



The Strength to Overcome, the Faith to Persevere!  
*Minetgot Para Ta Hulal, Hinengge Para Ta Usuni!*

*Happy Liberation Day!*

**#InstaGuam**  
@hotelnikkogum

# INDUSTRY RECOVERY REPORT

JULY 22, 2022



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# DESTINATION UPDATES

# 78<sup>th</sup> LIBERATION DAY



Thursday, July 21, 2022  
 78th Liberation Parade, Marine Corps Drive

- o PBS Live Broadcast of the Liberation Parade, TV Channel 12

Liberation Drone Light Show and Fireworks Display, Paseo, Hagåtña



The Strength to Overcome, the Faith to Persevere!  
 Minetgot Para Ta Hulaf, Hinengge Para Ta Usuni!



Friday, July 22, 2022  
 8:30PM Drone light show and fireworks display to follow

# COVID-19 VISITOR TESTING PROGRAM



 X 

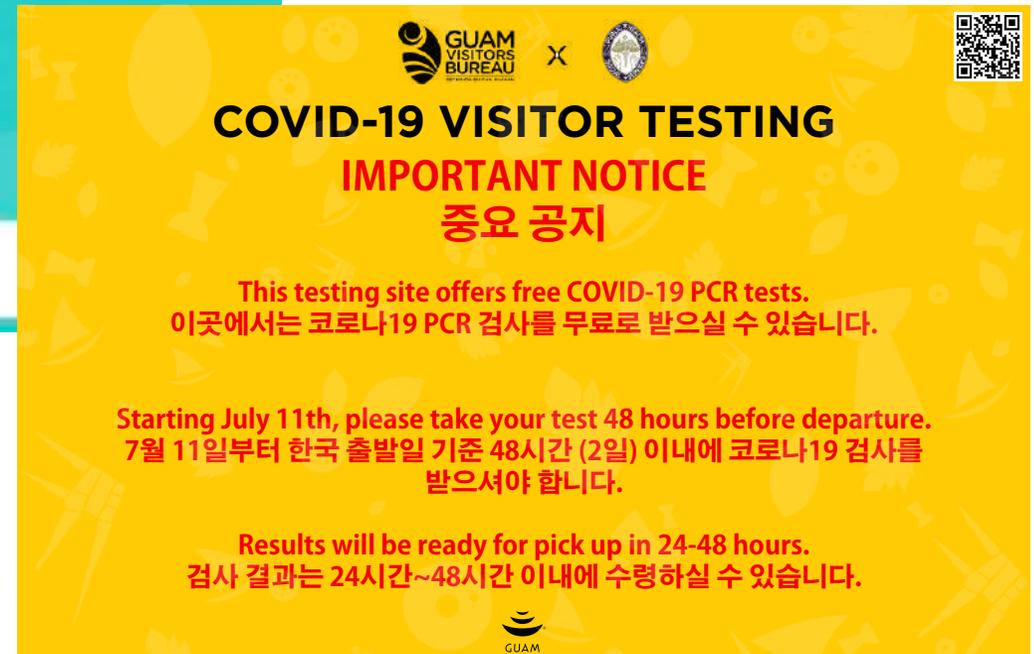
## COVID-19 TESTING FOR VISITORS

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

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

## TESTING SITES

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



 X 

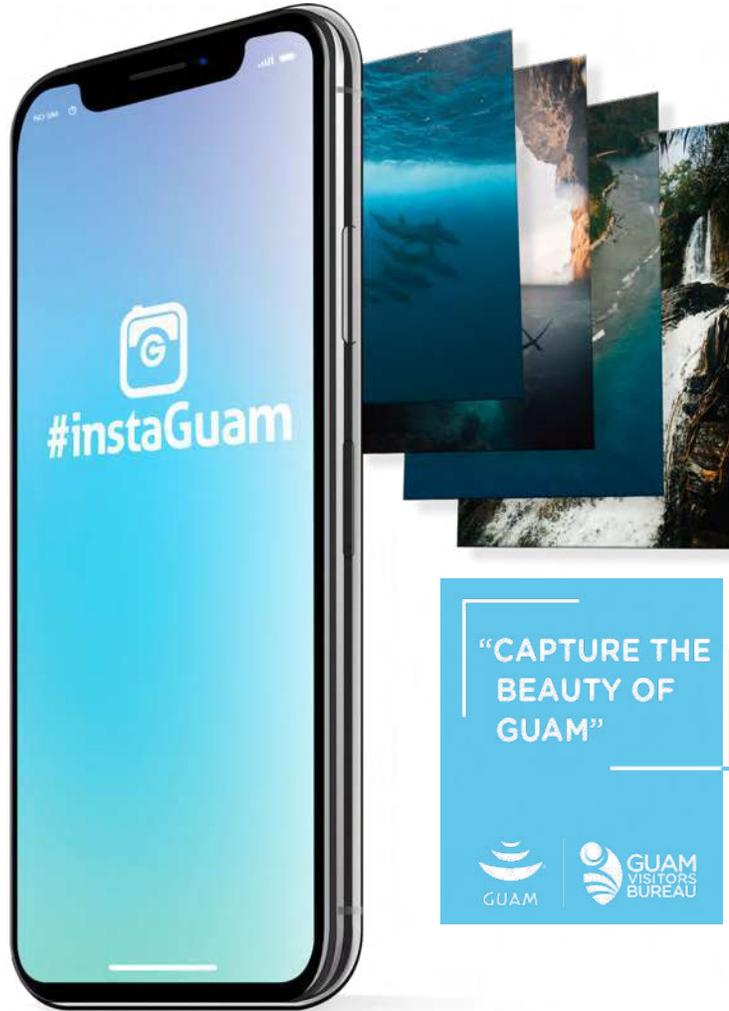
### COVID-19 VISITOR TESTING IMPORTANT NOTICE 중요 공지

This testing site offers free COVID-19 PCR tests.  
이곳에서는 코로나19 PCR 검사를 무료로 받으실 수 있습니다.

