



HAPPY
New Year

#InstaGuam
@rustemgalei

INDUSTRY REPORT

JANUARY 6, 2023



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DESTINATION UPDATES

#INSTAGUAM – HOLIDAY PROMO



#InstaGuam
Holiday Edition

Win \$150 Cash Weekly Contest

Featuring a different theme each week

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



- LAST WEEK TO ENTER

Sunrise (January 8-12, 2023)
Cheers to new beginnings! We all love Guam's iconic sunsets, but let's show some love to Guam's stunning sunrises. Share your sunrise captures with us!



Congratulations to Jonnilee Mafnas for sharing her love for Guam! She won \$150!

*“When you think of
ocean, you think Guam”*

#InstaGuam
@00cup_cake00



MARKET INTELLIGENCE REPORT

As of January 6, 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 6 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/cpassport.
- Foreigners must apply for Korea Electronic Travel Authorization (K-ETA) if they do not already have it. K-ETA is valid for 2 years from the date of approval, or when the passport used to apply expires, whichever comes first.
- COVID-19 testing is no longer required before departure (as of September 3, 2022) and no longer required upon arrival (as of October 1, 2022).

TRAVEL PROTOCOLS BY MARKET

TAIWAN

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

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

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

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

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

PHILIPPINES

NO QUARANTINE

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

FACILITY-BASED QUARANTINE

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

REQUIREMENTS

- Pursuant to the Philippine Government's efforts to streamline its entry procedures and data collection processes, the eTravel platform, an online registration system for travelers to the Philippines and returning residents, was launched 2 Dec. All arriving passengers need to register at <https://etravel.gov.ph/>.
- Filipino and foreign nationals aged 18 and above who have received primary series of COVID-19 vaccine, and at least one (1) COVID-19 booster shot administered at any time prior to departure do NOT need a pre-departure COVID-19 test.
- Filipinos and foreign nationals 15 years old or older shall present a remotely supervised, or a laboratory-based rapid antigen negative test result administered and certified by a healthcare professional in a healthcare facility, laboratory, clinic, pharmacy, and other similar establishment taken within twenty-four (24) hours, prior to the date and time of departure from country of origin/first port of embarkation in a continuous travel to the Philippines.

MARKETS AT-A-GLANCE

JAPAN

- Number of infections is increasing (although slightly) on a weekly basis; number of infected persons per week has exceeded 1 million
- Mood in Japan is less critical despite the increased numbers
- The progress rate for tertiary immunizations is 67.5%, with no significant progress being made.
- 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
 - Tway: TW311 suspended until Jan 31
7C1182 until Mar 31
 - JEJU: suspended until Jan 31
- **See appendix for New Year's limited flight info*
- Shown in appendix are: SNS performance summary & highlights; YouTube activities; Weekly Guam; news pickup; GLAM digital PR; media performance; and content calendar

PHILIPPINES

- Grab increases fleet at NAIA for holidays
- Philippines floods and landslides kill 44 after Christmas Day rains
- **Philippine Airlines and United Airlines continue to fly daily in January 2023** 
- Shown in appendix: marketing activities

SOUTH KOREA

- New COVID-19 cases recorded under 23,000 as of Monday showing steady downward trend compared to the previous week
- There are concerns over a wintertime surge
- South Korea toughens Covid-19 testing for China arrivals
- China approves Korean Air-Asiana combination
-  January through March airline outbound seat capacity details shown in appendix: Jan increased to 46,607; Feb increased to 43,190; and March is 41,129
- Shown in appendix are: SNS weekly activity and content calendar

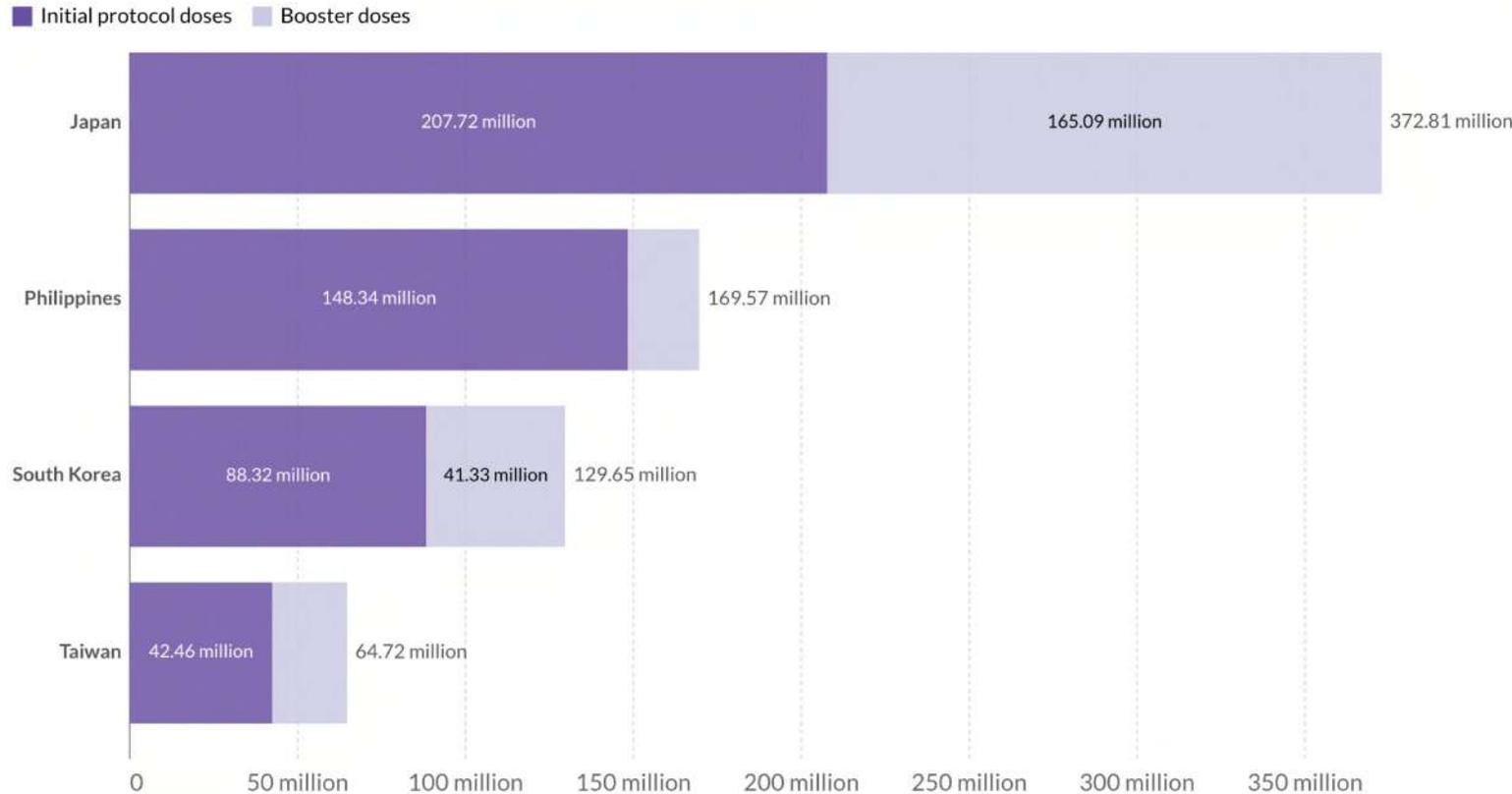
TAIWAN

- Bivalent boosters urged for travelers to China
- CECC eases hospital visitation rule under 'O+7' policy
- China's dominant Covid variant B.F.7 not a threat to Taiwan: CECC
- Market intelligence on competitors Japan, Korea, and Singapore noted in appendix
- 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 meeting with University of Guam Professor Kuan; attended the 2022 American Food Ingredients showcase

MARKETS AT-A-GLANCE

COVID-19 vaccine initial doses and boosters administered, Jan 9, 2023

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



Source: Official data collated by Our World in Data

CC BY

GUAM

140,870
Fully Vaccinated

The updated Pfizer BioNTech bivalent vaccine and Moderna bivalent boosters are available at the DPHSS vaccination clinics at The Plaza Shopping Center, NRCHC, SRCHC, and our extended outreach vaccination events.

