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# INDUSTRY REPORT

JANUARY 27, 2023



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# DESTINATION UPDATES

# FREE TESTING AND VACCINATION

## COVID-19 TESTING AND VACCINATIONS AVAILABLE AT THE PLAZA SHOPPING CENTER UNTIL TUESDAY, JAN. 31

<b>FREE COVID-19 COMMUNITY TESTING</b> Fill out a <a href="https://dphss.guam.gov/covid-19-testing">COVID-19 Testing Patient Assessment Form</a> ahead of time: <a href="https://dphss.guam.gov/covid-19-testing">dphss.guam.gov/covid-19-testing</a> . Drive-through sites may close during lightning and inclement weather. Please visit our indoor test site in Tumon.	
<b>Tuesday &amp; Thursday</b> 9 a.m. - 12 p.m.	<b>DPHSS Southern Region Community Health Center (SRCHC), Inaláhan</b> By appointment only for individuals with COVID-like symptoms. Four adults per vehicle. Bring a photo ID. Travel-related testing not offered. Call 671-828-7604/5/7518.
<b>Monday - Saturday</b> 9 a.m. by appointment	<b>DPHSS Northern Region Community Health Center (NRCHC), Dededo</b> By appointment only for individuals with COVID-like symptoms. Four adults per vehicle. Bring a photo ID. Call 671-635-7525/6 to schedule an appointment.
<b>Monday - Saturday</b> 9 a.m. - 12 p.m. 2 p.m. - 4 p.m.	<b>The Plaza Shopping Center - Dusit Beach Resort Guam, Tumon</b> For those who do not have COVID-like symptoms. Those needing ADA accommodations for curbside testing in their vehicles may call 671-998-4530. No symptoms are needed for COVID-19 testing. Bring a photo ID. <b>Ends on Tuesday, Jan. 31. New location starting on Wednesday, Feb. 1 at The Agana Shopping Center.</b>

<b>FREE COVID-19 VACCINATION CLINICS</b> MONOVALENT & BIVALENT BOOSTERS AVAILABLE - Pfizer-BioNTech, Moderna, Johnson & Johnson, Novavax*	
<b>Monday - Thursday</b> 4 p.m. - 6 p.m.  <b>Saturday</b> 2 p.m. - 5 p.m.	<b>DPHSS Northern Region Community Health Center (NRCHC), Dededo</b> Until May 31, or until supplies last, NRCHC will offer a special COVID-19 vaccination schedule on a walk-in basis, Monday through Thursday, and Saturday. 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
<b>Monday - Friday</b> BY APPOINTMENT ONLY	<b>DPHSS Southern Region Community Health Center (SRCHC), Inaláhan</b> Call 671-828-7604/5/7518 to schedule an appointment. Bring a photo ID.  *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Centers in Dededo and Inaláhan
<b>Mon-Tues, Thur-Fri</b> 9 a.m. - 12 p.m. 2 p.m. - 4 p.m. <b>Wednesday</b> 9 a.m. - 12 p.m. 1 p.m. - 3 p.m.	<b>The Plaza Shopping Center - Dusit Beach Resort Guam, Tumon</b> Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. <b>Ends on Tuesday, Jan. 31. New location commencing on Wednesday, Feb. 1 at The Agana Shopping Center</b>
<b>Wednesday</b> <b>Jan. 25</b> 4 p.m. - 6 p.m. or until supplies last	<b>Chamorro Village – Hut No. 4, Hagátña</b> Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older  This outdoor vaccination event may be canceled during lightning and inclement weather. Please check DPHSS social media <a href="https://www.facebook.com/guamDPHSS">www.facebook.com/guamDPHSS</a> for any last-minute changes due to weather.
<b>Friday, Jan. 27</b> 10 a.m. - 2 p.m. or until supplies last	<b>Asan-Ma'ina Community Center</b> Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older
<b>Saturday, Jan. 28</b> 10 a.m. - 2 p.m. or until supplies last	<b>Barrigada Community Center</b> Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older



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# MARKET INTELLIGENCE REPORT

As of January 25, 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.mofa.go.jp/ca/fna/page4e_001053.html)

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

### **ENTRY PROTOCOL EFFECTIVE FROM OCTOBER 11, 2022**

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

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

as of 26 Jan 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](https://cov19ent.kdca.go.kr/cpassportal).
- Foreigners must apply for Korea Electronic Travel Authorization (K-ETA) if they do not already have it. K-ETA is valid for 2 years from the date of approval, or when the passport used to apply expires, whichever comes first.
- COVID-19 testing is no longer required before departure (as of September 3, 2022) and no longer required upon arrival (as of October 1, 2022).

# TRAVEL PROTOCOLS BY MARKET

## TAIWAN

**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

# MARKETS AT-A-GLANCE

## JAPAN

- Number of infections has shifted to a slightly decreasing trend; although the numbers are not good, there is not much of a crisis mood
- The government is treating COVID-19 as the same as influenza and making vaccination fee-based and optional
- Flight operation is as follow:   
United: UA197 daily operation  
UA827 (applicable until Feb 9); UA150 (Wed, Sun - applicable until Feb 9); UA874 (limited avail from GUM); UA136 (Mon, Fri) and UA166 (Thurs, Sun - applicable until Feb 9) are available; UA172 and UA178 suspended until Feb 9  
JAL: suspended from Oct 1, 2022  
Tway: TW311 suspended until Jan 31, 2023  
7C1182 until Mar 31, 2023  
JEJU: suspended until Jan 31, 2023
- Shown in appendix are: news pickup; SNS performance summary & highlights; YouTube activities; Weekly Guam; GLAM digital PR; media performance; and content calendar

## PHILIPPINES

- PH eyes nearly 5M foreign tourists this year: DOT
- DOH reports 1,898 new Covid cases during the past week
- Philippines to update at least eight (8) airports this year
- **Philippine Airlines and United Airlines continue to fly daily in January 2023** 
- Shown in appendix: US Embassy update and marketing activities

## SOUTH KOREA

- 9,227 new COVID-19 cases reported, the lowest number in more than three months, amid less testing over the Lunar New Year holiday
- The government has been closely watching overseas visitors amid recent surge in infections in China
- The government said it will lift a mask mandate for most public indoor spaces Jan. 30
-  January through March airline outbound seat capacity details shown in appendix: Jan increased to 46,811; Feb remains 43,190; and March remains 41,129
- Shown in appendix are: media monitoring; SNS weekly activity; and content calendar

## TAIWAN

- Expert predicts new wave of Covid subvariants to come, peak in March
- Plans to further ease mask mandate to be announced after LNY: CECC
- Passenger volume at Taoyuan airport hits high since border reopening
- Market intelligence on competitors Japan, Thailand, Malaysia, and Korea noted in appendix
- Taiwan's KKDay revenue hits record high in 2022
- Also shown in appendix are: restrictions for entering Taiwan, CECC updates, NR monitoring, and social media calendar
- Current airline routes for other destinations and airline updates in appendix
- GTO attended SelectUSA NextGen Investment seminar and visits TAITRA to discuss 2023 food booth