Starting July 11th, please take your test 48 hours before departure.  
7월 11일부터 한국 출발일 기준 48시간 (2일) 이내에 코로나19 검사를 받으셔야 합니다.

Results will be ready for pick up in 24-48 hours.  
검사 결과는 24시간~48시간 이내에 수령하실 수 있습니다.





“CAPTURE THE  
BEAUTY OF  
GUAM”



## WEEKLY PRIZE CONTEST

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





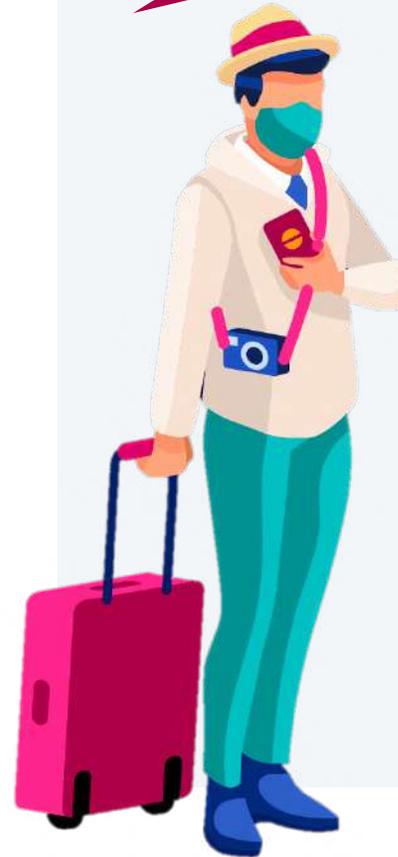
## Guam Safe Travels Stamp instills a level of confidence and trust for your visitors and locals.

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

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

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

**154**  
approved



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

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

**#InstaGuam**  
@therandomlyroamingrn

*Happy Liberation Day!*



# MARKET INTELLIGENCE REPORT

As of July 20 and may be subject to change.



# TRAVEL PROTOCOLS

## JAPAN

### JAPANESE NATIONALS

#### NO QUARANTINE

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

#### REQUIREMENTS

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

#### QUARANTINE

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

### FOREIGN NATIONALS NEW ENTRY INTO JAPAN

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

(1) Foreign nationals newly entering Japan for a short-term stay (less than three months) for purposes including business or employment and foreign nationals newly entering Japan for a long term stay (Except for tourist purposes)..

(2) Foreign nationals fall under (1) and those who have receiving organizations located in Japan

*\*Refer to application for Visa for foreign Nationals eligible for Phased Measured toward Resuming Cross-Border Travel:*

[https://www.mofa.go.jp/ca/fna/page22e\\_000921.html](https://www.mofa.go.jp/ca/fna/page22e_000921.html)

*Information Source:*

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

[https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/00001214\\_31\\_00209.html](https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/00001214_31_00209.html)

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

## SOUTH KOREA

### NO QUARANTINE

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

### REQUIREMENTS

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

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

### FULLY VACCINATED IN KOREA RECENTLY RECOVERED FROM COVID

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

### FULLY VACCINATED IN ANOTHER COUNTRY

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

## TAIWAN

### QUARANTINE

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

### REQUIREMENTS

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

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

[Click here for more info](#)

## PHILIPPINES

### NO QUARANTINE

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

### REQUIREMENTS

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

### FACILITY-BASED QUARANTINE

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

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

# MARKETS AT-A-GLANCE

## JAPAN

- Number of infected people in Japan is rapidly increasing; government may issue restrictions if situation continues
- Promotion of third dose vaccination is urgently needed; progress on third dose is still slow
- Government's daily entry limit is still at 20,000 people since June 1
- PCR testing (negative proof) within 72 hours prior to local departure remains mandatory; from June 12, submission of a negative PCR test certificate upon departure from Japan is not required
- Refer to appendix for resumption of package, agent-organized tours; dates are varied
- **Flight operation is unchanged:**
  - United: UA197 daily operation
    - UA827 and UA150 available from July 1; UA874 available from May 8;
    - UA136 and UA166 available from Aug 1; UA172 and UA178 suspended from July 31
  - JAL: available from Aug 1
  - Tway: suspended until Aug 1
  - JEJU: suspended until Sept 1
- Shown in appendix are: outbound statistics; news pickups; 55<sup>th</sup> Anniversary Commemorative products from tour agencies HIS, JTB, Tobu Top Tours, and Rakuten Travel; SNS performance summary; content calendar; SNS posts; social listening updates; Weekly Guam and VisitGuam.jp update; and SNS organic reach and SNS PR value

## PHILIPPINES

- Governors vow to support booster rollout
- Mandatory COVID-19 booster shots not yet necessary: DOH
- President Marcos retains COVID-19 alert levels 'for now'
- U.S. Embassy in the Philippines updates shown in appendix
- PH arrival protocol no longer requires pre-departure COVID-19 test for those fully vaccinated and boosted
- **Philippine Airlines and United Airlines fly daily in July**
- Social media monitoring shown in appendix

## SOUTH KOREA

- Daily cases are steadily increasing for the past two weeks; the highest occurrence has been recorded in 12 weeks
- With the new BA.2.75 variant flowing into Korea, the government announced it will monitor but not form new quarantine measures
- COVID-19 comparison week by week shown in appendix
- June overseas flight reservations increased 1908% compared to 2021
- **July through September airline outbound seat capacity details shown in appendix: July 39,272; August 53,064, September 40,119**
- Shown in appendix are: SNS weekly activity and content calendar