<p>Monday - Thursday BY APPOINTMENT ONLY Saturday 2 p.m. - 5 p.m.</p>	<p>DPHSS Northern Region Community Health Center (NRCHC), Deddo To schedule an appointment for COVID-19 vaccination at NRCHC, call 671-635-7325 or 671-635-7400. Curbside vaccination available for people with disabilities. Bring a photo ID. *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Centers in Deddo and Inalahan Closed on observed Government of Guam holidays: Jan. 16 Starting Jan. 14 until May 31, NRCHC will offer a special COVID-19 vaccination schedule on a walk-in basis, Monday through Thursday, and Saturday.</p>
<p>Monday - Friday BY APPOINTMENT ONLY</p>	<p>DPHSS Southern Region Community Health Center (SRCHC), Inalahan Call 671-628-7804/57516 to schedule an appointment. Bring a photo ID. *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Centers in Deddo and Inalahan Closed on observed Government of Guam holidays: Jan. 16</p>
<p>Mon-Tues, Thur-Fri 9 a.m. - 12 p.m. 2 p.m. - 4 p.m. Wednesdays 9 a.m. - 12 p.m. 1 p.m. - 3 p.m.</p>	<p>The Plaza Shopping Center - Dusit Beach Resort Guam, Tumon Last vaccine will be administered 30 minutes before closing. Walk-ins welcome. Bring a photo ID. Closed on observed Government of Guam holidays: Jan. 16</p>
<p>Wednesdays Jan. 11, 18, and 25 4 p.m. - 6 p.m. or until supplies last</p>	<p>Chamorro Village - Hut No. 4, Hagåtña Last vaccine will be administered 30 minutes before closing. Walk-ins welcome. Bring a photo ID. Available for adults and children 5 years and older.</p>
<p>Thursday, Jan. 12 10 a.m. - 2 p.m. or until supplies last</p>	<p>Inalahan Mayor's Office Last vaccine will be administered 30 minutes before closing. Walk-ins welcome. Bring a photo ID. Available for adults and children 5 years and older.</p>
<p>Friday, Jan. 20 10 a.m. - 2 p.m. or until supplies last</p>	<p>Mangilao Community Center Last vaccine will be administered 30 minutes before closing. Walk-ins welcome. Bring a photo ID. Available for adults and children 5 years and older.</p>
<p>Friday, Jan. 27 10 a.m. - 2 p.m. or until supplies last</p>	<p>Asan-Ma'ina Community Center Last vaccine will be administered 30 minutes before closing. Walk-ins welcome. Bring a photo ID. Available for adults and children 5 years and older.</p>
<p>Saturday, Jan. 28 10 a.m. - 2 p.m. or until supplies last</p>	<p>Barrigada Community Center Last vaccine will be administered 30 minutes before closing. Walk-ins welcome. Bring a photo ID. Available for adults and children 5 years and older.</p>

82,927 eligible residents have received their first booster shots. 14,361 eligible residents have received their second booster shots.



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@guam_machi

APPENDIX

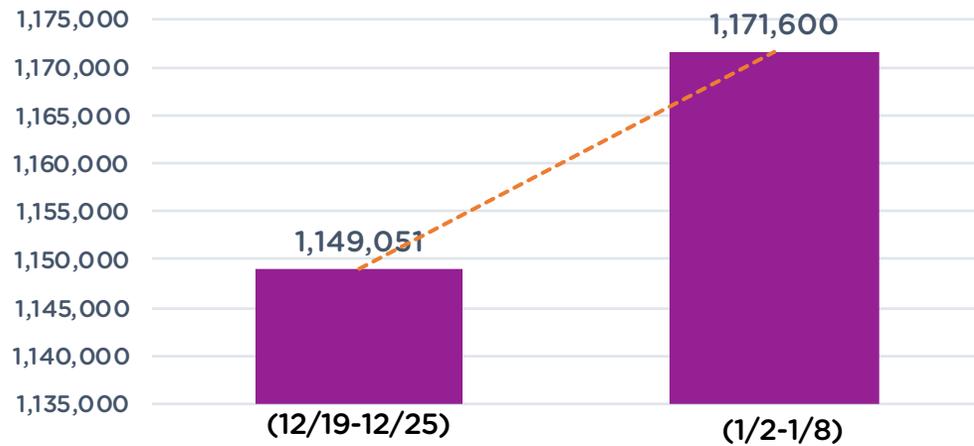
As of January 6, 2023 and may be subject to change.



JAPAN

JAPAN COVID-19 NEWS

Nationwide



Area / New cases	Dec 19-25	Jan 2-8	Changes (#) vs LW	Changes (%) vs LW
Tokyo	119,932	103,928	-16,004	87%
Osaka	69,665	79,565	9,900	114%
Aichi	73,335	71,157	-2,178	97%
Fukuoka	59,191	64,958	5,767	110%
Nationwide	1,149,051	1,171,600	22,549	102%

Created based upon data from NHK (Japan Broadcasting Corporation)

HIGHLIGHTS

- As usual, the number of infections is increasing, although slightly.
- The number of infected persons per week has exceeded 1 million. The number of infections per 100,000 population is 909 for Japan as a whole and 853 in Tokyo.

The number of infected people per 100,000 population:

NATIONWIDE

846

TOKYO

708

Total for last 7 days



Commuters in front of JR Shinbashi Station in Tokyo's Minato Ward on Jan. 4 (Jin Nishioka)

Confirmed COVID-19

CASES: 29.799M

ACTIVE: 28.69%

AS OF JAN 6, 2023

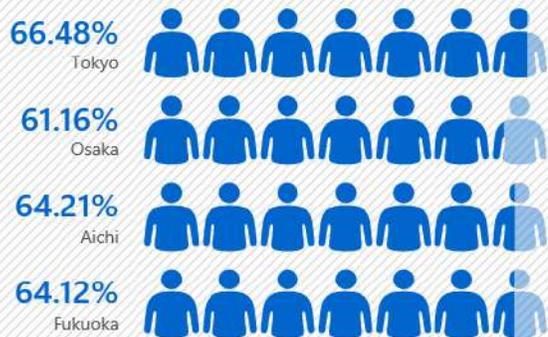


JAPAN COVID-19 NEWS

HIGHLIGHTS

- The progress rate for tertiary immunizations is 67.7%, with no significant progress being made.
- There is no prospect for a rapid increase in the number of vaccinations in the future, and the situation has reached a plateau.
- The government has begun to consider treating COVID-19 as the same as influenza in the future and making vaccination fee-based and optional.

NATIONWIDE 3RD SHOT



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

as of 6 Jan 2023

VACCINATION UPDATE ^(1/6)

Total number of
vaccination:
371,971,415

1st & 2nd doses
administered:
104,548,672
(81.4%)

103,144,685
(80.4%)

Nationwide 3rd shot:
85,278,522
(67.7%)

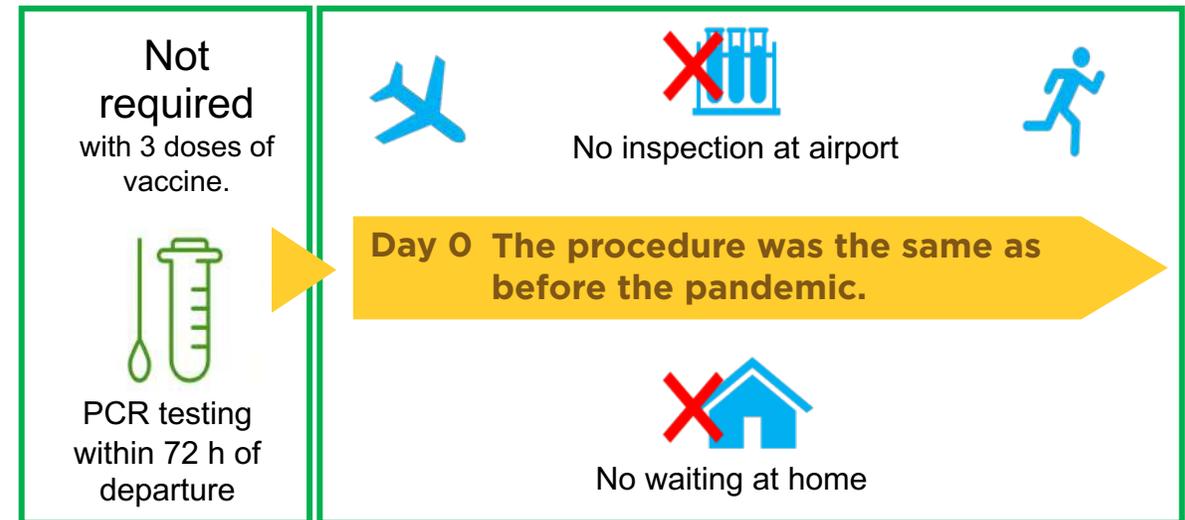
Nationwide 4th shot :
55,216,910

ENTRY PROTOCOLS

HIGHLIGHTS

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

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



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

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from Jul 1, 2022 (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	7C182	NRT	10:05 / 15:00	7C189	16:10 / 19:00	Daily	189
	Suspended until January 31, 2023	7C3174 7C3184 (Tue)	KIX	10:10 / 14:50 10:10 / 14:50	7C3173 7C3183 (Fri)	15:50 / 18:20 15:50 / 18:20	Daily	189