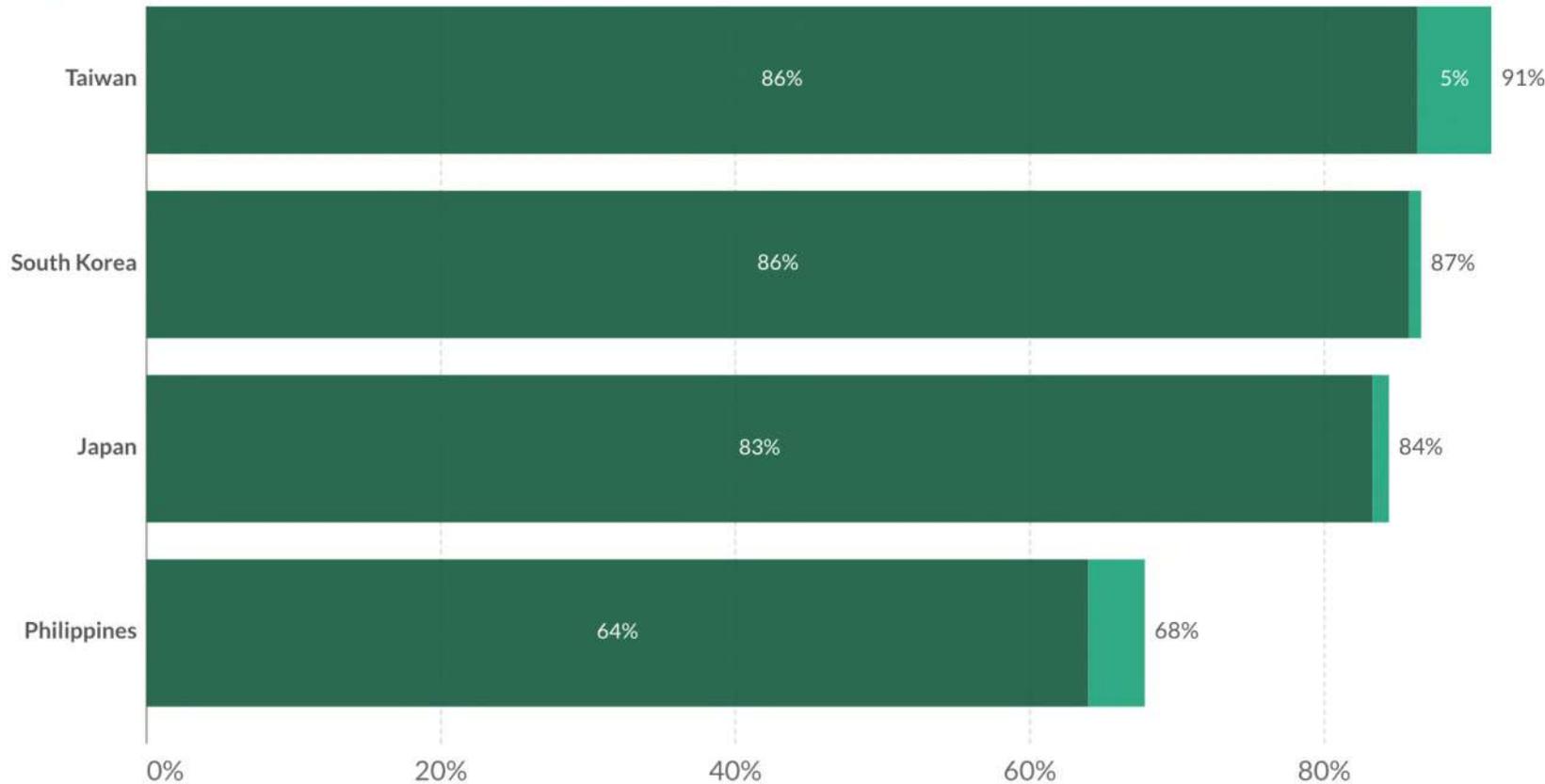
DETAILS ARE FOUND IN THE APPENDIX

# MARKETS AT-A-GLANCE

## Share of people vaccinated against COVID-19, Jan 23, 2023

Our World  
in Data

■ Share of people with a complete initial protocol ■ Share of people only partly vaccinated



**GUAM**  
140,931  
Fully Vaccinated

### Guam COVID-19 Vaccination Update - As of January 20, 2023

As of January 20, 2023, 140,931 eligible residents (6 months and older) are fully vaccinated. This total includes 14,371 residents 12 - 17 years old. 9,373 residents 5 - 11 years old received their first dose of a two dose series. 7,729 residents 5 - 11 years old have completed their two-dose series. 369 residents 6 months - 5 years old have received their first dose of a two dose series. 82,927 eligible residents have received their first booster shots. 14,614 eligible residents have received their second booster shots.

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.

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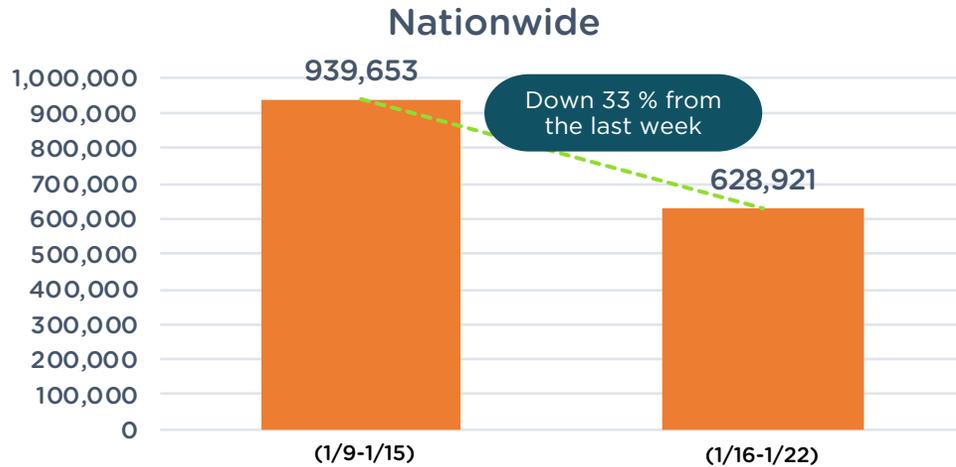
# APPENDIX

As of January 25, 2023 and may be subject to change.



# JAPAN

# JAPAN COVID-19 NEWS



## HIGHLIGHTS

- The number of infections has shifted to a slightly decreasing trend.
- The number of infected persons per week is 628,921. The number of infections per 100,000 population is 574 for Japan as a whole and 419 in Tokyo.
- Although the numbers are not good, there is not much of a crisis mood in Japan.

The number of infected people per 100,000 population:

### NATIONWIDE

**574**

### TOKYO

**419**

Total for last 7 days

## COVID-19

**CASES:  
32.172M**

**ACTIVE:  
33%**



Japan reports inflation hit 4%, 41-year high in December (The Associated Press)

Area / New cases	Jan 9-15	Jan 16-22	Changes (#) vs LW	Changes (%) vs LW
Tokyo	76,097	50,828	-25,269	67%
Osaka	62,774	42,821	-19,953	68%
Aichi	60,903	42,994	-17,909	71%
Fukuoka	50,699	29,931	-20,768	59%
Nationwide	939,653	628,921	-310,732	67%

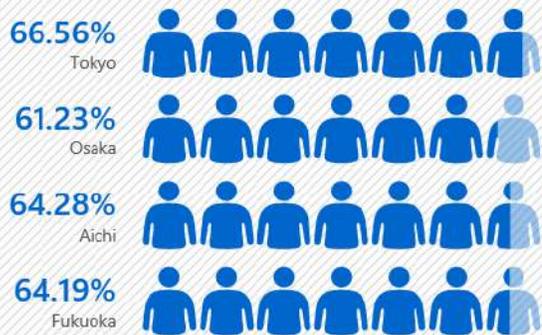
Created based upon data from NHK (Japan Broadcasting Corporation)

AS OF JAN 25, 2023

## HIGHLIGHTS

- The progress rate for tertiary immunizations is 67.9%, 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 3<sup>RD</sup> SHOT



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

as of 26 Jan 2023

## VACCINATION UPDATE (1/20)

Total number of  
vaccination:  
**376,342,695**

1st & 2<sup>nd</sup> doses  
administered:  
**104,603,523**  
**(81.4%)**  
**103,212,851**  
**(80.4%)**

Nationwide 3<sup>rd</sup> shot:  
**85,516,201**  
**(67.9%)**

Nationwide 4<sup>th</sup> shot :  
**56,341,011**

## NEW OFFICE OPENING JANUARY 24, 2023



## NEW YEAR INDUSTRY MIXER JANUARY 25, 2023



# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION



AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from Jul 1, 2022 (Applicable until Feb.9)	UA827	NRT	11:15 / 16:05	UA828	6:55 / 9:55	Daily (827) Tue, Thu, Sat, Sun(828)	166
	Available	UA197	NRT	17:30 / 22:20	UA196	13:05 / 16:05	Daily	166
	Suspended until February 9, 2023 Limited available from GUM	UA874	NRT	21:05 / 1:45 +1	UA873	17:05 / 19:50	Suspended(874) Tue, Thu, Sat(873)	166
	Available from Aug 1, 2022 ( Mon,Fri )	UA136	NGO	11:20 / 15:55	UA137	7:30 / 10:20	Mon, Fri	166
	Suspended until February 9, 2023	UA172	NGO	20:50 / 1:25 +1	UA171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed&Sun) (Applicable until Feb.9)	UA150	KIX	11:05 / 15:45	UA151	7:10 / 10:10	Wed,Sun	166
	Suspended until February 9, 2023	UA178	KIX	20:50 / 1:20 +1	UA177	16:50 / 19:50	Tue, Thu, Sat	166
	Available from Aug 1, 2022 ( Thu, Sun ) (Applicable until Feb.9)	UA166	FUK	11:50 / 16:50	UA165	07:40 / 10:50	Thu, Sun	166
	Available from Aug 1, 2022 ( Thu, Sun ) Suspended from Oct.	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, 2002 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		

Interviews with various companies

# JAPAN MARKETING ACTIVITIES

## NEWS PICKUP

January 17 Yahoo News  
About Okayama Seminar



January 17 RSK TV News  
About Okayama Seminar



January 17 KSB TV News  
About Okayama Seminar



# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- Slight increase in followers in all plat forms
- TikTok resumes advertising, strong in both reach and engagement

SNS	follower		Week Reach		Week Engagement	
	14 Jan,2023	21 Jan,2023	14 Jan,2023	21 Jan,2023	14 Jan,2023	21 Jan,2023
	24,288	24,293	14,303	13,393	1,184	1,063
	0.02%		-6.36%		-10.22%	
	23,652	23,660	5,332	4,987	267	198
	0.03%		-6.47%		-25.84%	
	15,162	15,210	39,842	37,996	1,306	1,167
	0.32%		-4.63%		-10.64%	
	46,269	47,701	188,000	379,000	12934	22681
	3.09%		101.60%		75.36%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	9,761	10,382	18,530	21,704	0:01:46	0:01:46
	6.36%		17.13%		0.00%	