## TAIWAN

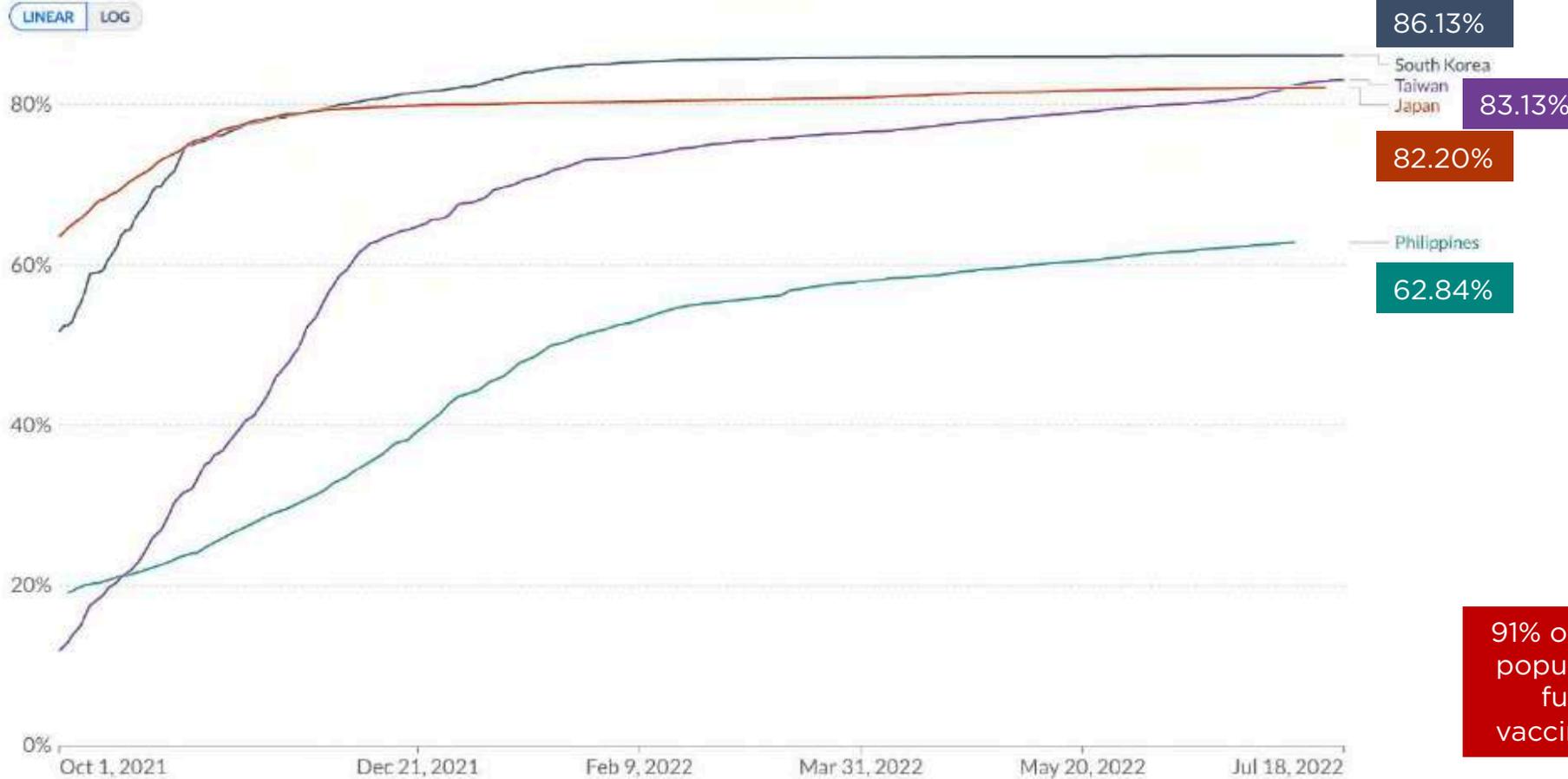
- Taiwan ends pre-entry PCR rule for citizens, residents
- New format of digital COVID-19 certificate to be available
- New Taipei, Kaohsiung to open bookings for under-6 COVID-19 shots
- The Minister of Transport talks about the opening time of the border
- Taiwan raises arrival quota to 40,000 per week
- Taiwan reports first domestic BA.5 subvariant cases
- Taiwan receives shipment of Pfizer-BioNTech vaccine for children
- Reservations for Novavax vaccine in Taipei to begin
- Effective June 1, testing upon landing ends at international airports; all arriving passengers required to undergo saliva tests at airports
- Shown in appendix are: restrictions for entering Taiwan, CECC updates, airline routes, NR monitoring; and July social media content calendar
- GTO attended the Taoyuan Sister City Expo Friendship opening and the Summer Travel Expo opening; met with ASOA President Eddie Yen and with Leofoo Village manager; and had a concall with Rolling Greens director

DETAILS ARE FOUND IN THE APPENDIX

# MARKETS AT-A-GLANCE

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

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



Source: Official data collated by Our World in Data

Note: Alternative definitions of a full vaccination, e.g. having been infected with SARS-CoV-2 and having 1 dose of a 2-dose protocol, are ignored to maximize comparability between countries.

CC BY

### GUAM

139,386 Fully Vaccinated

### COVID-19 CASES

■ Active ■ In-Active

### BOOSTER

■ Have yet to receive ■ Received booster

91% of total population fully vaccinated

# APPENDIX

As of July 20, 2022 and may be subject to change.

**#InstaGuam**  
@3ricity

*Happy Liberation Day!*



# JAPAN

# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The number of infected people in Japan is increasing rapidly.
- Although few behavioral restrictions have been issued, the government may issue restrictions if the situation continues.
- The number of cases per 100,000 population is 442 in Japan and 714 in Tokyo, bringing the total number of infected people to approximately 624,000, up 204% from last week.