NEW YEAR'S LIMITED FLIGHT INFO

Flight	Route	Time Zone	Flight Information
UA873	GUM—NRT	Night	Operations on December 23, 28 and 30, 2022 and <u>January 2, 4, 6 and 7, 2023</u>
UA 136/UA 137	NGO —GUM	Morning	Operations on <u>January 3, 4, and 8, 2023</u>
UA 150/UA 151	KIX—GUM	Morning	Operations on December 23, 30, and 31, 2022 and January 2 and 3, 2023
UA 172/UA 171	NGO —GUM	Night	Operations on December 29, 2022 and January 5, 2023
UA 178/UA 177	KIX—GUM	Night	Operations on January 3 and 5, 2023
UA874	NRT—GUM	Night	Operate on December 23, 28, and 30, 2022 and <u>January 2, 4, 6, and 7, 2023</u>

JAPAN MARKETING ACTIVITIES

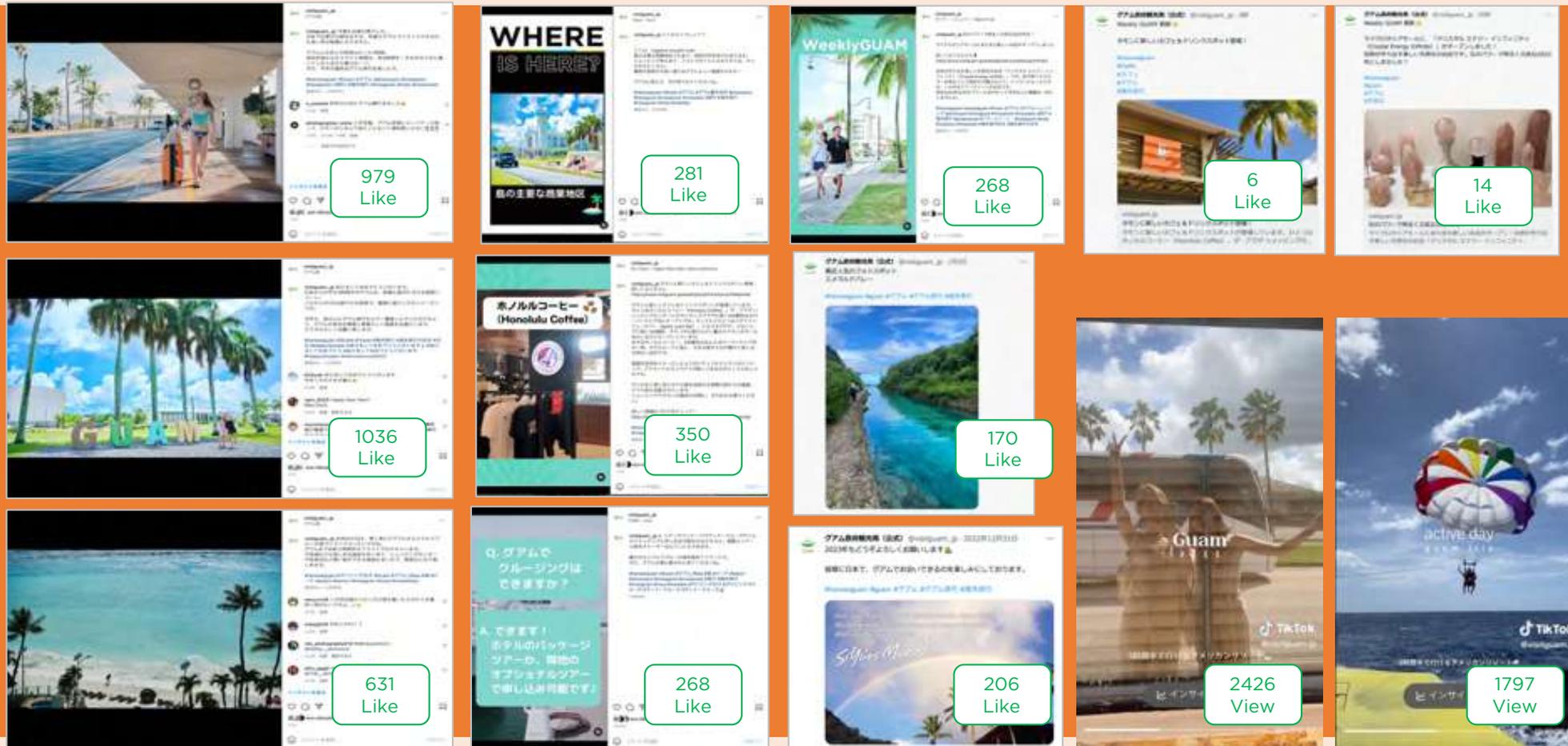


SNS PERFORMANCE SUMMARY

- Instagram reach increased, probably due to the impact of the holiday season; Twitter and TikTok followers are also increasing slightly

SNS	follower		Week Reach		Week Engagement	
	Dec24,2022	7 Jan,2023	Dec24,2022	7 Jan,2023	Dec24,2022	7 Jan,2023
	24,329	24,296	11,470	17,187	2,071	1,775
	-0.14%		49.84%		-14.29%	
	23,655	23,654	5,718	5,250	1,016	998
	0.00%		-8.18%		-1.77%	
	15,133	15,152	37,967	5,845	752	303
	0.13%		-84.61%		-59.71%	
	44,590	45,189	879,000	69,000	41619	5335
	1.34%		-92.15%		-87.18%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	7,288	8,870	16,552	18,530	0:02:04	0:01:46
	21.71%		11.95%		-14.52%	

JAPAN MARKETING ACTIVITIES



SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

YOUTUBE ADS (SNS ALWAYS ON)

#HEREWEGUAM 6-22 DEC 2022



Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
Here We Guam	1,805,669	1,360	0.08%	¥639.2	¥481.44	424,810	1,670,845	1.08

- Weekly Summary
 - CTR was 0.08% and CPC was ¥639, both CTR and CPC improved from last week.
 - CPM was ¥481, up slightly.
 - Frequencies were 1.08 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

WEEKLY GUAM

ホリデーライトフェスティバル開催中!

Tuesday, September 20, 2022 10:02 PM by 手塚 聖子



毎年、ハグアタにあるスキナー・プラザにて、グアム政府によるホリデーライトフェスティバルを開催しています。毎年の楽しみであり、家族連れから若い世代まで、どの世代も楽しめるイベントです。本イベントは毎年恒例となり、お祭り気分を味わい、より一層楽しい時間を過ごすことができます。



イルミネーションのメインはグアムミュージアムから道路を抜けた先でロゼットが、その裏にグアムミュージアム、グアム博物館の塔が望めます。



スキナープラザはグアムミュージアムの隣、中央通りとグアム博物館の間にあります。この場所には、お祭り気分を味わい、より一層楽しい時間を過ごすことができます。



毎年、ハグアタにあるスキナー・プラザにて、グアム政府によるホリデーライトフェスティバルを開催しています。毎年の楽しみであり、家族連れから若い世代まで、どの世代も楽しめるイベントです。本イベントは毎年恒例となり、お祭り気分を味わい、より一層楽しい時間を過ごすことができます。



今年はお祭り気分を味わい、より一層楽しい時間を過ごすことができます。



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HOLIDAY LIGHTS FESTIVAL IS ON!