# JAPAN MARKETING ACTIVITIES

Jan-23							
Week1	2	3	4	5	6	7	9
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam						
Event							
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 2	9	10	11	12	13	14	15
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event							
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 3	16	17	18	19	20	21	22
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event		Okayama Seminar					
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 4	23	24	25	26	27	28	29
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event	New year party / Office opening ceremony						
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week5	30	31				31	
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event							
Other		Tell Us About Guam	Where is here?	Weekly GUAM			

## SNS CONTENT CALENDAR

# JAPAN MARKETING ACTIVITIES



325 Like



276 Like



276 Like



300 Like



75 Like



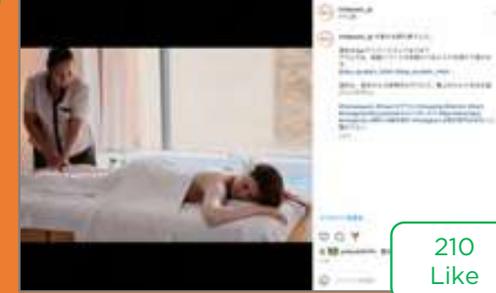
72 Like



87 Like



192 Like



210 Like



82 Like



145 Like



39 Like



502 Like

## SNS POST-HIGHLIGHTS

# JAPAN MARKETING ACTIVITIES

## YOUTUBE ADS (SNS ALWAYS ON)

#HEREWEGUAM 10-20 JAN 2023

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
<b>Here We Guam</b>	1,022,551	390	0.04%	¥1,190.0	¥453.88	245,222	932,184	1.10

- Weekly Summary

CTR was 0.04% and CPC was ¥1,190, both CTR and CPC improved from last week.  
 CPM was ¥453, up slightly.  
 Frequencies were 1.10 as of today, and we are operating without any problems overall.

- About Creative

Gourmet & Shopping and Beach & Resort Creative continue to perform well

Creative	Impr	Link Click	CTR	CPC	CPM	CVTR	CPV	CPCV
#HereWeGUAM プロモーション動画 (Gourmet & Shopping)	1,379,516	1,083	0.08%	¥589.7	¥463	20.71%	¥1.91	¥2.24
#HereWeGUAM プロモーション動画 (Wedding & Honeymoon)	21,643	11	0.05%	¥1,186.1	¥603	3.11%	¥9.57	¥19.38
#HereWeGUAM プロモーション動画 (Vacance)	9,427	10	0.11%	¥568.3	¥603	5.05%	¥5.93	¥11.94
#HereWeGUAM プロモーション動画 (Culture)	5,092	7	0.14%	¥454.9	¥625	7.86%	¥5.20	¥7.96
#HereWeGUAM プロモーション動画 (Sports & Activity)	5,433	4	0.07%	¥868.9	¥640	7.04%	¥5.86	¥9.09
#HereWeGUAM プロモーション動画 (Freestyle)	4,786	4	0.08%	¥708.0	¥592	5.73%	¥5.56	¥10.33
#HereWeGUAM プロモーション動画 (Beach & Resort)	380,189	242	0.06%	¥837.1	¥533	19.59%	¥2.35	¥2.72



# JAPAN MARKETING ACTIVITIES

## YOUTUBE ADS (SNS ALWAYS ON)

#HEREWEGUAM 10-20 JAN 2023



	Impression	Reach	Reach	CPM	click	CTR	CPC	COST	FOLLOW	CPF
TOTAL	421,566	316,832	384,578	¥1,000	0	0.00%	#DIV/0!	¥421,472	2,289件	¥184

- Weekly Summary
  - As a result of starting to use Onuman's creative, CPF is operating at the lowest unit price ever (184 yen)
  - Number of followers acquired in approximately 10 days: 2,289
- About Creative
  - The following 2 Creatives responded well
  - Creative Driving Guam's Waiting
  - Souvenir giveaway video of the collaboration project at 100 FAM.



# JAPAN MARKETING ACTIVITIES

## WEEKLY GUAM

### Payless Supermarket Opens at Micronesia Mall!

Payless Supermarket at Micronesia Mall, which had been under renovation, reopened on January 9 after a year of construction. Payless Supermarket is a local favorite with eight stores on Guam. The new store has a larger sales floor and more parking space.

The store is clean and bright. The vegetable and fruit sales area is also this spacious, with colorful and lively products.

The meat section goes on and on. There is a seafood section next to it, but the meat section is many times larger! This area shows how much Guam's people love meat! Inside the store is Infusion Coffee & Tea, a cafe popular among tourists.

Other tenants such as Local Bowlz co. and PROOF BREAD SHOP are scheduled to open on January 21 (Sat.). In addition, a sampling space for Guam's craft beer company, The Guam Brewery, is currently being prepared to open at a rapid pace.

Before the renovation, there was a sales area and organic section with a collection of Made in Guam products, but it is no longer there. In the past, made-in-Guam products were mostly confectionery for souvenirs, but now there is a wide range of products such as seasonings and alcohol, and made-in-Guam products can be found in their respective sales areas.

I also found a line of HOT PEPPER DRIZZLE, a Guam-made dinanche that is perfect for souvenirs and popular among the Guamanians, along with Tabasco and other products. For those who like spicy food, the HOT and EXTRA HOT Tabasco are also quite interesting.

In the confectionery section, we found made-in-am cookies and chocolates as well as these products. Both are American brand sweets popular among Japanese people and would make great souvenirs.

Above is Honolulu Cookie Company from Hawaii, and below is a boxed confectionery from KIRKLAND Signature, a private brand of Costco. In the seasoning section, you can find unique products such as these.

It is a sauce from PAND EXPRESS, which is located in the food code of Micronesia Mall. Panda Express is a major Chinese restaurant chain in the United States. It seems that there is a store in Kanagawa Prefecture in Japan, and it is a popular brand in the U.S. among people in the know.

Another popular American item for Japanese people is Downy fabric softener. The large size is popular among the locals, but we found small sizes of 10oz (295ml) and 19oz (561ml) that are easy to take back to Japan! They are a little heavy because they are liquid, but the petit price of this baramaki-y souvenir is great!

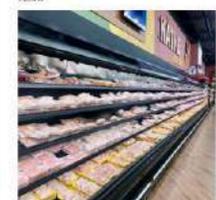
マイクロネシアモールに  
ペイレース スーパーマー  
ケットがオープン!



ペイレース スーパーマーケットは、マイクロネシアモールに1月9日にオープンしました。ペイレース スーパーマーケットは、マイクロネシアモールに1月9日にオープンしました。ペイレース スーパーマーケットは、マイクロネシアモールに1月9日にオープンしました。



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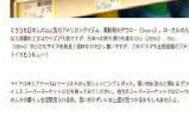
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# JAPAN MARKETING ACTIVITIES

## WEEKLY GUAM

グアム旅行には必須のエコバッグはJPでゲット!



この新年を前に、島内各所で販売されているエコバッグが人気です。2023年10月1日より、エコバッグの着用が義務づけられ、プラスチックのレジ袋の使用が禁止されました。そのため、エコバッグの需要が高まり、島内各所で販売されています。



新たに、新しく開業した「Honolulu Coffee」が、JPスーパーの隣にオープンしました。この店舗は、日本から移ってきた店舗で、ハワイの雰囲気を演出しています。また、JPスーパーの隣には、ハワイのファッションブランド「HAWAIIAN SHIRT」のショップもオープンしました。



また、島内各所で販売されているエコバッグが人気です。2023年10月1日より、エコバッグの着用が義務づけられ、プラスチックのレジ袋の使用が禁止されました。そのため、エコバッグの需要が高まり、島内各所で販売されています。



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種類も豊富なものが多いので、日本でエコバッグが売れなくなるのと同じくらい、島内各所で販売されています。



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## Get your must-have eco-bags for your Guam trip at JP!

Guam welcomed a lot of tourists from Japan during this year-end and New Year's holidays. Although not to the extent of pre-Corona, I am happy and somewhat relieved when I see tourists walking happily in the streets of Tumon.

I know many of you are considering a trip to Guam, and one of the major changes from before Corona is that most stores no longer use plastic bags. You never know when or where you might come across something nice in Guam. JP Superstore (JP Superstore) has a great selection of cute eco bags.

JP Superstore, which we introduced at the end of the year, has a new Honolulu Coffee shop. As you can see, the logo is also new.

The interior was partially renovated at the same time as the opening of Honolulu Coffee, and the interior was completely renewed. The men's and women's fashion floors, lined with designer brands, are now more fashionable and comfortable to enjoy shopping. The store is currently holding a winter sale, so be sure to stop by when you travel to Guam.

As I informed you this time last year, the use of plastic bags has been prohibited since last year. Even if you do not intend to shop, you may find something you like at a store you pass by, or you may take home leftover food after going out to eat. A large handbag is a must-have item in Guam right now.