The number of infected people per 100,000 population:

NATIONWIDE

**442**

TOKYO

**714**

Total for last 7 days

Confirmed  
COVID-19

CASES:  
10.39M

+79,633  
NEW  
CASES

## Nationwide



Area / New cases	July 4-10	July 11-17	Changes (#) vs LW	Changes (%) vs LW
Tokyo	52,919	107,050	54,131	202%
Osaka	30,360	62,005	31,645	204%
Aichi	17,735	39,964	22,229	225%
Fukuoka	17,086	36,348	19,262	213%
Nationwide	305,945	624,972	319,027	204%

Created based upon data from NHK (Japan Broadcasting Corporation)

AS OF JULY 20, 2022

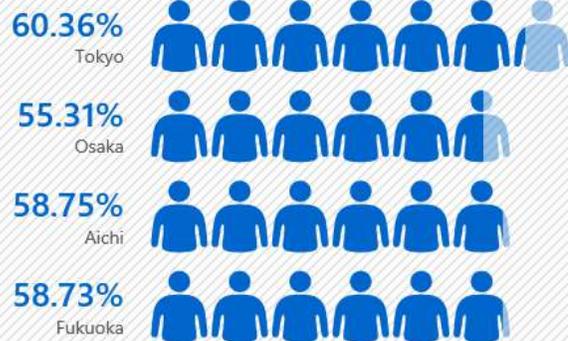
worldometer

# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- With the most recent increase in the number of infected patients, the promotion of third dose vaccination is urgently needed.
- Progress on the third dose of vaccine is still slow, currently at 62.3%.

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



## VACCINATION UPDATE (7/15)

Total number of  
vaccination:  
**288,885,776**

1st & 2<sup>nd</sup> doses  
administered:  
**103,800,378**  
**(82.0%)**  
**102,437,005**  
**(80.9%)**

Nationwide 3<sup>rd</sup> shot:  
**78,871,295**  
**(62.3%)**

Nationwide 4<sup>th</sup> shot :  
**3,777,098**  
**(-%)**

## ENTRY PROTOCOLS

### HIGHLIGHTS

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

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



Day 0



**No inspection at airport**



**No waiting at home**

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

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION



AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from Jul 1, 2022 (Except Wed)	UA827	NRT	11:15 / 16:05	UA828	6:55 / 9:55	Mon, Tue, Thu, Fri, Sat, Sun	166
	Available	UA197	NRT	17:30 / 22:20	UA196	13:05 / 16:05	Daily	166
	Available from May 8, 2022	UA874	NRT	21:05 / 1:45 +1	UA873	17:05 / 19:50	Sun	166
	Available from Aug 1, 2022 (Mon, Fri)	UA136	NGO	11:20 / 15:55	UA137	7:30 / 10:20	Mon, Fri	166
	Suspended until July 31, 2022	UA172	NGO	20:50 / 1:25 +1	UA171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed, Fri, Sun)	UA150	KIX	11:05 / 15:45	UA151	7:10 / 10:10	Wed, Fri, Sun	166
	Suspended until July 31, 2022	UA178	KIX	20:50 / 1:20 +1	UA177	16:50 / 19:50	Tue, Thu, Sat	166
	Available from Aug 1, 2022 (Thu, Sun)	UA166	FUK	11:50 / 16:50	UA165	07:40 / 10:50	Thu, Sun	166
	Available from Aug 1, 2022 (Thu, Sun)	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Thu, Sun	199
	Suspended until August 1, 2022	TW311	KIX	10:45 / 15:10	TW312	16:10 / 19:00	Daily	189
	Suspended until September 1, 2022	7C3174	KIX	10:10 / 14:50	7C3173	15:50 / 18:20	Daily	189
		7C3184 (Tue)		10:10 / 14:50	7C3183 (Fri)	15:50 / 18:20		

## PACKAGED SALES

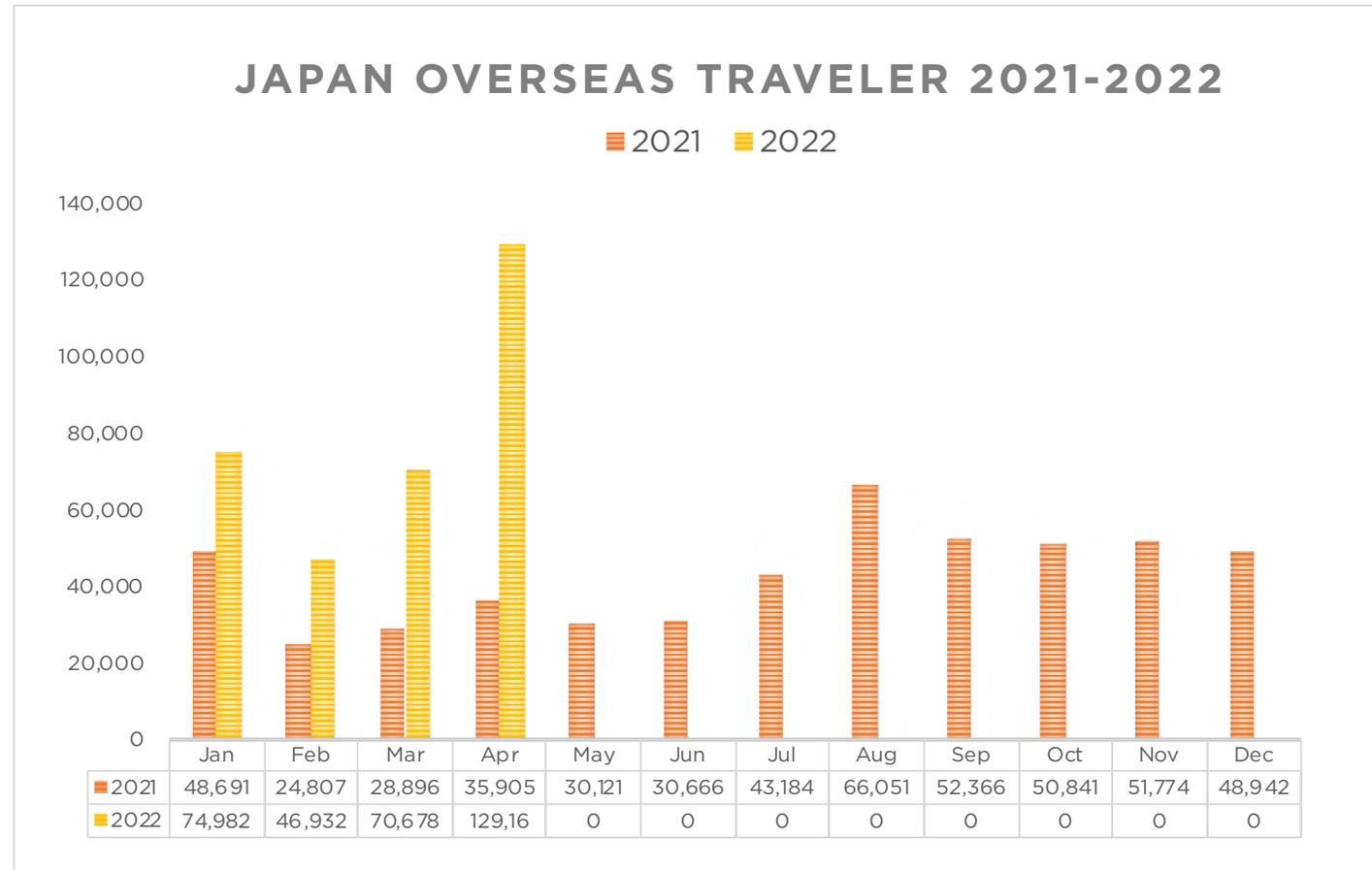
PACKAGE TOURS	FIT
 Sales resume for departures on JULY 1	*
 Sales resume for departures on MAY 15	*
 Sales resume for departures on JUNE 1	*
 Sales resume for departures on AUG 1	*
 Suspended until JULY 31	*
 Sales resume for departures on JUNE 1	*
 Sales resume for departures on APRIL 27	*