The Guam Government's Holiday Light Festival is now underway at Skinner Plaza in Haganian. The lights begin to turn on around 6:00 p.m. when the sun begins to set and darken, and the area is decorated with beautiful illuminations. On Thursday, many food trucks will gather around the festival. You can have an even more enjoyable time.

Skinner Plaza is located behind the Guam Museum. It is across Marine Code Live from Chamorro Village. The Guam Museum is on the other side of the shining white tree high in the sky in the photo above.

Nearby is a display that recreates the birth of Jesus Christ. Japanese people tend to forget that Christmas is the birthday of Christ, but seeing such a display in the midst of fun events and festivals reminds us that the custom of celebrating His birth is deeply rooted in our culture.

The main illumination is on the Chamorro Village side, past the plaza from the Guam Museum. Trees in a variety of colors and designs line the street.

This year, the illumination looks as if stars are falling from the sky. When you look up, you will see stars in the sky, and when the lights sway in the wind, you will see a fantastic space like a shooting star.

Every Thursday, food trucks gather at Skinner Plaza. Barbecue, burgers, tacos, poke bowls, octopus balls, and many more trucks surrounded the plaza that day. Tables were also set up for dinner in the beautiful light.

Of course, many of the locals brought their own folding chairs and rugs. At this time of year, there is a cool dry breeze in the evening, and a light jacket is a good idea. The lawn area is a great place to relax in your favorite attire.

The Holiday Light Festival will run through the first weekend of January 2023. Please spend a wonderful time at Hagatna during your stay in Guam.

JAPAN MARKETING ACTIVITIES

WEEKLY GUAM

グアムメイド&グアムブランド商品がDFSに大集合!

Tuesday, December 20, 2023 3:52 PM by 田中 幸子



「グアムメイド」は、グアム産の原料を使用したグアム産の製品を指します。このコーナーでは、グアム産の原料を使用したグアム産の製品を、グアム産の原料を使用したグアム産の製品として紹介しています。グアム産の原料を使用したグアム産の製品は、グアム産の原料を使用したグアム産の製品として紹介しています。グアム産の原料を使用したグアム産の製品は、グアム産の原料を使用したグアム産の製品として紹介しています。



グアム産の原料を使用したグアム産の製品は、グアム産の原料を使用したグアム産の製品として紹介しています。グアム産の原料を使用したグアム産の製品は、グアム産の原料を使用したグアム産の製品として紹介しています。グアム産の原料を使用したグアム産の製品は、グアム産の原料を使用したグアム産の製品として紹介しています。



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GUAM MADE & GUAM BRANDED PRODUCTS GALORE AT DFS!

Holiday Marketplace is now open in T Galleria Guam by DFS. The products lined up here are brand-name sundries and made-in-Guam items, all of which are recommended as souvenirs of your trip to Guam. The event will be held until February next year in cooperation with GUMA (Guam Unique Merchandise Art), a non-profit organization that supports artists working in Guam and people involved in the development and sale of products and services related to Guam and Chamorro.

This corner appeared in the corner of the sunglasses and food corner. The "MADE IN GUA" mark, which certifies that the products are manufactured in Guam, can be seen everywhere. There are a wide variety of items on display, from food items to beauty items, kids' sundries, and more.

Denanche, a chili pepper seasoning, is a must-have at home in Guam. There are many original brands in Guam, each with different tastes and spiciness, so finding a favorite is a fun task.

Three brands are exhibited in this corner. There are a variety of flavors such as honey, calamansi, and coconut.

Beauty items are also on display. This is Kingfisher's NONI, which we introduced earlier. Noni may look a bit grotesque, but it is full of beneficial ingredients for our bodies, and the lineup includes skin and hair care products such as soaps, shampoos, conditioners, cleansers, etc. that use noni.

The Natural Being brand is also available. Mosquito repellent spray and hand sanitizers that are safe for use on babies are also available.

There are also many sundries for small children. Many of the items are based on sea creatures and mermaid motifs, such as backpacks, pouches, hairpins, stuffed animals, and more.

Other products include handmade accessories by local artists, Chamorro posta cards, coffee beans, and a variety of other items that make souvenir shopping a fun experience for tourists.

Please enjoy shopping at this corner when you come to Guam.

JAPAN MARKETING ACTIVITIES

WEEKLY GUAM

NEW CAFÉ AND DRINK SPOT IN TUMON!



New cafes and drink spots are popping up in Tumon. One is Honolulu Coffee. One is Honolulu Coffee, which has opened a third location inside the JP Superstore, following The Plaza Shopping Center and Tumon Sands Plaza. Another is Ignite Juice Bar. Ignite Juice Bar is the third location following Dededo and Tamuning, and is located across from Acanta Mall, a short distance from the center of Tumon.

Honolulu Coffee's third location is inside the JP Superstore. Facing Hotel Road, the store is brightly lit with sunlight streaming in through the large windows.

The natural taste interior is reminiscent of tropical nature. Monstera trees are decorated as an accent, which is very stylish. The view from the window seat overlooking the palm trees, blue sky, and hotels. Terrace seats are also available. Please stop by during your shopping or stroll in Tumon.

The third Ignite Juice Bar is located in the Blue Lagoon Plaza, an area that includes restaurants. It is about a 20-minute walk from the center of Tumon, and perhaps 10 minutes from Tumon Sands Plaza. It is located visible from the hotel road, so you can easily find it when you are wandering around.

Ignite is popular for its fresh fruit and vegetable juices squeezed by the gold press method. While the Dededo and Tamuning stores are frequented by locals who regularly purchase their healthy juices, the Tumon store offers a few limited menu items for tourists to enjoy.

For example, salad bowls. And green smoothies. It is easy to overindulge in meat when you come to Guam, but by all means, take in plenty of fruits and vegetables at Ignite to keep your stomach in good shape and to counteract the heat, and enjoy your trip to Guam in perfect physical condition.

This is a healthy drink popular among locals. It is an easy way to consume abundant nutrients, and of course we recommend this one as well.

The interior of the restaurant is simple and cute. Please take your time and relax. A new restaurant in Tumon, check it out!

JAPAN MARKETING ACTIVITIES

NEWS PICKUP

TRAICY December 28, 2022
Extension of Go Go Guam Campaign

TRAICY

全国旅行支援 航空 セール・特別運賃 鉄道 バス ホテル 旅行会社 コラム・レポート

ホーム / 旅行情報

グアム政府観光局、「GoGo! GUAMキャンペーン」を3月末まで延長

2022年12月28日 編集部

グアム政府観光局は、「GoGo! GUAMキャンペーン」を2023年3月31日まで延長した。

日本へグアム線の就航55周年を記念し、5月からキャンペーンを開始。年末年始の来島者増加と来春の学生旅行需要に向けて、キャンペーンを延長する。

*55にちなんだ期間限定の特典が受けられる旅行プランの販売、現地の人気のレストラン、ホテル、アクティビティスポットなどが提供されるお得な特典が受けられるもので、現在は51店舗で特典を提供している。

Press Release December 26, 2022
Extension of Go Go Guam Campaign

GoGo! GUAMキャンペーン 2023年3月末まで延長!

年末年始の来島者増加と来春の学生旅行需要に向けて

グアム政府観光局

① 2022年12月26日 15時13分

GUAM VISITORS BUREAU
SETBISISON BISITAN GUÅHAN

レストランでも!!! スパでも!!

2023年3月31日まで延長!

55th JAPAN x GUAM 就航55周年

GoGo! GUAM CAMPAIGN

ゴルフでも!! お買い物でも!!! ホテルでも!! アクティビティでも!!!

バーでも!!