You can bring the ones you are used to from Japan, but if you have to go to the trouble, get them in Guam! JP Superstore has a wide variety of bags, from Guam-designed ones, tropical-designed ones, solid canvas tote bags, and even ones that fold up into a compact size when not in use.

Many of them are reasonably priced, so you may want to buy one of these eco-friendly bags as a souvenir, as they have many uses in Japan as well.

Here is JP Superstore's recommendation. This bag is made by a brand called "natural life" from Florida, USA. They are very colorful and fashionable, and the design makes you feel energetic just by carrying it. The bags come in a variety of sizes and are made of polyester canopy, which is very lightweight, durable, and water-resistant. These bags are too good to be used only for shopping, and will be useful at the beach and pool as well.

JP Superstore's original eco-bags are also available. These come in two sizes, both at the bargain price of \$2.00! They have plenty of gussets, so you don't have to worry even if you do a lot of shopping.

One of the joys of traveling to Guam is shopping. To enjoy a variety of shopping such as Guam products, American brands, Asian goods, etc., you must have your favorite eco-bag! Be sure to find your favorite one at JP Superstore!

# JAPAN MARKETING ACTIVITIES

## GLAM DIGITAL PR

### Guam is a great place to travel with kids! Recommended hotels, attractions, and notes.

Guam is a popular overseas travel destination for Japanese people traveling with children, but it is still a foreign country different from Japan. When traveling as a family with children, there are many things to worry about, such as safety and the burden on children. However, there is no better place to travel with children than Guam. Guam is a popular overseas travel destination among Japanese, and of course, it offers family-friendly hotels and services.

Therefore, the author, who traveled to Guam in 2022, introduces recommended hotels for families with children, how to choose such hotels, tourist spots, and points to note. This article will give you all the information you need to know about traveling to Guam with children, so please refer to it!

Three reasons why a trip to Guam is recommended for travelers with children

- (1) The flight time is only about 3.5 hours.
- (2) Almost no time difference, so there is little burden on children.
- (3) Safe and secure

Three points to consider when choosing a hotel in Guam with children

- (1) Located near Tumon, which is in a good location
- (2) Facilities and services for children
- (3) Beach right in front of the hotel

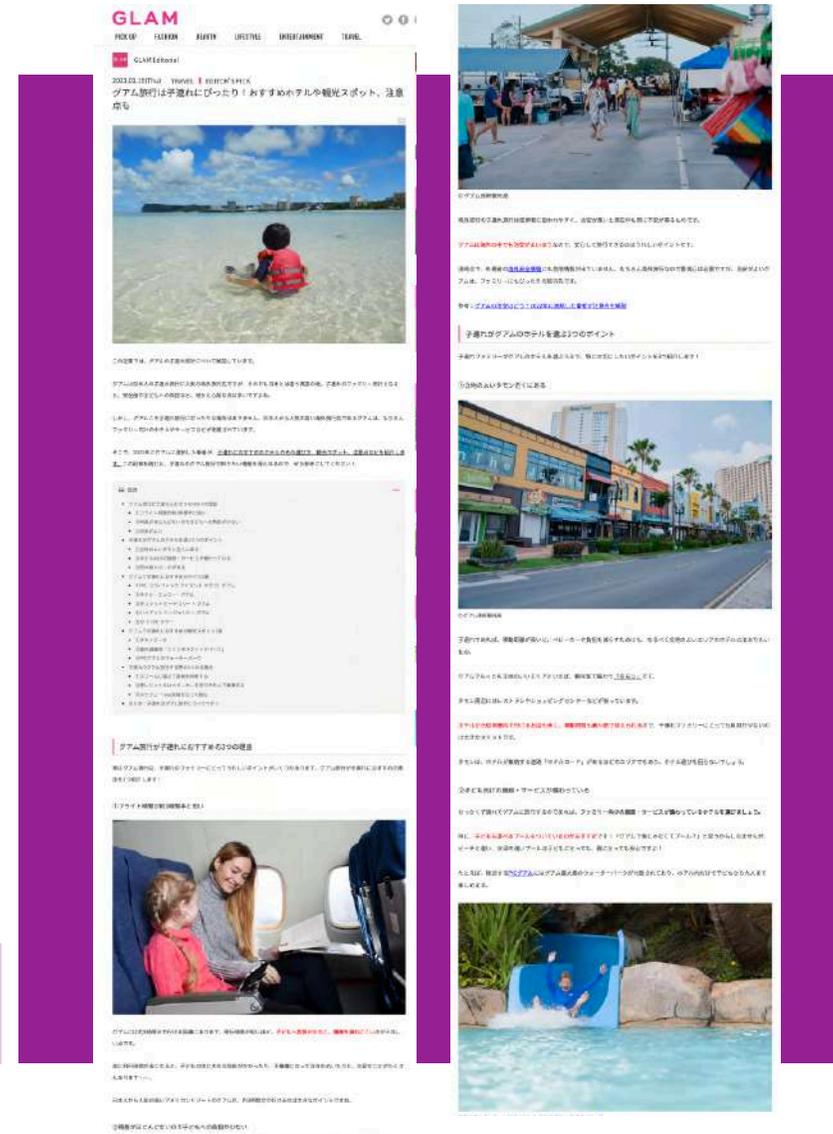
Five recommended hotels in Guam for families with children

- (1) PIC (Pacific Island Club) Guam
- (2) Hotel Nikko Guam
- (3) Dusit Beach Resort Guam
- (4) Hyatt Regency Guam
- (5) The Camellia Tower

Three recommended sightseeing spots in Guam for families with children

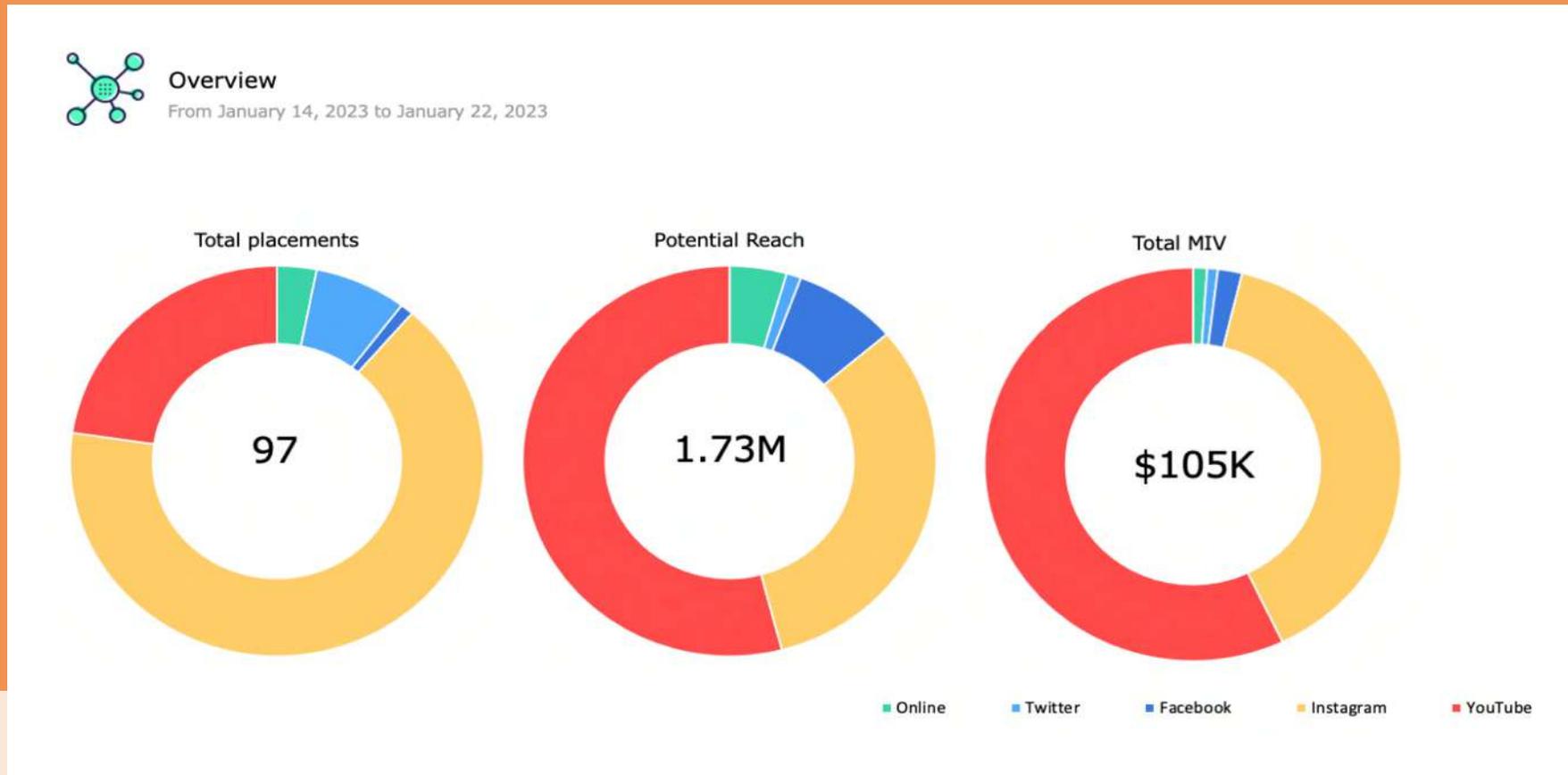
- (1) Tumon Beach
- (2) Fantastic Park, an indoor amusement park
- (3) PIC Guam's Water Park