# JAPAN MARKETING ACTIVITIES

## OUTBOUND STATISTICS

- The number of Japanese departing the country in April 2022 was 129,169, exceeding 100,000 for the first time in two years. This is an increase of 259.8% compared to 35,905 in the same month last year (April 2021), but -92.2% compared to 1.66 million in 2019.

	2021	2022	Changes (%)
Jan	48,691	74,982	54%
Feb	24,807	46,932	89%
Mar	28,896	70,678	145%
Apr	35,905	129,169	260%
May	30,121	n/a	0%
Jun	30,666	n/a	0%
Jul	43,184	n/a	0%
Aug	66,051	n/a	0%
Sep	52,366	n/a	0%
Oct	50,841	n/a	0%
Nov	51,774	n/a	0%
Dec	48,942	n/a	0%
<b>Total</b>	<b>512,244</b>	<b>321,761</b>	<b>-37%</b>



Created based upon data from Japan National Tourism Organization

# JAPAN MARKETING ACTIVITIES

## NEWS PICK UP

MAINICHI SHIMBUN OSAKA EDITION, PUBLISHED JULY 5, 2022

- United Airlines Kansai flights resumed
- Go to Guam!

**ユニテッド航空 関空便再開  
グアムへGOGO**

9月末まで観光企画

ユニテッド航空が7月、関西国際空港とグアムを結ぶ定期便を再開した。これに合わせて、日本とグアムの就航55周年を記念した観光企画「GOGO GUAMキャンペーン」が9月末まで開催されている。グアム政府観光局理事長のミルトン・モリナガ氏と写真裏写しは「新型コロナウイルス禍の不安を解消し、安心安全で楽しい旅を提供できるよう尽力する。ぜひ足を運んでほしい」とアピールする。

定期便は1日から週3回、関西国際空港とグアムを結ぶ。6月にワクチン接種証明書の提示のみならず、グアムへの入国制限が緩和されたことから、需要回復できると判断した。

観光キャンペーン

富田林市長が方針  
富田林市の自宅に放置された2歳の女兒が死した事件で、吉村善美市長が4日、府とともに検証委員会、市の対応を調べることを明らかにした。

市のホームページに市長メッセージとして掲載。「幼い市民の命が失われたことは、市長として非常に残念で大変重く受け止めています」と記している。

**署員に不適切言動**

府警は4日、枚方署の長原重人署長(58)を更迭し、警務部付に異動させたと発表した。「署員に対する不適切な言動があり、職場環境への影響がある」として、6月末に情報提供があり、調査を始めていた。府



CBC TELEVISION NEWS "CHANT!"

- On-air at 18:29 (about 1 minute) July 5, 2022

# JAPAN MARKETING ACTIVITIES

## NEWS PICK UP

### TRAVEL VOICE, JULY 08, 2022

- Guam Visitors Bureau to Accelerate Attracting Japanese Visitors by Increasing Flights from Summer onward

独自のテーマで分析  
トラベルボイスREPORT

HOME / ニュース / グアム観光局、夏以降の増便続々で日本人誘客を加速、国内3都市で旅行業界向けセミナー開催

2022年07月08日

グアム政府観光局が、2022年7月4日～6日の3日間にわたり、大阪・名古屋・東京の3都市で旅行業界向けのセミナー・勉強会「Go Go! Guamロードショー」を開催した。6月12日以降、米国の規制緩和に伴い、グアム入国時はワクチン2回以上接種済みと条件に陰性証明が不要に。また、7月から東空便、8月からは名古屋・福岡便のフライトが再開。今夏以降の本格的な観光回復に向け、プロモーションを加速する。

本イベントに際して、現地よりグアム政府観光局の幹部・本局スタッフが来日。セミナー冒頭では、グアム政府観光局マーケティングマネージャー日本のレジーナ・リヴァイ・ネデリック氏が、今年6月に2年ぶりのファムツアーを実施できた喜びを表明し、「今回の水際対策緩和やフライト再開、増便が進むことにより、さらに観光活動と旅行者の往来が加速することを期待している」と述べた。



続いて、グアム政府観光局日本オフィスの小路伸佳氏が、グアム入国の現状と今後のプロモーション計画について説明。2022年6月12日以降、グアムへの渡航はワクチン2回以上接種で陰性証明が不要となっていること、また日本への帰国時に必要な72時間以内のPCR検査については、今年9月末まで提携クリニックや複数の主要ホテルで無料検査を実施していることを紹介した。

今後のマーケティングについては、目録ではデジタルを活用した広告、関西・中部・九州ではテレビCMを中心にプロモーションを展開していく方針。グアムならではの強みとして「近さ」「アメリカン」「清潔・安全・安心」「ポジティブな気持ち」という4つの要素をアピールしていく。



