MANDATE



President Tsai Ing-wen on Monday took to Facebook to celebrate the first day of the relaxed indoor face mask mandate which further eases Taiwan's COVID-19 policies as the nation seeks to return to pre-COVID normalcy.

In a Facebook post, Tsai reminded the nation that a majority of the general public no longer need to wear masks in most indoor settings.

Tsai said that masks only have to be worn when taking public transport, at medical facilities and schools, though the mask mandate in schools is to be lifted on March 6.

However, Tsai cautioned that senior citizens, those with compromised immunity and people with COVID-19 symptoms should still wear masks at all times.

VOUCHERS FOR FOREIGN VISITORS MULLED

The Ministry of Transportation and Communications yesterday said it is planning to issue vouchers for foreign visitors to help the tourism sector recover from the COVID-19 pandemic. According to the plan, individual travelers might be given a NT\$5,000 voucher and travelers in groups might be given subsidies worth NT\$10,000 to NT\$20,000 each group, Minister of Transportation and Communications Wang Kwo-tsai said. (Feb 23)

TAIWAN COVID-19 NEWS

Regulations on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals  National Immigration Agency Ministry of the Interior (Starting Feb. 7 2023 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	• 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	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

With steady easing of COVID-19 measures, Taiwan to adjust test time rule for arrivals during their 7-day period of self-initiated prevention from Feb. 7.

CECC announced that it will adjust the rapid test time rule specified in the Self-initiated Prevention Directions starting on February 7. The CECC will remove the requirements that arrivals should take a rapid test on the day of arrival or the first day of their self-initiated prevention period and provide a negative test result taken within two days before going out.

Arrivals will only need to "take an at-home rapid test when they develop symptoms during their self-initiated prevention period."

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.

AIRLINE UPDATE *Current Routes*

CHINA AIRLINES

- Routes scheduled for February-April 2023

EVA AIR

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

STARLUX AIRLINES

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



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

TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
 CHINA AIRLINES	2/24 Solomon Lee, General Manager	<ul style="list-style-type: none">Regarding the resumption of direct flights to Guam, CL Solomon said that the main considerations for resumption flight to different destination priority are: customer source, transit pax demands and cargo demands, revenue and profit.They will continue to evaluate that, also review the demand of cargo and transit pax and inbound pax.
 EVA AIR 長榮航空	2/24 Gary Wang, Executive Vice President	<ul style="list-style-type: none">Regarding the resumption of direct flights to Guam, Eva Gary said that the main considerations include capacity and revenue benefits, as well as, crew manpower.
 STARLUX 星宇航空	2/24 Patience Hsu, Vice President	<ul style="list-style-type: none">STARLUX will have a total of 22 charter flights to Guam from April to June. (Charter by Lion Travel)

TAIWAN MARKETING ACTIVITIES

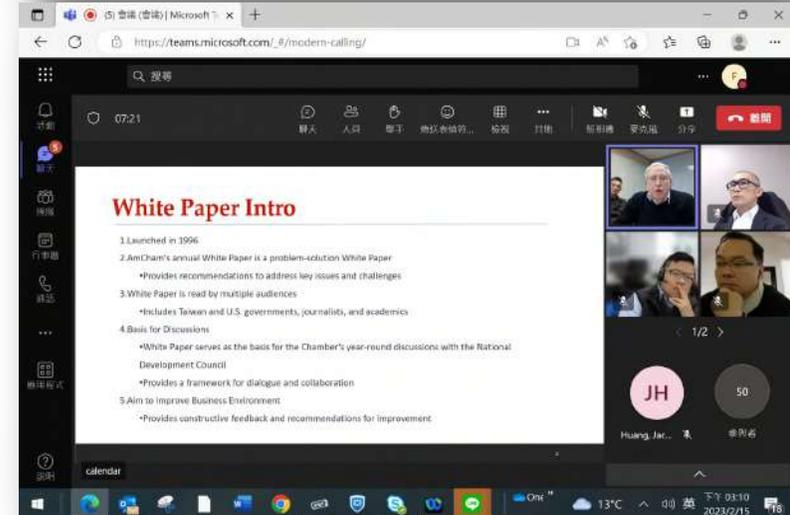
MEETING WITH SPLENDID GROUP (CIP'S VENDOR FOR AUGUST EVENT IN GUAM)

- Date: Feb 13
- Splendid Group visited GTO to learn about Guam's Chamorro events and resources.
- GTO provided relevant information to them and gave suggestions on holding events in Guam.