**Summary:**  
Traveling with children is a great way to travel to Guam.



## MEDIA PERFORMANCE

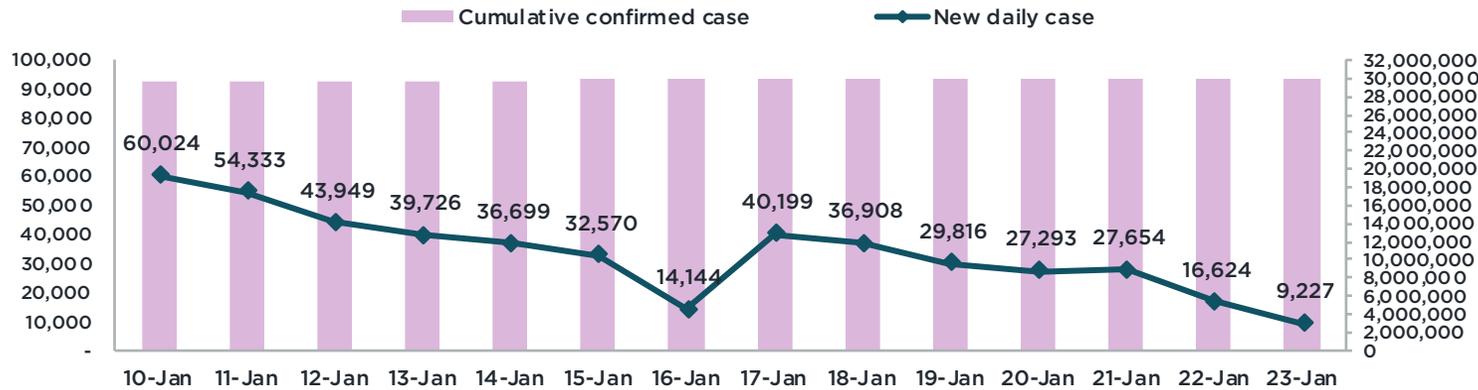
- Compared to last week, YouTube's reach has increased significantly; as for MIV, the number has doubled.



# SOUTH KOREA

# KOREA COVID-19 NEWS

## COVID-19 STATUS: JAN 10, 2023 – JAN 23, 2023



### HIGHLIGHT

South Korea reported 9,227 new COVID-19 cases Monday, the lowest number in more than three months, health authorities said, amid a slowdown in infections and less testing over the Lunar New Year holiday.

## COVID-19

**CASES:**  
30.021M

**ACTIVE:**  
2.0%

## COVID-19 VACCINATION STATUS: FEB 26, 2021 – JAN 23, 2023

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

**44,867,046**  
87.6% of total population  
97.5% of 18 and older  
97.0% of 60 and older

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

**44,448,105**  
86.8% of total population  
96.7% of 18 and older  
96.6% of 60 and older

**RECEIVED WINTER SEASON BOOSTER**

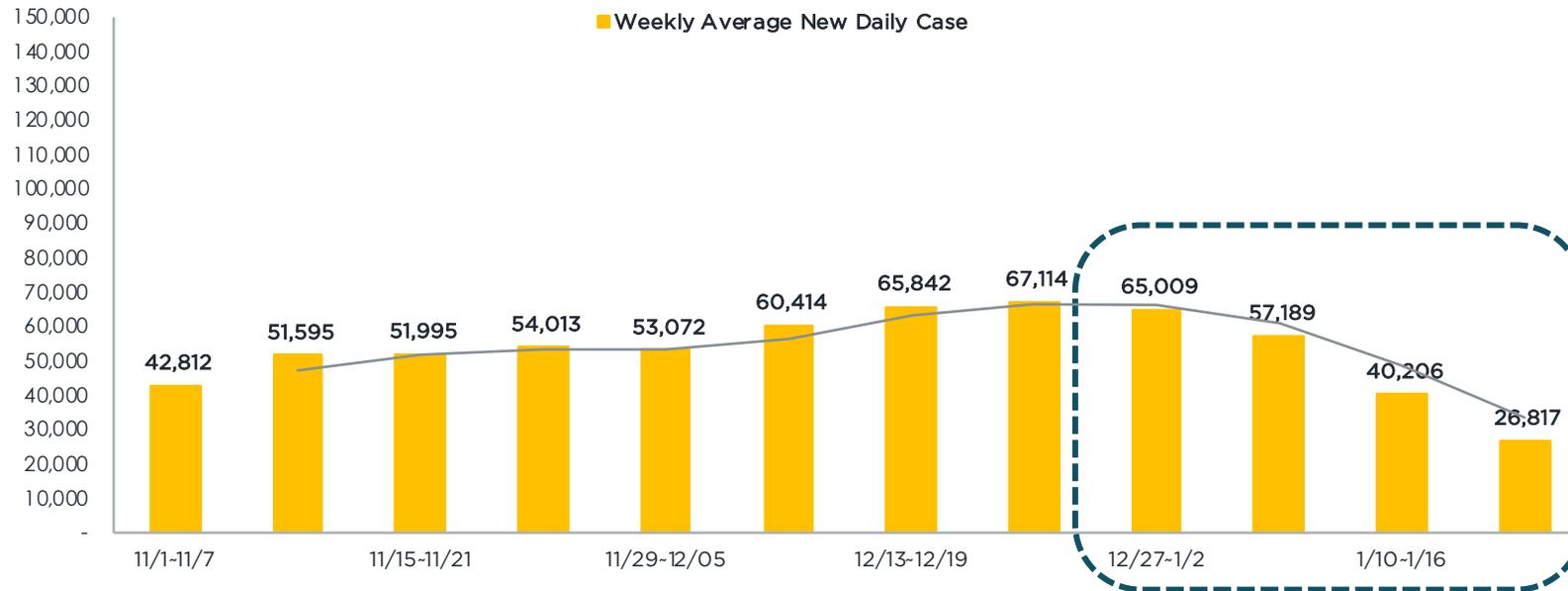
**5,968,647**  
11.7% of total population  
9.9% of 18 and older  
41.9% of 60 and older



AS OF JAN 25, 2023



## COVID-19 STATUS: COMPARISON WEEK BY WEEK



### DAILY CASE

The number of daily infections has marked the lowest since Oct. 10 last year, when the country reported 8,973 new cases.

### WEEKLY CASE

The weekly COVID-19 cases are on a sharp downward trend, decreasing around 10,000 cases a week.

### MONTHLY CASE

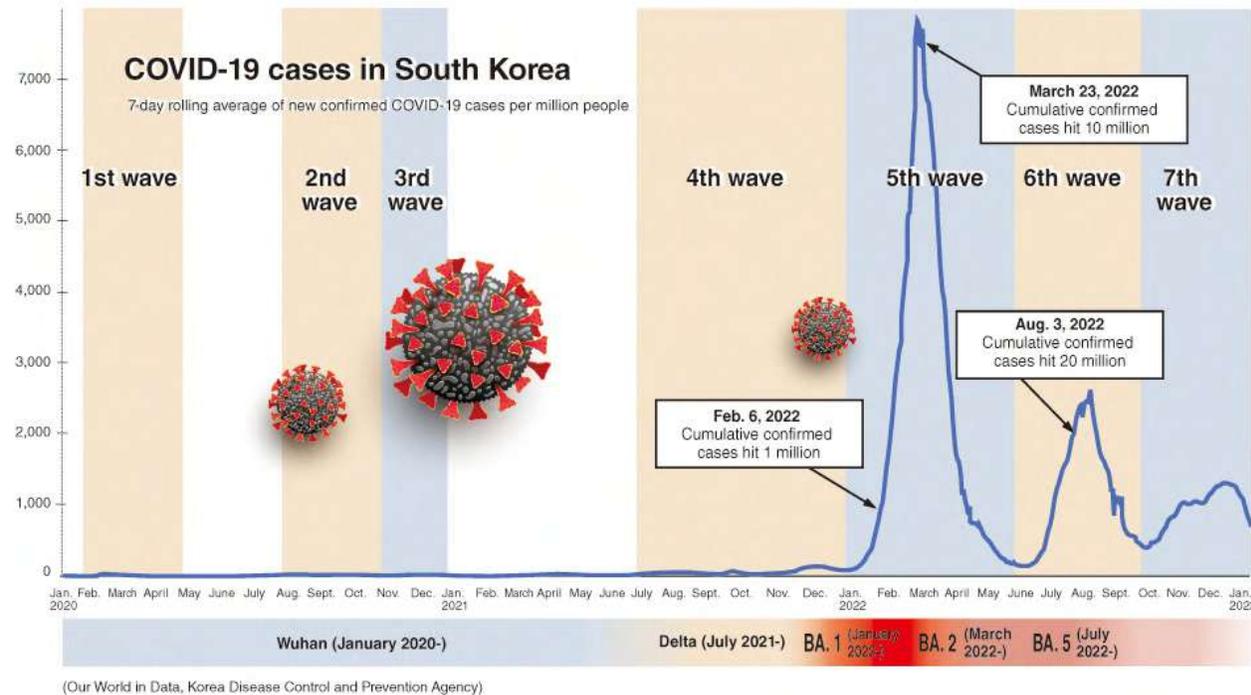
The government has been closely watching overseas visitors amid the recent surge in infections in China following Beijing's lifting of its zero-COVID policy in December.