Seminars for the Travel Industry Held in Three Cities in Japan

### SANKEI SHINBUN OSAKA JULY 4, 2022

- Guam Trip to be revived

産経DXセミナー「デジタル総務で企業が変わる」7/25開催

第22回 Japan Venture Awards 7/12～ベンチャー起業家募集開始

**グアム旅行復活へ キャンペーン12月まで延長**

2022/7/4 19:09 田村 慶子

経済 | 産業・ビジネス | ライフ | トラベル | 産経WEST | 経済 | 国際 | 米州

米グアム政府観光局理事会のミルトン・モリナガ会長（66）が4日、産経新聞のインタビューに応じ、「グアムの観光復活にとって日本人客は非常に重要」と述べ、日本ーグアム線就航55周年を記念して9月まで実施中のキャンペーンについて、12月までの延長を検討する考えを示した。

インタビューに答えるグアム政府観光局理事会のミルトン・モリナガ会長＝4日、大阪市中央区（恵守乾撮）

キャンペーンはホテルや飲食店など37社の協力で5月に始まった。グアムを訪れた日

# JAPAN MARKETING ACTIVITIES

## **HIS** 55<sup>th</sup> ANNIVERSARY COMMEMORATIVE PRODUCT NOW ON SALE.

<https://www.his-j.com/theme/futuretravel/saikai/goguang/kanto.html>

### ▶▶ 首都圏発 ◀◀

### GoGo!GUAMキャンペーン 特別商品

#### GoGo! GUAM キャンペーン特別プラン

日本とグアムの就航55周年を記念したHIS限定の特別プラン！  
～うれしい5つのG05プラン(対象商品のみ)～

- ①1ランク ホテルアップグレード！
- ②4・5日間同代金！
- ③ホテルで自由に使えるルームクレジット1室\$55付！  
※一部ホテルはクーポン対応、または朝食1回提供になります。
- ④通常30日前のお取消し料を15日前まで無料！
- ⑤早期割引 ご出発55日前までのご予約で、5,500円引！



【キャンセルサポート付】<23年3月出発まで掲載>日本とグアムの就航55周年を記念したHIS限定の特別プラン！うれしい5つの特典付 グアム5日間  
グアム リーフ ホテル(ビーチツイン)に滞在  
出発日：2022/07/17～2023/03/31

**99,800円～234,000円**  
燃油サーチャージ込み



【キャンセルサポート付】<23年3月出発まで掲載>日本とグアムの就航55周年を記念したHIS限定の特別プラン！うれしい5つの特典付 グアム5日間  
リーガロイヤルラグーナグアムリゾート(オーシャンビュー/3～7階)に滞在  
出発日：2022/07/17～2023/03/31

**139,000円～214,000円**  
燃油サーチャージ込み



【キャンセルサポート付】<23年3月出発まで掲載>日本とグアムの就航55周年を記念したHIS限定の特別プラン！うれしい5つの特典付 グアム5日間  
デュシットビーチリゾートグアム(オーシャンビューデラックス)に滞在  
出発日：2022/07/17～2023/03/31

**149,000円～224,000円**  
燃油サーチャージ込み



【キャンセルサポート付】<23年3月出発まで掲載>日本とグアムの就航55周年を記念したHIS限定の特別プラン！うれしい5つの特典付 グアム5日間  
ザツバキタワー(カメリアルーム/3～9階)に滞在  
出発日：2022/07/17～2023/03/31

**184,000円～274,000円**  
燃油サーチャージ込み

# JAPAN MARKETING ACTIVITIES



## 55<sup>th</sup> ANNIVERSARY COMMEMORATIVE PRODUCT NOW ON SALE.

<https://www.itb.co.jp/kaigai/area/guam/>



予約サービスID: A6901EGUAM0000A

キャンセル | 詳細を見る | 予約

### グアム滞在4日間 GOGO! GUAMプラン <日本とグアムの就航55周年記念>



おとな2名  
お支払い総額  
**357,720円** (燃油・空港諸税込)

おとな1名(幼児)  
178,900円 (燃油・空港諸税込)  
\*別途価格特別付加運賃は含まれておりません

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内訳を見る

獲得予定トラベルポイント  
1,117ポイント

予約へ進む

お気に入り追加

日本とグアムの就航55周年を記念して、GOGO!キャンペーンを実施中。宿泊ホテルで利用できるルームクレジットや、朝食1回サービスなど、グアムでの滞在をより充実させる企画をご用意しました。宿泊ホテルによって企画内容は異なりますので、詳細は「おやすみポイント」をご確認ください。さらに、先着で帰国時のPCR検査オプション([https://www.itb.co.jp/kaigai\\_opt/srh/prddetail/p200011525/](https://www.itb.co.jp/kaigai_opt/srh/prddetail/p200011525/))を当ツアー特別価格の5,500円でご提供します。\*本ツアーは同一ホテルに3泊ご宿泊いただくことが条件となります。\*PCR検査オプションは数に限りがあるため、予告なく終了いたします。お申込み販売店にお問合せください。\*PCR検査オプションは手配旅行契約となり、お申し込み後の手配となります。\*特別価格PCR検査オプションは販売店にご出発7日前までにお申し出ください。ご自身で直接お申込をされた場合は、適用対象外となります。

**成田発**



航空便決定 夏休み

<夏休みはグアムへ!>  
グアム滞在フリープラン 4日間

今年の夏こそグアムへ! 立地抜群のデュシットビーチリゾートグアムに宿泊! グアム滞在中はチャットやデスクで日本語係員がサポート!

**177,400円** (燃油・空港諸税込)

2022/07/22~2022/07/25

デュシットビーチリゾートグアム  
デラックスオーシャンビュー ツインベッド  
ルーム

往路: ユナイテッド航空  
復路: ユナイテッド航空

\*2022/07/13時点、1部屋おとな2名利用時のおとな1名の概算代金です。

**成田発**



航空便決定  
ルームクレジットまたは朝食1回付き

<グアム就航55周年記念>  
グアム滞在 GOGO! GUAMプラン 4日間

ホテルのルームクレジット又は朝食1回付き! 先着で帰国時のPCR検査オプションを特別料金の5,500円でご提供!