2023 AMCHAM TAIWAN WHITE PAPER ORIENTATION

- Date: Feb 15
- GTO was invited by AmCham Taiwan Senior Manager Fernando Chen, to join the AmCham White Paper Orientation Online Session.
- AmCham's annual White Paper is a problem-solution White Paper that provides recommendations to address key issues and challenges, aiming to Improve Business Environment by giving constructive feedback and recommendations for improvement



TAIWAN MARKETING ACTIVITIES

NEW YEAR BANQUET HOSTED BY NEW TAIPEI IMPORTERS AND EXPORTERS OF COMMERCE

- Date: Feb 16
- GTO was invited by New Taipei Importers and Exporters of Commerce Chairman Chiou-Hai Chang to participate this New Year Banquet.
- GTO socialized with many people including Hsin Chu Importers and Exporters association Director Hsieh, Taoyuan Importers and Exporters of Commerce Chairman Zhuang and received over 20 business cards.



NR MONITOR

For the past week (Feb 18 - Feb 24), a total of 8 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 53
- Social Media: 0



2023台灣燈會吸引逾1,200萬人到訪 蔣萬安：燈會讓整個台北亮了

陳逸群 +追蹤 2023-02-20 13:44 簡 LINE f ...



TAIWAN MARKETING ACTIVITIES

2023 PHOENIX TOURS ANNUAL PARTY

- Date: Feb 18
- GTO Invited by Phoenix Tours President William Chang to attend this Annual Party. Felix Interacted with ANTOR members and travel agency partners.
- GTO also met the Business Development Executive Officer(Bernard Hsu) of Tiger Air. He said that there's a Malaysian travel agency entrusted Tiger Air to have TPE-GUM charter flights through their branch office in Taiwan. The charter flights from TPE to Guam plan to last for a year(three flights a week). Tiger Air will contact GTO if further meeting is arranged.



BIO ASIA-TAIWAN 2023 LUNCHEON

- Date: Feb 21
- GTO was invited by BIO Asia-Taiwan 2023 Organizing Committee Chairman Johnsee Lee and Taiwan Bio Industry Organization Chairman Herbert Wu to join this Luncheon.
- This event introduced the International Pavilion Program at BIO Asia-Taiwan 2023 and the incentives for overseas delegates.



MEETING WITH GOLDRUN VP TOM CHEN

- Date: Feb 20
- Goldrun VP Tom Chen visited GTO and discussed their investment plan in Guam.
- Goldrun plans to do business related to electronic payment in Guam. GTO introduced Guam's investment environment and emphasized the advantages of Guam.



MEETING WITH AIT FOR TPE-GUM DIRECT FLIGHTS

- Date: Feb 22
- GTO mentioned some critical points to let AIT understand the challenges Guam is facing to resume direct flights, including China Airlines postponing direct flights. GTO suggests that maybe Taiwan and Guam can sign an MOU to tighten interactions and cooperation, just like Palau did.
- AIT responded that the key points GTO provided are well received, and they will put things altogether into a letter to see if Direct Sandra or Commercial Chief Brent can mail the letters to MoFA and MoTC to set up a meeting to urge for direct flights between Guam and Taiwan and discuss the possibilities of signing up an MOU between Taiwan and Guam.