### PROJECTION

The government said it will lift a mask mandate for most public indoor spaces Jan. 30 with the slowly decreasing COVID-19 cases.

Source: Central Disaster and Safety Countermeasures Headquarters

## COVID-19 STATUS: SPECIFIC ISSUE



**FACE MASKS NO LONGER REQUIRED INDOORS IN KOREA FROM JAN. 30.** Starting Jan. 30, wearing face masks will no longer be required indoors with the exception of some high-risk places including hospitals, pharmacies and public transits in Korea -- a move that comes three years after the mandate was introduced. The measure came from the confidence that the country can endure the rest of the pandemic without policy interventions.

# 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	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	7,083
T'way Air	TW301	DAILY	10:15	15:40	5,859
<b>TOTAL</b>					<b>37,172</b>

➤ **Jin Air Seat Capacity Change: 189 seats → 393 seats ( Jan 27 ~ Feb 28 )**

### • B U S A N - G U A M

AIRLINES	FLIGHT NO.	DAYS	DEP TIME	ARR TIME	SEAT CAPACITY
Jeju Air	7C3154	4/W	21:35	02:35+1	3,780
Jin Air	LJ647	DAILY	08:30	13:30	5,859
<b>TOTAL</b>					<b>9,639</b>

**TOTAL OUTBOUND SEAT CAPACITY: 46,811 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	11,004
T'way Air	TW301	DAILY	10:15	15:40	5,292
<b>34,496</b>					<b>34,496</b>

➤ Jin Air Seat Capacity Change: 189 seats → 393 seats ( Jan 27 ~ Feb 28 )

• 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
<b>TOTAL</b>					<b>8,694</b>

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
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	5,859
T'way Air	TW301	DAILY	10:15	15:40	5,859
<b>34,496</b>					<b>31,868</b>

• B U S A N - G U A M

AIRLINES	FLIGHT NO.	DAYS	DEP TIME	ARR TIME	SEAT CAPACITY
Jeju Air	7C3154	4/W (March 1 ~ March 25)	21:35	02:35+1	3,402
Jin Air	LJ647	DAILY	08:30	13:30	5,859
<b>TOTAL</b>					<b>9,261</b>

TOTAL OUTBOUND SEAT CAPACITY: 41,129 SEATS

# KOREA MARKETING ACTIVITIES

## [여행소식] 광경부관광청, 설맞이 SNS 경품 이벤트



YEONHAP NEWS

[https://www.yna.co.kr/view/AKR202301171296008\\_05?input=1195m](https://www.yna.co.kr/view/AKR202301171296008_05?input=1195m)

## 광경부관광청, 설맞이 SNS 경품 이벤트 진행



DISCOVERY NEWS

<http://www.discoverynews.kr/news/articleView.html?idxno=941821>

## 광경부관광청, 경품 풍성하게 내건 SNS 이벤트 진행



NEWS 1

<https://www.news1.kr/articles/4926976>

## 광경부관광청, 설맞이 SNS 경품 '평평'



GUKJE NEWS

<https://www.gukjenews.com/news/articleView.html?idxno=2636446>

## 광경부관광청, 설맞이 SNS 경품 이벤트 진행



DIGITAL TIMES

[http://www.dt.co.kr/contents.html?article\\_no=2023011702109919613\\_008&ref=naver](http://www.dt.co.kr/contents.html?article_no=2023011702109919613_008&ref=naver)

## 광경부관광청, SNS에서 새해 선물 드림!

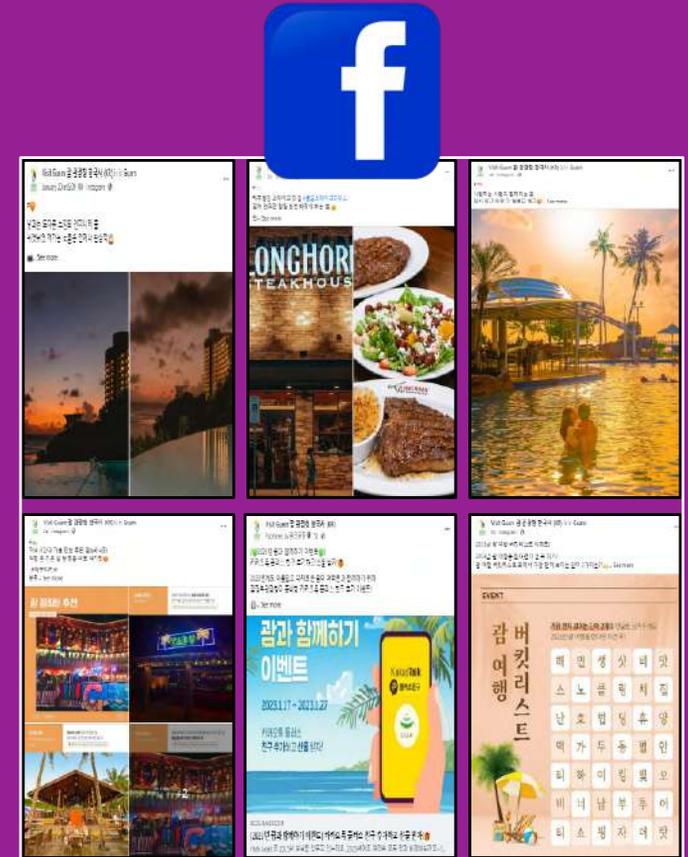


THE KOREA TRAVEL NEWS

<https://www.traveltimes.co.kr/news/articleView.html?idxno=403908>

## MEDIA MONITORING GVB OPENS NEW YEAR SNS EVENT

# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JANUARY 16 – JANUARY 20  
 NEW YEAR SNS EVENT – INSTAGRAM AND KAKAO FRIEND

# KOREA MARKETING ACTIVITIES

## GVB KOREA – JANUARY Content Calendar

Information/Notice/Card News

Guam's Scenery

IG Reels

Event

Instagram Reels / Story

Naver Blog/Kakao

Instagram Feed / Facebook

EVENT

	January 1 SUNDAY	January 2 MONDAY	January 3 TUESDAY	January 4 WEDNESDAY	January 5 THURSDAY	January 6 FRIDAY	January 7 SATURDAY
Week 1		Family Trip to Guam Guam's Scenery #ColorofGuam	Card News #ColorofGuam F&B Contents	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	
	January 8 SUNDAY	January 9 MONDAY	January 10 TUESDAY	January 11 WEDNESDAY	January 12 THURSDAY	January 13 FRIDAY	January 14 SATURDAY
Week 2		Bars in Guam (Club ZOH) Guam's Scenery #ColorofGuam	Card News #ColorofGuam Family trip route	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	
	January 15 SUNDAY	January 16 MONDAY	January 17 TUESDAY	January 18 WEDNESDAY	January 19 THURSDAY	January 20 FRIDAY	January 21 SATURDAY
Week 3		IG Event	Blog Event Card News Guam's Night Activities	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	
	January 22 SUNDAY	January 23 MONDAY	January 24 TUESDAY	January 25 WEDNESDAY	January 26 THURSDAY	January 27 FRIDAY	January 28 SATURDAY
Week 4		Guam's Scenery #ColorofGuam	Card News #ColorofGuam Shopping	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	
	January 29 SUNDAY	January 30 MONDAY	January 31 TUESDAY				
Week 5		Outdoor Activities Guam's Scenery #ColorofGuam	Card News #ColorofGuam Mind-peace spots				

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

# TAIWAN

## EXPERT PREDICTS NEW WAVE OF COVID SUBVARIANTS TO COME, PEAK IN MARCH

New COVID-19 subvariants will become dominant in Taiwan later this year, with a new wave most likely arriving and peaking in March, National Taiwan University College of Public Health professor Chen Hsiu-hsi projected Wednesday.

At a livestream where he and his research team lectured about "Science and COVID-19," Chen focused specifically on the new XBB.1.5 subvariant on Wednesday.

Nicknamed "Kraken" after the Norwegian mythological sea monster, the XBB.1.5 has been dubbed the most transmissible Omicron subvariant so far, Chen said.

The subvariant currently accounts for one-quarter of new infections in the United States, while the European Centre for Disease Prevention and Control predicted that the XBB.1.5 would peak in Europe within the next two months.