**178,900円** (燃油・空港諸税込)

2022/09/25~2022/09/28

デュシットビーチリゾートグアム  
デラックスオーシャンビュー ツインベッド  
ルーム

往路: ユナイテッド航空  
復路: ユナイテッド航空

\*2022/07/13時点、1部屋おとな2名利用時のおとな1名の概算代金です。

**成田発**



航空便決定 年末年始

<年末年始はグアムで!>  
グアム滞在フリープラン 4日間

人気の年末年始は早いもの勝ち! 立地抜群のデュシットビーチリゾートグアムに宿泊! グアム滞在中はチャットやデスクで日本語係員がサポート!

**282,300円** (燃油・空港諸税込)

2023/01/02~2023/01/05

デュシットビーチリゾートグアム  
デラックスオーシャンビュー ツインベッド  
ルーム

往路: ユナイテッド航空  
復路: ユナイテッド航空

\*2022/07/13時点、1部屋おとな2名利用時のおとな1名の概算代金です。

# JAPAN MARKETING ACTIVITIES



<https://tobutoptours.jp/int/micro/55guam/>

55<sup>th</sup> ANNIVERSARY COMMEMORATIVE PRODUCT NOW ON SALE. COLLABORATION WEB PAGE IS NOW BEING DEVELOPED.



*Tasi Grill at Dusit Thani Guam, a \$55 meal included in the tour*



# JAPAN MARKETING ACTIVITIES



## 東武トップツアーズ TOBU RAILWAY HANGING ADVERTISEMENT

<https://tobutoptours.jp/int/micro/55guam/>



Route: Tobu Tojo Line (between Ikebukuro and Yorii),  
Koshu Line (between Sakado and Koshu)

Period: 14 days from July 14, 2022

# JAPAN MARKETING ACTIVITIES

**Rakuten Travel**

<https://travel.rakuten.co.jp/myt/rip/howto/visitguam-guide02>

## GOGO CAMPAIGN JOINT PROJECTS ADVERTISING ARTICLE DISTRIBUTION “WOMEN’S TRAVEL SPECIAL.”



**Rakuten Travel**

週末にふらっといける海外リゾート、ヘルシーでオシャレな欲張りグアム女子旅

2023/02/08

記事本文

グアムは、美しいビーチ、素晴らしいグルメ、そして、安全な環境が魅力の海外リゾートです。週末にふらっといけるグアム女子旅、ヘルシーでオシャレな女子旅を実現するためのポイントをご紹介します。

グアムには、美しいビーチ、素晴らしいグルメ、そして、安全な環境が魅力の海外リゾートです。週末にふらっといけるグアム女子旅、ヘルシーでオシャレな女子旅を実現するためのポイントをご紹介します。

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**女子旅ではずせない！ショッピングを満喫**

1月18日 7月19日 1月18日 1月18日 1月18日

女子旅ではずせない！ショッピングを満喫。グアムには、美しいビーチ、素晴らしいグルメ、そして、安全な環境が魅力の海外リゾートです。週末にふらっといけるグアム女子旅、ヘルシーでオシャレな女子旅を実現するためのポイントをご紹介します。

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**シヤモローで人気！「Cup & Saucer」**

シヤモローで人気！「Cup & Saucer」。グアムには、美しいビーチ、素晴らしいグルメ、そして、安全な環境が魅力の海外リゾートです。週末にふらっといけるグアム女子旅、ヘルシーでオシャレな女子旅を実現するためのポイントをご紹介します。

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**サモニーで楽しむ「Sals 体験」**

サモニーで楽しむ「Sals 体験」。グアムには、美しいビーチ、素晴らしいグルメ、そして、安全な環境が魅力の海外リゾートです。週末にふらっといけるグアム女子旅、ヘルシーでオシャレな女子旅を実現するためのポイントをご紹介します。

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# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- Since advertising has been suspended since July, reach has decreased slightly.
- Followers have increased slightly overall.