MEETING WITH LION TRAVEL

- Date: Feb 22
- Lion Travel representatives including Deputy General Manager of the Media Management Department Rene Shan, Investment Planning of Strategy Investment Dept. Ben Hsu who will be based in Guam, and Global Accommodation Platform Manager Eden Wang, etc. visited GTO.
- During the meeting, the promotion of the Guam charter flight from April to June was discussed. Lion Travel hopes that we can provide more marketing resources/sponsorships to support, so as to obtain better results for both parties.



TAIWAN MARKETING ACTIVITIES

Social Media March Content Calendar							EB
							Accommodations
							Service
							Shopping
							Attractions/Activities/Festival
							Restaurants
							Guam Scenery
Week 1	SUNDAY	MONDAY	TUESDAY	1-Mar-23 WEDNESDAY	2-Mar-23 THURSDAY	3-Mar-23 FRIDAY	4-Mar-23 SATURDAY
				Mes CHamoru 2023 Event Promotion	x	Guam History	Biba Mes Chamoru Event Lucky Draw
				Accommodations - Guam Crowne Plaza Resort	x		
Week 2	5-Mar-23 SUNDAY	6-Mar-23 MONDAY	7-Mar-23 TUESDAY	8-Mar-23 WEDNESDAY	9-Mar-23 THURSDAY	10-Mar-23 FRIDAY	11-Mar-23 SATURDAY
	Guam History and CHamoru Heritage	Biba Mes Chamoru Event Lucky Draw		Guam KOKO Kids Fun Run	x	Guam Scenery 1	2023 Guam Q&A graphic
	Biba Mes Chamoru Event Lucky Draw				x		
Week 3	12-Mar-23 SUNDAY	13-Mar-23 MONDAY	14-Mar-23 TUESDAY	15-Mar-23 WEDNESDAY	16-Mar-23 THURSDAY	17-Mar-23 FRIDAY	18-Mar-23 SATURDAY
		Charter Flights Promotion (Pre-Heat)		Attractions - Guam History Museum	Crab Festival	x	Guam KO'KO' Road Race
Week 4	19-Mar-23 SUNDAY	20-Mar-23 MONDAY	21-Mar-23 TUESDAY	22-Mar-23 WEDNESDAY	23-Mar-23 THURSDAY	24-Mar-23 FRIDAY	25-Mar-23 SATURDAY
	Guam Scenery 2	Charter Flights Promotion (Pre-Heat)		Attractions - Latte Stone Park	x	Charter Flights Promotion Lucky Draw Event	Activities - Chamoru Traditional Dance
Week 5	26-Mar-23 SUNDAY	27-Mar-23 MONDAY	28-Mar-23 TUESDAY	29-Mar-23 WEDNESDAY	30-Mar-23 THURSDAY	31-Mar-23 FRIDAY	SATURDAY
		Charter Flights Promotion (Pre-Heat)	Restaurants - The Beach Restaurant & Grill		x	Festival - Electric Island Festival	

PHILIPPINES

'REVENGE' TRAVEL TO BUOY AIRLINES-CAB



Despite looming air fare increases due to higher fuel surcharges, the Civil Aeronautics Board (CAB) on Thursday said the country's air passenger traffic is projected to reach pre-pandemic levels this year. Speaking at the Laging Handa public briefing, CAB Executive Director Carmelo Arcilla said air traffic in 2019 was between 63 million and 65 million. "Now we are maybe 50 percent of that traffic, more or less. So we are approaching recovery," Arcilla said, adding the Philippine aviation market is considered one of the "fastest growing" globally. The CAB official said revenge travel and seat sales by competing airlines will also boost air traffic, particularly with summer approaching. "We expect many will be booking flights because it's peak season and our local market is very [active] with three major airlines competing," he said. However, Arcilla reminded would-be air travelers to be wary about fare discounts being offered online so that they could be sure that the offers they are availing themselves are "all-in with no hidden charges."

DOT allocates 180 mil PHP for competition to incentivise tourism development among LGUs.

LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	
OPEN	OPEN	OPEN	
CONFIRMED	7 DAY ROLLING AVE	DEATHS	FULLY VACCINATED
4,076,064 35,273 per million	+106 ▼ -100% vs prev week	66,083 571.9 per million	74,019,226 64.05% of pop.

Source: Cases - John Hopkins University (2023-02-25). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2023-02-16). Retrieved from OurWorldInData.org

AIRFARES GOING UP IN MARCH

Domestic carriers Philippine Airlines (PAL), Cebu Pacific and AirAsia Philippines will raise their airfares in March to cover the rising prices of jet fuel triggered by the recovery of air travel worldwide.

PAL spokesperson Cielo Villaluna said the flag carrier will increase its fuel surcharge in March, in line with the directive of the Civil Aeronautics Board (CAB) to apply higher rates. "We will adhere to the guidance from CAB on the higher fuel surcharge that takes effect next month," Villaluna said in a text message to The STAR.

Likewise, Cebu Pacific president and chief commercial officer Xander Lao said the budget carrier will increase the fuel surcharge imposed on passengers in March. However, Lao vowed that Cebu Pacific will reduce the base fares by offering seat sales throughout the month.





PAL FLIGHTS FOR FEBRUARY AND BEYOND
as of 6 February 2023 9:00 AM

Manila-Guam-Manila

• Daily

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

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



Manila-Guam-Manila

• Daily

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

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

CATHAY PACIFIC TO GIVE AWAY 80,000 AIR TICKETS TO HONG KONG IN SOUTHEAST ASIA



Cathay Pacific has announced details on how you can get a chance to get one of the 500,000 air tickets to be given out in support of the Hong Kong Tourism Board's "Hello Hong Kong" campaign to welcome back tourists. A total of 80,000 of these round-trip air tickets will be earmarked for Southeast Asia, 12,500 of which will go to Singapore residents. The campaign - called World of Winners - will launch in phases for Southeast Asia, beginning with Thailand, Singapore and the Philippines on Mar 1, 2 and 3, respectively. Malaysia, Indonesia, Vietnam and Cambodia are next, in stages, two weeks later. To qualify for a ticket, you must be a Cathay member.

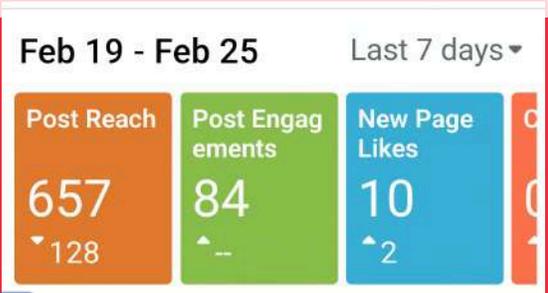


P6.4 BILLION ALLOTTED TO BOOST PH TOURISM IMAGE IN 2023

Around PHP6.39 billion of the PHP5.268-trillion national budget for 2023 will be used to improve the country's tourism sector, the Department of Budget and Management (DBM) said. In a statement, the DBM said the multibillion-peso funding is part of the Marcos administration's resolve to promote the Philippines as a tourist hub and attract more foreign investments.

"A total of PHP6.39 billion has been allocated for the tourism sector under the FY (fiscal year) 2023 National Budget to support the Department of Tourism (DOT) in its campaigns for the promotion of the Philippines as a tourist destination and to boost the interest of foreign investors in the Philippine experience," the Budget department said.