グアム政府観光局では、年末年始の来島者増加に合わせて、これまで好評だったGoGo! GUAM キャンペーンを2023年3月31日まで延長することを決定いたしました。

日本とグアムの就航55周年を記念して2022年5月からスタートしている「GoGo! GUAM キャンペーン」は、「55」にちなんだ期間限定の特典が受けられる旅行プランの販売、現地の人気のレストラン、ホテル、アクティビティスポットなどが提供されるお得な特典が受けられます。

前回は引き続き30社以上の現地企業の特典オファー(予定)と日本の旅行会社、航空会社計12社の協力を得て実施いたします。なお三月までには、当キャンペーンの特別企画として、グアム旅行を検討する方に向けたプレゼントキャンペーンも実施する予定です。

キャンペーン参加店やパートナー様の旅行商品の情報に関しては下記のリンクからご覧ください。
GoGo! GUAM キャンペーンリンク: <https://55guam.jp/>

- グアムへの入国

現在グアムは新型コロナウイルスのワクチン接種が2回以上お済であれば渡航可能です。現地での検疫行っておりませんので、入国後は簡単に移動が可能です。また日本への帰国の際は、ワクチンを3回接種済みであれば、帰国時の陰性証明書の提出は不要となります。ワクチン接種2回のみの方は、現地で陰性証明書の取得が必要となります。グアムへの入国について、詳しくはグアム政府観光局のホームページ (<https://www.visitguam.jp/entryinfo>) をご覧ください。

- グアム政府観光局からのお知らせ

#HereWeGuam
5日、3時間半で行けるアメリカンリゾートへ。

「Here We Guam」には3つの意味を込めています。

- 近さ【グアムまでわずか3時間半という「距離の近さ」とカジュアルで「心理的な近さ = 親近感」を表現】
- アメリカン【リズム良く、聞き馴染みのあるポップな英語でグアムのアメリカンな一面を表現】
- ポジティブ【何かを始める進捗の掛け声として、アクティブで前向きな気持ちを表現】

JAPAN MARKETING ACTIVITIES

NEWS PICKUP

UP TO 30,500 MILES AND 50,000 YEN CASH BACK FOR ISSUING MILEAGEPLUS SAISON CARD DON'T MISS THE SPECIAL CAMPAIGN TO EARN MILES EQUIVALENT TO A ROUND-TRIP AWARD TICKET TO GUAM!

The MileagePlus Saison Card, issued by Credit Saison in partnership with United Airlines, launched a special campaign on December 16.

During the campaign period, which ends on March 31, 2023, cardholders who enroll in the "MileagePlus Saison Platinum American Express Card" or "MileagePlus Saison Gold American Express Card" and issue a family card with the card will earn up to 30,500 miles depending on the amount spent. You can earn up to 30,500 miles and get up to 50,000 yen cash back depending on the amount spent.

With either card, you can earn 15 miles per ¥1,000 spent per month on daily purchases. Annual spending of 2 million yen earns 30,000 miles, and spending of 5 million yen earns 75,000 miles. In addition, overseas travel insurance and shopping insurance are also included for your peace of mind when traveling overseas.

If you meet the conditions, you can exchange miles for a round-trip ticket to Guam!

With the MileagePlus Saison Gold Card, you can earn 18,500 miles for 3 domestic flights in Japan*, and with the MileagePlus Saison Platinum Card, you can earn 30,500 miles for a round-trip ticket to Guam*. (*Number of miles required varies depending on distance, time of year, and congestion. Please check the United Airlines website for details. The number of miles applicable is as of November 2022.) MileagePlus Saison.



TRAICY
Dec 16 - 2.5M
Potential reach - MIV: \$1.6K



<https://www.traicy.com/posts/20221216256770/>

JAPAN MARKETING ACTIVITIES

GLAM DIGITAL PR

7 GOLF COURSES IN GUAM! FEATURES AND LOCAL RULES EXPLAINED.

In addition to resorts and shopping, many people visit Guam for golf. In fact, there are seven golf courses on the small island of Guam, where Japanese golfers and locals enjoy playing.

Each of Guam's golf courses has its own unique characteristics, naturally differing in landscape and suitability. In this article, we will introduce the characteristics of Guam's seven golf courses, as well as some important points to know when playing golf. If you are interested in playing golf in Guam, please refer to this article.

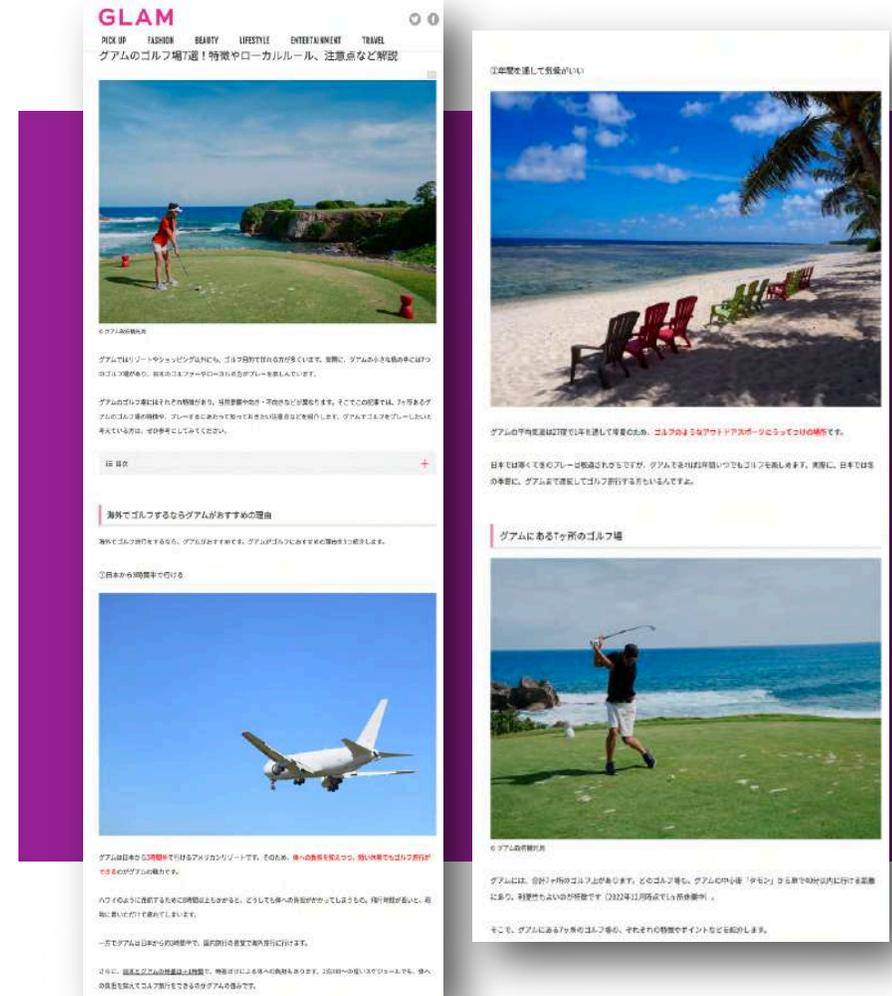
◆Reasons why Guam is recommended if you want to play golf overseas

- 1) It takes only 3.5 hours from Japan.
- 2) Good climate throughout the year.
- 3) Seven golf courses in Guam

- Onward Mangilao Golf Club
- Starts Guam Golf Resort (Onward Mangilao Golf Club)
- Onward Talofofoko Golf Club (Onward Mangilao Golf Club)
- LeoPalace Resort Guam
- Guam International Country Club
- Country Club of the Pacific
- Wonderful Windward Hills *Closed as of December 2022

- #### ◆Three points to keep in mind when playing golf in Guam
- Only licensed golf cart drivers are allowed to drive golf carts.
 - Dressing too casually is not allowed.
 - Take frequent breaks.

- #### ◆Summary: Choose the golf course that suits you best!