## PLANS TO FURTHER EASE MASK MANDATE TO BE ANNOUNCED AFTER LNY: CECC

Plans to lift Taiwan's indoor mask mandate are currently under evaluation and will likely be announced after the Lunar New Year holiday, the Central Epidemic Command Center (CECC) said Monday.



On Dec. 1 of last year, the CECC ended a rule requiring people to wear a mask at all times when outdoors in what it described as a "first-stage" easing of the mandate first imposed in May 2021.

The CECC said at the time that it would also begin evaluating a "second stage" easing of the requirement, in which it would specifically list places where masks need to be worn, such as in hospitals or on public transportation, with no mask mandate as the default in all other settings.

At a press briefing Monday, CECC chief Victor Wang said the CECC is "actively discussing" the next stage of the mask policy and plans to announce "details and a date for implementing it after the Lunar New Year."

### COVID-19

**CASES:**  
9.37M

**ACTIVE:**  
4.45%

AS OF JAN 25, 2023



## PASSENGER VOLUME AT TAOYUAN AIRPORT HITS HIGH SINCE BORDER REOPENING



Taoyuan International Airport, Taiwan's main international gateway, will handle an estimated 72,316 passengers Saturday, the most since Taiwan began reopening its borders and easing COVID-19 restrictions on Oct. 13, 2022, the airport's operator said.

Taoyuan International Airport Corp. said it expected to see a total of 35,491 outbound passengers on Saturday, amid a recent surge in overseas air travel as the Lunar New Year holiday approaches.

That number far exceeded the 26,843 outbound travelers who used the airport on Jan. 13. In the days before that, outbound travelers totaled 26,148 on Jan. 12 and averaged 22,000 per day from Jan. 7 to Jan. 11.

Outbound travel demand peaked in the morning, when many departing passengers were caught in long lines for up to an hour waiting to go through security.

## MARKET INTELLIGENCE



- **JAPAN:** Japan to restart scaled-down domestic travel discount program: The Japan Tourism Agency will restart its domestic travel discount program on a smaller scale starting Tuesday after a suspension during the year-end and New Year holidays. The maximum discount to be awarded per tourist, per night will be lowered from ¥11,000 to ¥7,000, including shopping coupons that can be used at places such as restaurants. (Jan 9)
- **THAILAND:** Thailand Reverses New COVID Vaccine Rules for Visitors: Thailand has withdrawn its decision to request COVID-19 vaccine proof from visitors — only days after announcing new rules for all international arrivals. The Civil Aviation Authority of Thailand on Saturday announced new rules for all international travelers since China dropped its mandatory quarantine requirements. (Jan 9)
- **MALAYSIA:** Malaysia to open special lanes for China travellers amid Covid-19 concerns: Malaysia's Immigration Department will provide special lanes for travellers from China at international entry points, amid concerns of the rapid outbreak of Covid-19 in the country. Those who are symptomatic will be referred to health officials and undergo throat swabs as well as RTK-Antigen Covid-19 tests. All travellers entering Malaysia will be screened through a thermal scanner. (Jan 10)

## COMPETITORS

- **KOREA:** Korea to determine when to lift indoor mask mandate this week: The government will decide when to lift the indoor mask mandate this week, as the country is past the peak of the latest winter COVID-19 wave, Interior Minister Lee Sang-min said Wednesday. Taking the virus situation and other external factors into account, the government will determine when and to what extent the indoor mask mandate would be adjusted during the next virus response meeting scheduled for Friday, the minister noted. Lee said the average daily new virus tally reached 42,938 last week, continuing the downward trend for the third consecutive week. The daily number of seriously ill patients reached 439 on average last week, the lowest point in five weeks. The government said earlier it could scrap the mask mandate in phases if at least two of four criteria are met. Those criteria include a downward trend in new infections, and critically ill cases and deaths, as well as strong medical response capabilities and a high vaccination rate among high-risk groups. (Jan 18)



## TAIWAN'S KKDAY REVENUE HITS RECORD HIGH IN 2022

KKday, a Taiwan-based travel and experiences platform, has on Wednesday announced record-high 2022 revenue growth of 100 percent year on year, surpassing pre-Covid levels. KKday said in a statement that the increase was bolstered by doubling down on domestic and international travel and investing in innovation and digital transformation of the Asia Pacific (APAC) tourism industry. According to the statement, KKday is seeing international and domestic travel markets recovering strongly, driven by the borders reopening in Taiwan, Japan, and Hong Kong in the fourth quarter of 2022. In addition, Hong Kong, Singapore, and Korea markets have recovered and exceeded their pre-Covid-19 revenues. “2022 was our biggest and strongest year as we doubled down on domestic travel and digital transformation of the tourism industry in Asia,” said Ming Chen, Chief Executive Officer and Founder of KKday. (Jan 18)



## Regulations on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals



National Immigration Agency  
Ministry of the Interior

(Starting Jan. 6 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 <sup>*note1 · 2 · 3</sup>

Traveler Type	Credentials		Eligible to Enter Taiwan?	Requirement
Foreign Nationals	Holders of ARC	<ul style="list-style-type: none"> <li>ARC means R.O.C. (Taiwan) Resident Certificate</li> </ul> <ol style="list-style-type: none"> <li>Open to all purposes of entry</li> <li>Migrant workers must also hold re-entry permits</li> </ol>	Yes	<ol style="list-style-type: none"> <li>Travelers who test positive abroad are required to wait over 5 days from their specimen collection date before taking a flight to Taiwan.</li> <li>entry quarantine measures <sup>*note1 · 2 · 3</sup></li> </ol>
	Non-ARC holders	<ol style="list-style-type: none"> <li>Nationals of the visa-exempt entry scheme announced by Ministry of Foreign Affairs <sup>*note4</sup></li> <li>Travelers who hold R.O.C. (Taiwan) Visa <sup>*note4</sup></li> </ol>		

**Note:**

- 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.
- Passengers arriving Taiwan from China on direct cross-strait flights and through the special travel arrangement for residents of Kinmen and Matsu counties during the Lunar New Year are required to undergo saliva-based PCR tests at airports (or ports) of entry and follow quarantine measures.
- Passengers arriving Taiwan on flights that originating from China and transiting through Hong Kong or Macao must present PCR tests within 48 hours or rapid antigen tests within 24 hours before boarding.
- 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.
- 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.

## AIRLINE UPDATE *Current Routes*

### CHINA AIRLINES

- Routes scheduled for January - 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



# TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
	1/19 Solomon Lee, General Manager	<ul style="list-style-type: none"><li>Regarding of group outbound travel, The most desirable date for passengers to travel are during the Lunar New Year, the winter vacation and after March.</li></ul>
	1/19 Amy Cho, Junior Vice President	<ul style="list-style-type: none"><li>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.</li></ul>
	1/19 Joyce, Manager	<ul style="list-style-type: none"><li>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.</li><li>2 new year charter flights will be added (1/21,1/25), which will be chartering by Lion Travel.</li><li>Lion Travel expects to plan a total of 23 STARLUX Airlines charter flights to Guam from April to June 2023.</li></ul>

# TAIWAN MARKETING ACTIVITIES



## 50<sup>th</sup> ANNIVERSARY FOR GUAM-TAIPEI SISTER CITY SIGNING

Guam signed the sister city agreement on January 12, 1973, by the then and first elected Governor Carlos Camacho and the then Taipei Mayor Chang Feng-hsu. It was the third sister city signed between Taipei City and North America, and it will be the 50th anniversary this year (2023).



GVB participated in an overseas mission to Taipei, Taiwan from January 11- 15, 2023 to meet with the newly elected deputy mayor of Taipei and to celebrate the 50th anniversary of the Guam & Taipei Sister City signing. GVB hosted a gala dinner on the signing anniversary date on January 12, 2023 to celebrate with various government officials, travel trade partners and airline representatives in Taiwan.



# TAIWAN MARKETING ACTIVITIES

## SELECTUSA NEXTGEN INVESTMENT SEMINAR

- Date: Jan 18
- ASOA is invited to join the AIT event to promote investment in the US, including Guam.
- Guam collected 6 business cards and talked to those telecom companies to learn their investment plan and see if there are opportunities for Guam to find liable Class II Telecommunications.



## VISIT TAITRA TO DISCUSS 2023 FOOD TAIPEI BOOTH

- Date: Jan 18
- ASOA President (Felix) and Vice President visited TAITRA to greet their new management team and request for a support to 2023 Food Taipei booth fee.
- TAITRA responded that ASOA is always a great partner to them and they will have internal arrangements to do their best to make the cooperation go smoothly.
- Also, Felix expressed that besides tourism, Guam is focusing on more diverse economic activities. Thus, Guam gave TAITRA a CNY gift to wish a potential promising cooperation.