PHILIPPINES MARKETING ACTIVITIES



Feb 19 - Feb 25 Last 7 days

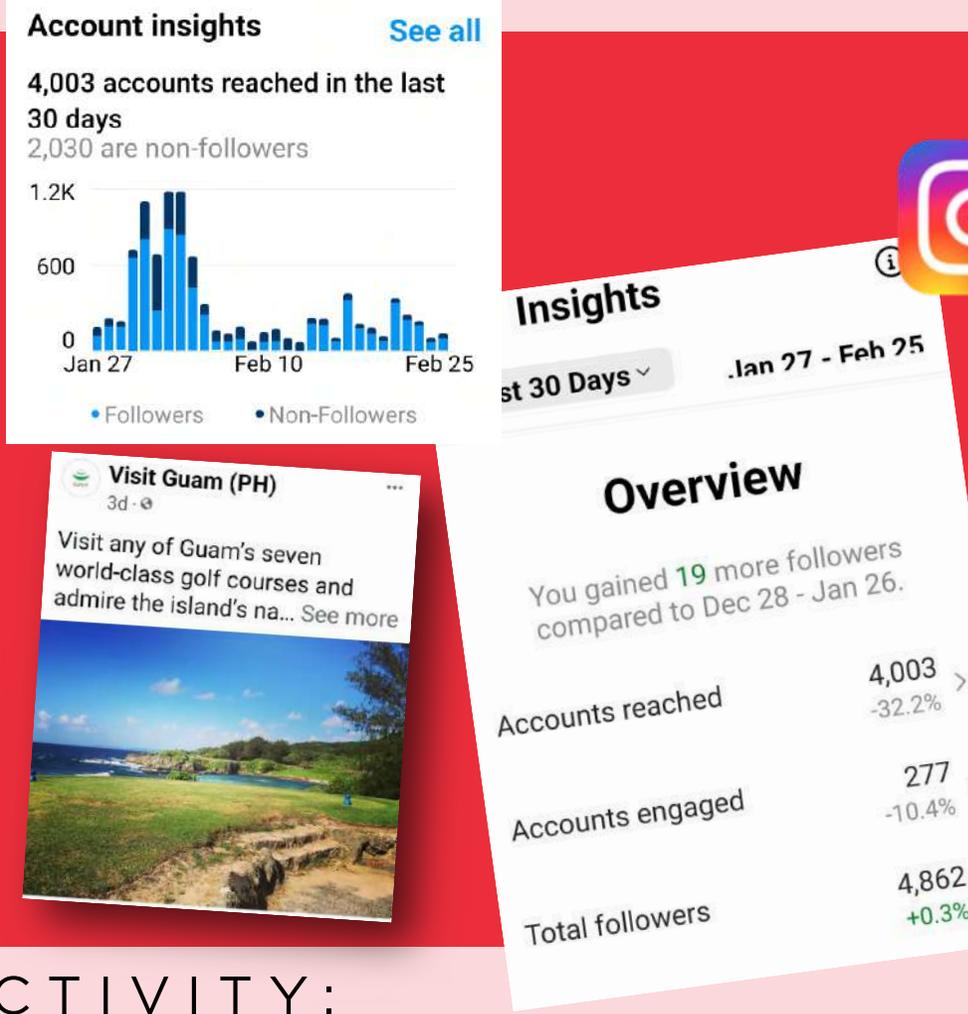
Post Reach	Post Engagements	New Page Likes
657 ▼ 128	84 ▲ --	10 ▲ 2

Posts SEE MORE

posts published in the last 7 days.

MOST ENGAGING POSTS

	Visit any of Guam's seven...	Reach	300
	February 23	Engagement	12
	Excite your taste buds ...	Reach	330
	February 20	Engagement	11
	Enjoy a fun filled day of ...	Reach	232
	February 22	Engagements	6



Account insights See all

4,003 accounts reached in the last 30 days
2,030 are non-followers



Insights See all

Jan 27 - Feb 25

Overview

You gained 19 more followers compared to Dec 28 - Jan 26.

Accounts reached	4,003	-32.2%
Accounts engaged	277	-10.4%
Total followers	4,862	+0.3%



visitguamph + ☰

Visit Guam PH
Håfa Adai and welcome to the official page of Guam Visitors Bureau - Philippines... more

Professional dashboard

4K accounts reached in the last 30 days.

Edit profile Share profile

Highlights My Next ... New



MARKETING ACTIVITY:
SOCIAL MEDIA