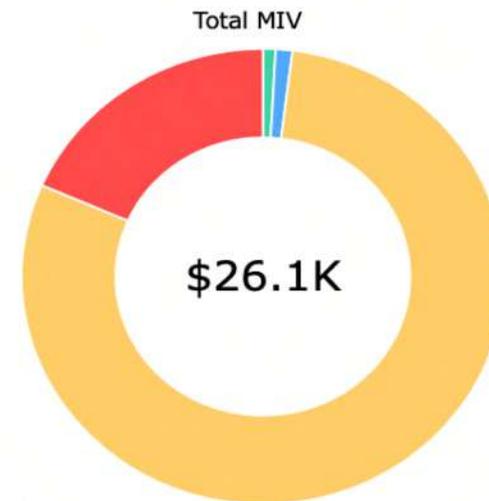
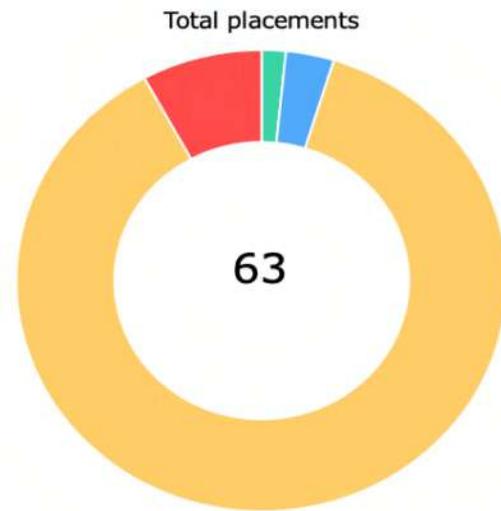
MEDIA PERFORMANCE

- During the holiday season, exposure on social networking sites was more prominent than online exposure.



Overview

From January 1, 2023 to January 7, 2023



■ Online ■ Twitter ■ Instagram ■ YouTube

JAPAN MARKETING ACTIVITIES

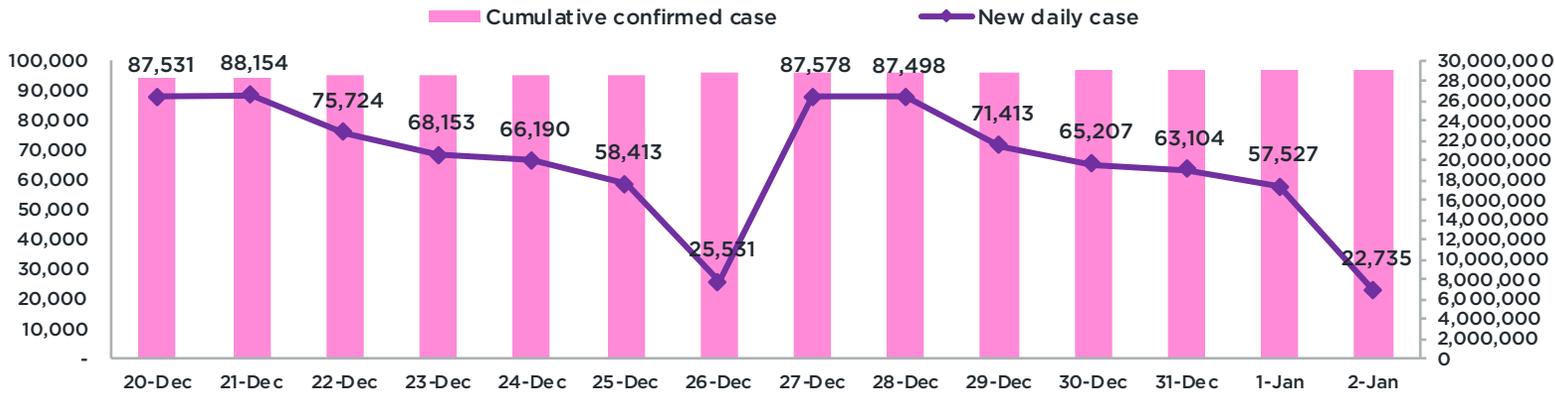
Jan-23							
Week1	2	3	4	5	6	7	9
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam						
Event							
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 2	9	10	11	12	13	14	15
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / 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

SOUTH KOREA

KOREA COVID-19 NEWS

COVID-19 STATUS: DEC 20, 2022 - JAN 2, 2023



HIGHLIGHT

South Korea's new COVID-19 cases recorded under 23,000 as of Monday showing a steady downward trend compared to the previous week.

Confirmed COVID-19

CASES: 29.363M

ACTIVE: 4.00%

COVID-19 VACCINATION STATUS: FEB 26, 2021 - JAN 2, 2023

RECEIVED 1ST DOSE

45,141,704
90.0% of total population
97.4% of 18 and older
96.5% of 60 and older

RECEIVED 2ND DOSE

44,712,621
89.2% of total population
96.6% of 18 and older
96.0% of 60 and older

RECEIVED WINTER SEASON BOOSTER

5,277,034
11.2% of total population
11.9% of 18 and older
28.6% of 60 and older

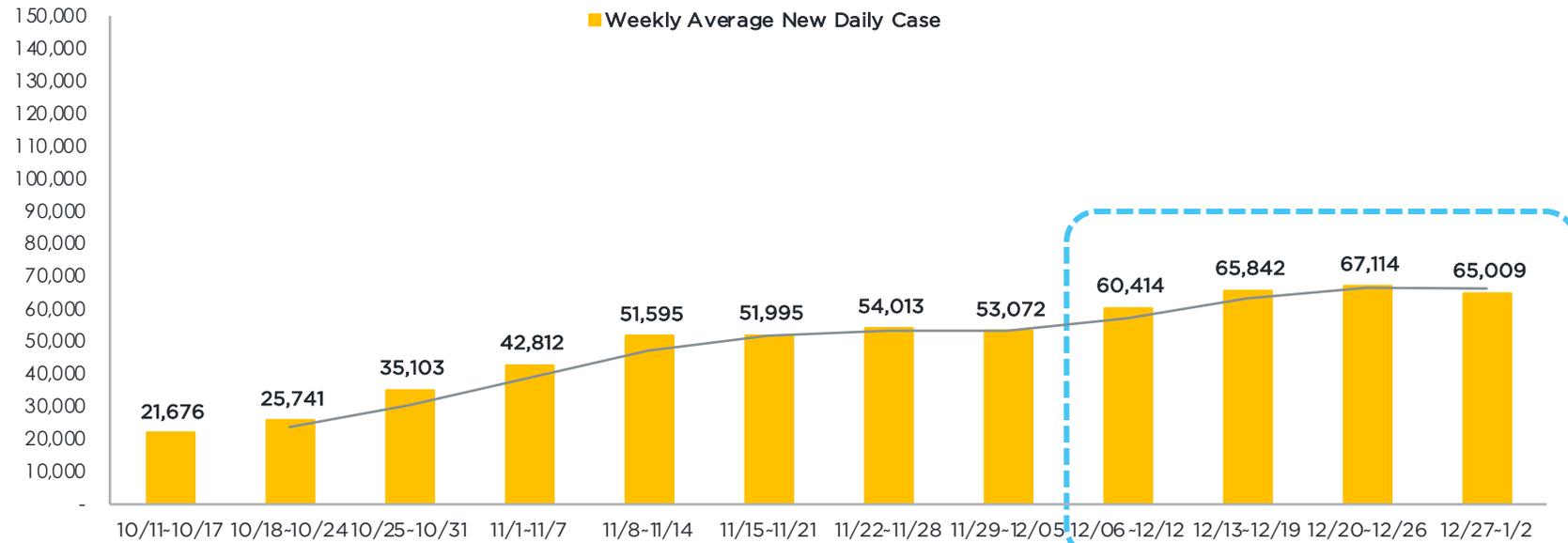


as of 6 Jan 2023

AS OF JAN 6, 2023



COVID-19 STATUS: COMPARISON WEEK BY WEEK



DAILY CASE

South Korea's new COVID-19 cases fell for the sixth consecutive day.

WEEKLY CASE

There are concerns over a wintertime surge as South Korea's new COVID-19 cases are constantly in an upward trend.

MONTHLY CASE

The number of newly confirmed cases is slightly increasing, recording more than 60,000 cases in average for four consecutive months.

PROJECTION

The Korean government plans to remove the indoor mask mandate as early as late January as part of efforts to move on from the pandemic.

Source: Central Disaster and Safety Countermeasures Headquarters

TRAVEL TRADE

SOUTH KOREA TOUGHENS COVID-19 TESTING FOR CHINA ARRIVALS

South Korea is tightening COVID-19 travel rules for arrivals from China upon its recent announcement to scrap quarantine for travelers from 8 January.

All travelers from China will face extra rules including a mandatory COVID-19 test both before and after arrival. Only those who are negative in a COVID-19 test taken within 48 hours can board the plane to South Korea and must take PCR test within 24 hours of arrival.



CHINA APPROVES KOREAN AIR-ASIANA COMBINATION

China's antitrust regulator has approved Korean Air's integration with Asiana Airlines on December 27, 2022. However, the go-ahead from four countries - Japan, Britain, the European Union and the United States - are remaining.