## NR MONITOR

For the past week (Jan 16-19), a total of 15 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 15
- Social Media: 0



# TAIWAN MARKETING ACTIVITIES

## Social Media January Content Calendar

Stockholder:

Safe-Certified Accommodations

Safe-Certified Service

Safe-Certified Shopping

Attractions and Activities

Safe-Certified Restaurants

Guam Scenery

	1-Jan-23	2-Jan-23	3-Jan-23	4-Jan-23	5-Jan-23	6-Jan-23	7-Jan-23
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Guam Adventures Sports Bingo	Guam Adventures Sports Bingo			x	The Best of Guam - Guam Letters	The Best of Guam - Tumon Bay
Week 2	8-Jan-23	9-Jan-23	10-Jan-23	11-Jan-23	12-Jan-23	13-Jan-23	14-Jan-23
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SATURDAY
	The Best of Guam - Two Lovers' Point		The Best of Guam - Fish Eye Marine Park		x	The Best of Guam - Guam Ocean Park	
Week 3	15-Jan-23	16-Jan-23	17-Jan-23	18-Jan-23	19-Jan-23	20-Jan-23	21-Jan-23
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	FRIDAY	SATURDAY
	The Best of Guam - The Valley of Latte		Guam Scenery 1		x	The Best of Guam - Bikini Island Club	Chinese New Year Event
Week 4	22-Jan-23	23-Jan-23	24-Jan-23	25-Jan-23	26-Jan-23	27-Jan-23	28-Jan-23
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	FRIDAY	SATURDAY
		The Best of Guam - Guam Museum			x	The Best of Guam - Ypao Beach Park	
	Chinese New Year Event	Chinese New Year Event	Chinese New Year Event	Chinese New Year Event	Chinese New Year Event	Chinese New Year Event	Chinese New Year Event
Week 5	29-Jan-23	30-Jan-23	31-Jan-23				
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SATURDAY
	Chinese New Year Event	Chinese New Year Event	Chinese New Year Event				
	The Best of Guam - Skydive		The Best of Guam - Graphic				

# PHILIPPINES

## PH EYES NEARLY 5M FOREIGN TOURISTS THIS YEAR: DOT

The Department of Tourism (DOT) aims to attract 5 million foreign visitors this year. In a television interview, Tourism Secretary Christina Frasco noted that about 2.6 million tourists visited the country last year.



"As far as 2023 is concerned, the target is to double that number to around a minimum of 4.8 million tourists," she said. The country's target for international arrivals was 1.7 million in 2022. "We far exceeded this target by almost a million arrivals, especially considering that we've only reopened our borders in February of 2022," Frasco said.

The national government has implemented the 'eTravel' system to help the DOT achieve its goal of enticing more tourists in 2023. It is a one-stop electronic travel declaration system that replaced the One Health Pass. The DOT and the Department of Transportation are also working on the improvement of the Ninoy Aquino International Airport Terminal 2, the Cebu City Pier 1, and the Davao International Airport. The DOT also launched projects aimed at boosting the country's tourism and ensuring the country is ready to receive global tourists. These include "Philippine Experience" and "Bisita Be My Guest."

## DOH REPORTS 1,891 NEW COVID-19 CASES DURING THE PAST WEEK

In its weekly case bulletin, DOH said that the daily average cases are currently at 270 which is 35 percent lower than the cases on Jan. 9 to Jan. 15. DOH also recorded four cases tagged under severe and critical cases which is 0.23 percent of new cases. Currently, there are 432 severe and critical admissions which is 9.4 percent of total Covid-19 admissions.

On the other hand, 370 out of 2,299 or 16.1 percent of Intensive Care Unit (ICU) beds are being used, while 3,509 out of 18,410 or 19.1 percent of non-ICU beds are being utilized.

Meanwhile, DOH also verified 104 more deaths due to Covid-19 during the past week. It mentioned that seven deaths occurred on Jan. 9 to Jan. 22.

## CAB downgrades fuel surcharge from Level 7 to Level 6; airfares expected to go down in Feb.

LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	
OPEN	OPEN	OPEN	
CONFIRMED	7 DAY ROLLING AVE	DEATHS	FULLY VACCINATED
4,072,035 35,238 per million	+206 ▼ -43% vs prev week	65,716 568.7 per million	- 0.00% of pop.

Source: Cases - John Hopkins University (2023-01-23). Retrieved from OurWorldInData.org



## U.S. EMBASSY IN THE PHILIPPINES



JANUARY 12, 2023

The U.S. Department of State extended until December 31, 2023, previously approved authorities allowing consular officers to waive the in-person interview for certain H-2 (temporary agricultural and non-agricultural workers) applicants; certain students, professors, research scholars, short-term scholars, or specialists (F, M, and academic J visa applicants); and for certain temporary workers who have an individual petition approved by U.S. Citizenship and Immigration Services (H-1, H-3, H-4, L, O, P, and Q visa applicants) who meet certain conditions, including that they are applying for a visa in their country of nationality or residence. The full text of this announcement is located on our website at [travel.state.gov/content/travel/en/News/visas-news/important-announcement-on-waivers-of-the-interview-requirement-for-certain-nonimmigrant-visas.html](https://travel.state.gov/content/travel/en/News/visas-news/important-announcement-on-waivers-of-the-interview-requirement-for-certain-nonimmigrant-visas.html).

For more information on the interview waiver application process, please visit our website at [www.ustraveldocs.com/ph/ph-niv-visarenew.asp](https://www.ustraveldocs.com/ph/ph-niv-visarenew.asp). For all other visa concerns and inquiries, please send these via our online inquiry form at [ph.usembassy.gov/contact-us-visas/](https://ph.usembassy.gov/contact-us-visas/).



**PAL FLIGHTS FOR OCTOBER AND BEYOND**  
Advisory No. 266  
as of 04 January 2023 12:00 PM

### 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

## PHILIPPINES TO UPGRADE AT LEAST EIGHT AIRPORTS THIS YEAR

The Philippines will upgrade at least eight airports across the country in 2023 to boost mobility and connectivity, said Budget Secretary Amenah Pangandaman on January 19.

She said her department has already set aside the funding for these repair projects in the 2023 budget approved by Philippine President Ferdinand Romualdez Marcos.

Local airports to be upgraded are the Ninoy Aquino International Airport (NAIA) in Manila, two airports in the northern, two in the central, and three in the southern region.

According to the official, the Philippine Government will continue to step up infrastructure development to achieve its economic transformation goal.

# PHILIPPINES MARKETING ACTIVITIES



Page Insights

Jan 17 - Jan 23 Last 7 days

Post Reach 1,011 ↑156	Post Engagements 94 ↑34	New Page Likes 13 ↑6
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Posts SEE MORE

3 posts published in the last 7 days.

MOST ENGAGING POSTS

	Rise and shine! Catch... January 23	Reach 300 Engageme... 13
	Find me under the tr... January 21	Reach 274 Engageme... 13
	Rain or shine, you can find ... January 19	Reach 476 Engageme... 11



Professional dashboard

Account insights See all

5,847 accounts reached in the last 30 days  
3,982 are non-followers

Followers Non-Followers



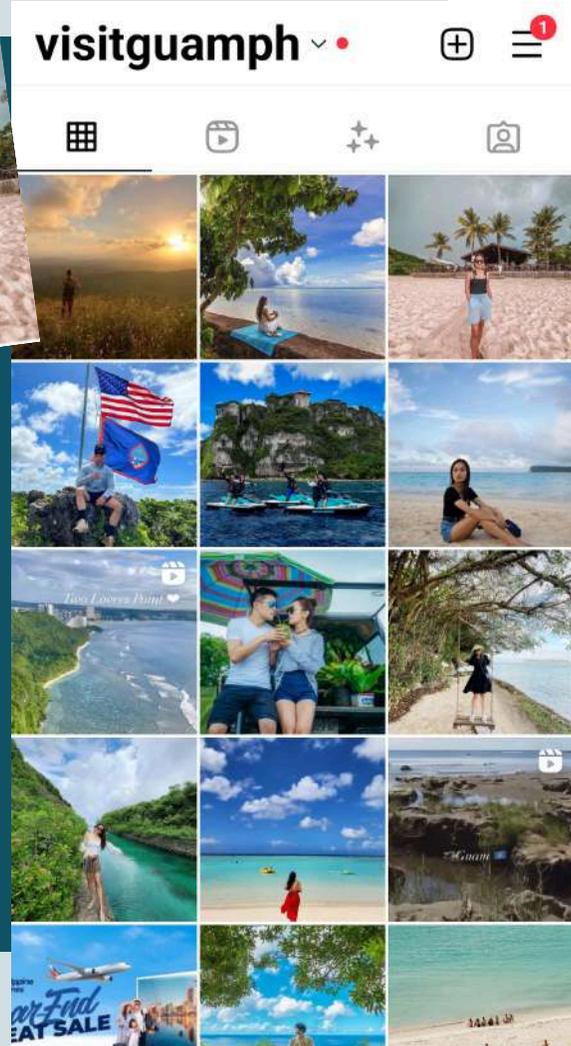
Insights

Last 30 Days Dec 25 - Jan 23

Overview

You reached +112% more accounts compared to Nov 25 - Dec 24

Accounts reached	5,847 +112%
Accounts engaged	306 +42.9%
Total followers	4,841 +0.4%



MARKETING ACTIVITY:  
SOCIAL MEDIA