China has demanded the merged Korean Air-Asiana entity reduce its market share due to competition concerns last year and Korean Air submitted solutions to a possible monopoly on nine routes between the two countries in response.

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	6,879
T'way Air	TW301	DAILY	10:15	15:40	5,859
TOTAL					36,968

➤ 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
TOTAL					9,639

TOTAL OUTBOUND SEAT CAPACITY: 46,607 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
34,496					34,496

➤ 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
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
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
34,496					31,868

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

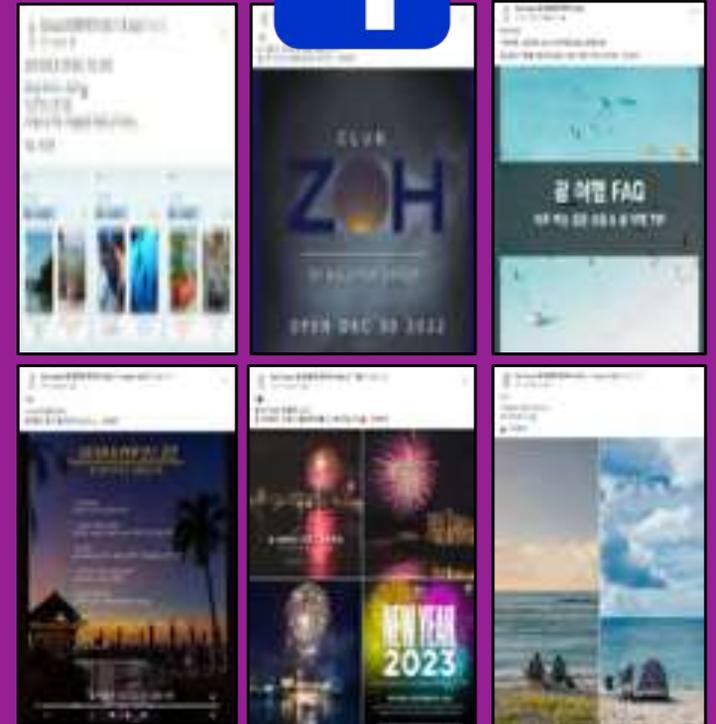
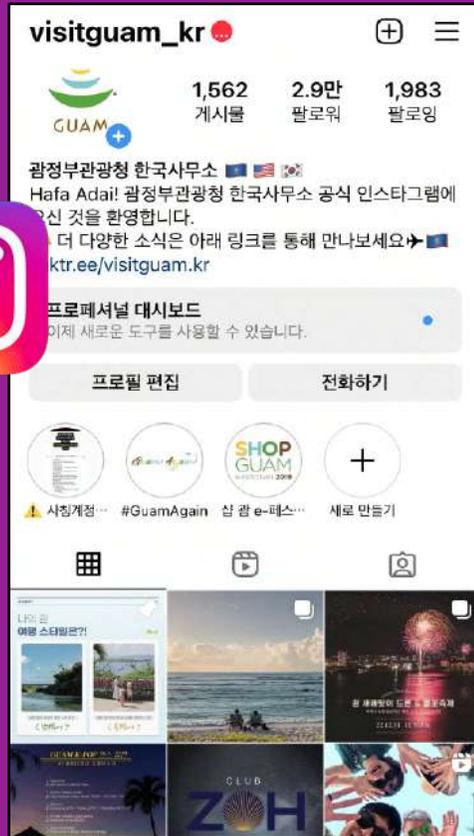
• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (March 1 ~ March 25)	21:35	02:35+1	3,402
Jin Air	LJ647	DAILY	08:30	13:30	5,859
TOTAL					9,261

TOTAL OUTBOUND SEAT CAPACITY: 41,129 SEATS



KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: DECEMBER 26 - DECEMBER 30
 #GUAMAGAIN: #COLOR OF GUAM: FAQ & TRAVEL TIPS IN GUAM

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 8 SUNDAY	January 9 MONDAY	January 10 TUESDAY	January 11 WEDNESDAY	January 12 THURSDAY	January 13 FRIDAY	January 14 SATURDAY
Week 3	January 15 SUNDAY	January 16 MONDAY	January 17 TUESDAY	January 18 WEDNESDAY	January 19 THURSDAY	January 20 FRIDAY	January 21 SATURDAY
		IG EVENT NOTICE EVENT	Card News #ColorofGuam Lunar New Year Content	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	
Week 4	January 22 SUNDAY	January 23 MONDAY	January 24 TUESDAY	January 25 WEDNESDAY	January 26 THURSDAY	January 27 FRIDAY	January 28 SATURDAY
		Guam's Scenery #ColorofGuam	Card News #ColorofGuam Shopping	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight	
Week 5	January 29 SUNDAY	January 30 MONDAY	January 31 TUESDAY				
		Outdoor Activities Guam's Scenery #ColorofGuam	Card News #ColorofGuam Mind-peace spots				

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

TAIWAN

BIVALENT BOOSTERS URGED FOR TRAVELERS TO CHINA

Following the ending of COVID-19 border restrictions, the number of daily People planning to travel overseas during the Lunar New Year holiday should before departure be inoculated with a bivalent COVID-19 vaccine that covers the BA.4 and BA.5 Omicron subvariants of SARS-COV-2, a physician and government health official said yesterday.

The health risks of traveling abroad during one of the important holidays in Taiwan and China have been under scrutiny after Beijing said its COVID-19 travel restrictions are to be lifted on Jan. 8.

“Taiwan, Japan, the US, the EU and other countries have high vaccination rates, and a significant percentage of the population who have contracted COVID-19 have acquired immunity from the disease, even though the virus continues to mutate,” Lee said.



CECC EASES HOSPITAL VISITATION RULE UNDER '0+7' POLICY

Restrictions on hospital visits by individuals observing the "0+7" COVID-19 protocol will be eased from Jan. 1, 2023, the Central Epidemic Command Center (CECC) announced Thursday.



Under current regulations, international arrivals and people who live with or have had close contact with someone who has contracted COVID-19 are not required to undergo quarantine and only need to observe seven days of self-initiated epidemic prevention, a protocol known as "0+7." During that period, they are not allowed to enter hospitals or other medical facilities.

Starting from Jan. 1, however, such individuals may enter medical facilities during the seven days of self-initiated epidemic prevention as long as they are able to provide a rapid test taken on the day of visitation showing a negative result.

Also on Thursday, the CECC reiterated the government's plans to stop paying COVID-19 medical fees for foreign nationals who are not covered by Taiwan's National Health Insurance (NHI) program.

Confirmed COVID-19

CASES:
8.98M

ACTIVE:
4.81%

AS OF JAN 6, 2023

CHINA'S DOMINANT COVID VARIANT BF.7 NOT A THREAT TO TAIWAN: CECC



BF.7, the Omicron subvariant driving the current COVID-19 surge in China, is unlikely to cause a large-scale rise in cases in Taiwan, the Central Epidemic Command Center (CECC) said Thursday.

At a press conference, CECC official Lo Yi-chun pointed out that BF.7 -- short for BA.5.1.2.7 -- is a sub-lineage of the BA.5 variant, to which many Taiwanese already have some immunity.

In China, he said, the variant has been able to spread rapidly due to the low level of herd immunity, but will likely level off once people acquire more protection from vaccines or past infections.

Taiwan, in contrast, has already experienced three major waves of COVID-19 infections, the last one of which was driven by the BA.5 variant, according to Lo.

MARKET INTELLIGENCE



JAPAN: Half of foreign visitors in Japan's Okinawa come from Taiwan: CNA presented Okinawa welcomed 615,000 tourists last month, an increase of 67.1% from Nov. 2021, but only 12,100 came from overseas, CNA reported. It was the first time since the COVID pandemic that the number of foreign visitors exceeded 10,000. Taiwan accounted for 5,900 or 49% of the tourists from overseas, with 5,400 or 45% coming from Hong Kong. (Dec 24)

KOREA: Traveler numbers recovering after border reopening: Taipei Times presented since the reopening of national borders on Oct. 16, travel to Taiwan has been slowly resuming. Incoming traveler numbers this month are expected to reach 26 to 31 percent of pre-pandemic levels. Traveling by car has also become easier, after Taiwan and South Korea signed a driver's license reciprocity agreement, Klook associate director of business development Ryan Tsai said. (Dec 23)

SINGAPORE: Singapore, Japan Sign Commercial Aviation Collaboration Agreement: Japan Civil Aviation Bureau (JCAB) and Civil Aviation Authority of Singapore (CAAS) signed on 23-Dec-2022. Today, Japan is still a popular tourist destination for Singaporeans. Five Japanese cities have resumed flights to and from Singapore, and the monthly number of passengers has also recovered to nearly half of what it was before the epidemic. (Dec 28)

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

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

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

Note:

- 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.
- 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](#).

Effective December 10, Taiwan to remove weekly cap of arrivals

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

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

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

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

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

Adjustment details are listed below.

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



AIRLINE UPDATE

Current Routes

CHINA AIRLINES

- Routes scheduled for January 2023 - 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

as of 6 Jan 2023

TAIWAN MARKET STATUS

TIGERAIR'S CHEAP AIR TICKETS ARE ON SALE FOR A MONTH - NT\$2,299 CHEAP FLIGHTS FROM TAIWAN TO KOREA!

Tigerair Taiwan will start selling super-value air tickets from Taipei to South Korea at 10:00 am today (22nd). The minimum price starts at 2,299 yuan. The destinations include Seoul, Busan, Daegu and Jeju Island. The discount will be open until the end of January next year. At the end of October next year. (Dec 22)



TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
	12/30 Solomon Lee, General Manager	<ul style="list-style-type: none">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 next year.
	12/30 Amy Cho, Junior Vice President	<ul style="list-style-type: none">Eva Air Amy said that the sales of travel fair have not recovered to the normal level, and the growth of group travel is still very slow. People are more interested in Independent Travel. There are more inquiries about group travel in Europe and Japan.
	12/30 Joyce, Manager	<ul style="list-style-type: none">There will be 2 charter flights during the winter vacation and Chinese New Year (1/20,1/24). The main participating travel agencies are Phoenix Tour and Spunk Tour.2 new year charter flights will be added (1/21,1/25), which will be chartering by Lion Travel.Lion Travel expects to plan a total of 23 STARLUX Airlines charter flights to Guam from April to June 2023.

TAIWAN MARKETING ACTIVITIES

MEETING WITH UOG (UNIVERSITY OF GUAM) PROFESSOR KUAN

- Date: Dec 26
- There will be seven UOG officials (including the vice president) will come to Taiwan from 1/10 to 1/14, preparing to communicate with the three universities in Taiwan.
- UOG looking forward to more academic interactions with Taiwan and planning some science mathematics summer camps for junior high youth, GTO will fully support and help to promote the event.



2022 AMERICAN FOOD INGREDIENTS SHOWCASE

- Date: Dec 29
- Felix is invited to give a speech for the event as the President of ASOA.
- Mr. Erik Syngle, Deputy Chief of Agricultural Section in AIT, Mr. Peter Huang, Secretary General of IEAT, and Mr. Chiou Hai Chang, Chairman in the New Taipei Importers & Exporters Chamber of Commerce (Taiwan) all came to the event to support for a closer US-Taiwan trade relationship.



NR MONITOR

For the past week (Dec 24 - Dec 30), a total of 29 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 70
- Social Media: 0

美國各州政府辦事處協會(ASOA)展出五州農食產品 二度舉辦美國食品添加物展示會提供一對一商機諮詢

台灣產經新聞網/頤德國際股份有限公司 2022.12.29 00:00  讚 0 A- A A+



(2022年12月29日) 由美國各州政府辦事處協會 (American State Offices Associatio

美國關島中華民國僑務顧問黃士杰 拜訪臺北農產望能增進雙方經貿交流契機

新頭條 2022/12/28 13:06(2天前)



記者黃俊育 / 臺北報導

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	
	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	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	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	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Chinese New Year Event	Chinese New Year Event	Chinese New Year Event				
	The Best of Guam - Skydive		The Best of Guam - Graphic				

PHILIPPINES

GRAB INCREASES FLEET AT NAIA FOR HOLIDAYS



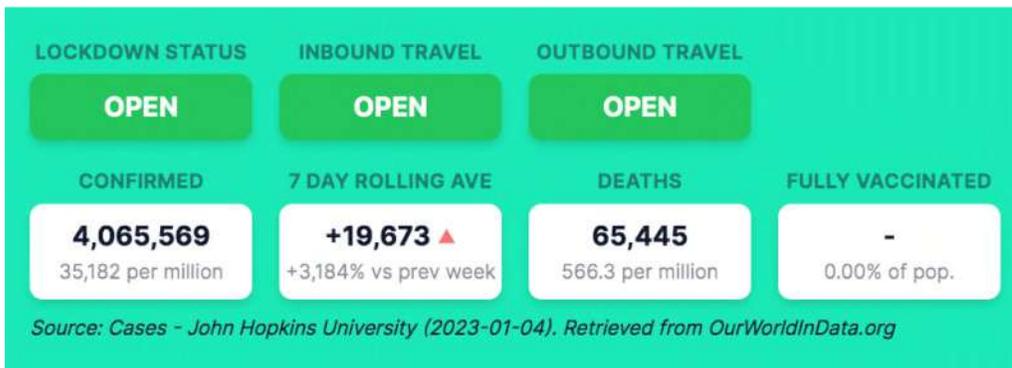
Ride-hailing giant Grab Philippines has scaled up its fleet roving the Ninoy Aquino International Airport (NAIA) as part of its commitment to serve more passengers during the holidays. The Department of Transportation (DOTr) announced yesterday it signed a partnership with Grab to improve transport service within the NAIA. The program, called Airport to Anywhere, will deploy a fleet of 200 Grab units at the airport to serve the transport needs of passengers. Commuters can book a transport service through the Grab app, with fixed pricing based on their drop-off location.

PHILIPPINES FLOODS, LANDSLIDES KILL 44 AFTER CHRISTMAS DAY RAINS

The death toll from the Christmas Day rains and flooding in southern Philippines has gone up to 44, authorities said on Friday. Twenty-eight are still missing, the national disaster agency said and noted that the damage to infrastructure and crops is around \$24.4m. On Christmas Day, celebrations were disrupted for thousands of residents who were forced to evacuate because of flash floods. A day later, authorities explained the floods in the country's southern provinces were the consequence of heavy rains.

Images and videos on social media showed people trapped in floodwater. And rescue workers have been lining up to help residents out of flood waters.

Reuters reported that heavy rains submerged villages, towns and highways in the Visayas and Mindanao regions on Christmas Day, which led more than 50,000 people to seek shelter in rescue centres.



PHILIPPINES MARKET INTELLIGENCE

Philippines



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

Source: <https://www.boundless.com/blog/covid-19-u-s-embassy-and-consulate-reopening/>



PAL FLIGHTS FOR OCTOBER AND BEYOND
Advisory No. 266
as of 04 January 2023 12:00 PM
Manila-Guam-Manila
• Daily



Manila-Guam-Manila
• Daily

PHILIPPINES MARKETING ACTIVITIES



Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks

Published	Post	Type	Targeting	Reach
01/05/2023 12:00 PM	 Emerald Valley is the perfect place to capture beautiful memories. 📸:			442
01/03/2023 12:00 PM	 Life is better at the beach. 📸: @_202...j #AmericanInAsia			493
01/01/2023 12:00 PM	 Is a trip to Guam on your bucket list? Visit these iconic spots			173
12/30/2022 12:00 PM	 Your next adventure in Guam awaits you. Be sure to visit Puntan Dos			212
12/30/2022 8:54 AM	 Gift yourself an adventure to remember with PAL's Year-End			369

See All Posts



Overview

You reached +78.9% more accounts compared to Dec 22 - Dec 28

Accounts reached	1,666 +78.9%
Accounts engaged	91 +44.4%
Total followers	4,821 +0.1%

91
Accounts engaged

+44.4% vs Dec 22 - Dec 28

Engaged audience ⓘ



Followers and non-followers

Based on reach



You reached +147% more accounts that weren't following you compared to Dec 22 - Dec 28.



MARKETING ACTIVITY:
SOCIAL MEDIA