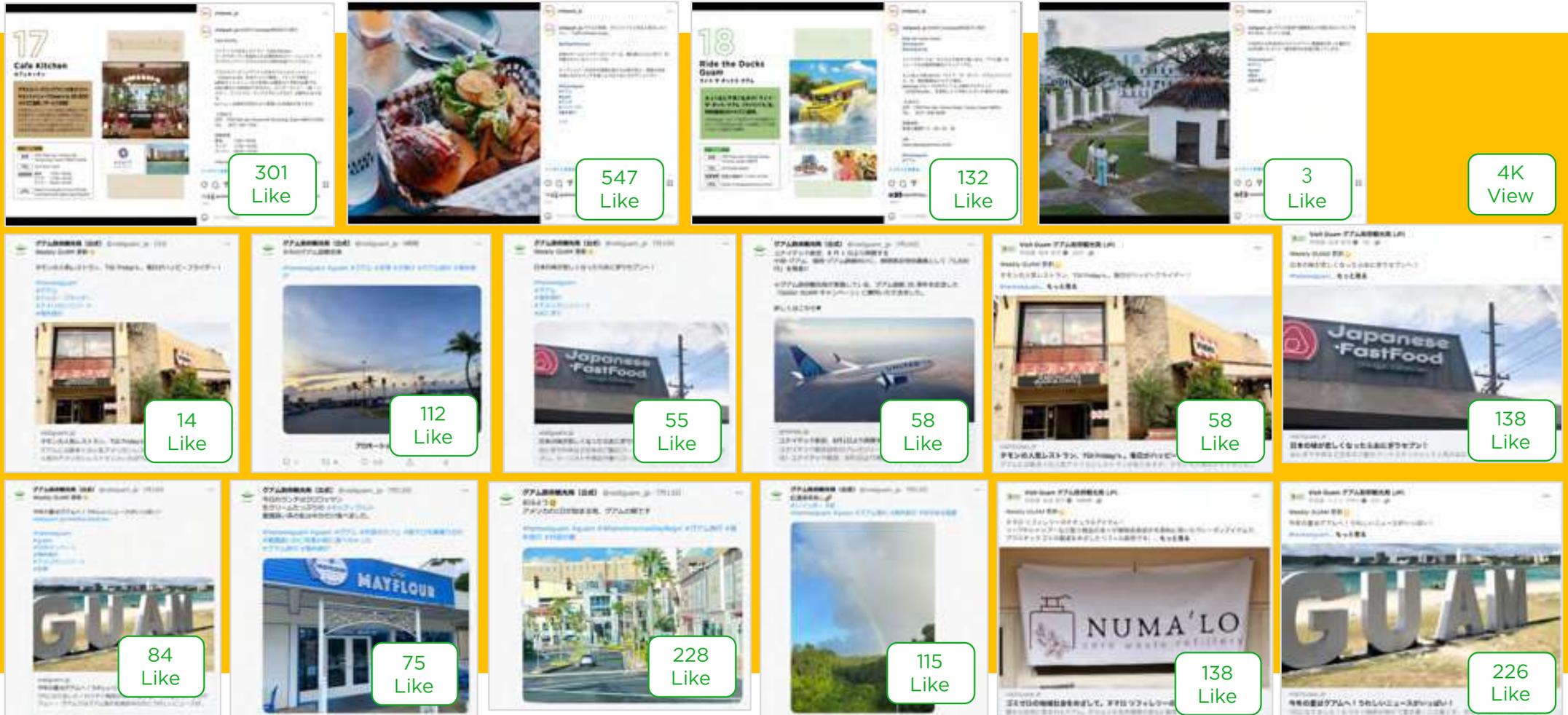
SNS	follower		Week Reach		Week Engagement	
	9 Jul,2022	18 Jul,2022	9 Jul,2022	18 Jul,2022	9 Jul,2022	18 Jul,2022
	23,373	23,391	12,772	8,260	1,491	1,024
	0.08%		-35.33%		-31.32%	
	24,019	24,024	5,357	6,518	432	634
	0.02%		21.67%		46.76%	
	14,331	14,354	34,804	33,684	774	2,194
	0.16%		-3.22%		183.46%	
	26,291	26,253	30,800	19,100	1,342	750
	-0.14%		-37.99%		-44.11%	
	-	-	1,650	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	8,395	8,717	21,463	23,482	0:02:08	0:02:04
	3.84%		9.41%		-3.12%	

# JAPAN MARKETING ACTIVITIES

Jul, 2022							
Week1	30				1	2	3
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : ROXY						
Event							
Other			tiktok: #Hereweguam	Weekly GUAM			
Week 2	4	5	6	7	8	9	10
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : ROXY						
Event	Go Go ! Guam Roadshow 2022						
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week 3	11	12	13	14	15	16	17
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / 55 campaign						
Event							HYPE BEAST & SMART
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week 4	18	19	20	21	22	23	24
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / 55 campaign						
Event				R-Day			
Event	HYPE BEAST & Smart NEWS						
Event		TikTok Fam					
Event						TabiTabi Sama-zu	
Event							Ambassador FAM
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week5	25	26	27	28	29	30	31
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event	TabiTabi Sama-zu						
Event	Ambassador FAM						
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		

# JAPAN MARKETING ACTIVITIES

## SNS POST- HIGHLIGHTS



Post ID	Engagement
17 Cafe Kitchen	301 Like
18 Ride the Ducks	547 Like
18 Ride the Ducks (Video)	132 Like
18 Ride the Ducks (Video)	3 Like
18 Ride the Ducks (Video)	4K View
Japanese FastFood (Storefront)	14 Like
Japanese FastFood (Landscape)	112 Like
Japanese FastFood (Signage)	55 Like
Japanese FastFood (Airplane)	58 Like
Japanese FastFood (Storefront)	58 Like
Japanese FastFood (Signage)	138 Like
GUAM (Large Letters)	84 Like
MAY FLOUR (Storefront)	75 Like
Street View	228 Like
Rainbow	115 Like
NUMA'LO (Banner)	138 Like
GUAM (Large Letters)	226 Like

# JAPAN MARKETING ACTIVITIES

## SOCIAL LISTENING

- Mainly about UA flight resumption from NGO/ FUK as well as UA's low fare ¥5,500 promotion



### 5 ユナイテッド航空、8月1日より再開する中部-グアム、福岡-グアム路線向けに、「5,500円」の期間限定特別運賃を発表

グアム政府観光局が実施している「GoGo! GUAM キャンペーン」に賛同した特別運賃で、8月中に日本出発の中部-グアム、福岡-グアム路線のフライトが対象（税金、燃油サーチャージ別） ユナイテッド航空は、本日、今年8月1日より運航を再開する中部（セントレア）-グアム、...

月19日（23時59分）まで、ユナイテッド航空のウェブサイト（united.com）もしくは旅行会社で購入が可能です。グアム政府観光局が実施している、グアム就航55周年を記念した「GoGo! GUAM キャンペーン」に賛同した特別運賃 2022年9月1日から30日までに日



中部経済新聞 - Powered by Onuma.com (7/14/22 12:22:47)

グアム就航55周年で期間限定の特別運賃 ユナイテッド航空が「はば5500円」

【中経】ユナイテッド航空は、グアム政府観光局が実施する期間限定の特別運賃「はば5500円」を8月1日より開始し、8月31日までに中部（セントレア）-グアムおよび福岡-グアム路線のフライトを対象に、ユナイテッド航空のウェブサイト（united.com）もしくは旅行会社で購入が可能です。

【中経】ユナイテッド航空は、グアム政府観光局が実施する期間限定の特別運賃「GoGo! GUAM キャンペーン」に賛同し、8月1日より運航を再開する中部（セントレア）-グアムおよび福岡-グアム路線のフライトを対象に、期間限定の特別運賃を発表した。ユナイテッド航空の特別運賃は5500円（税別、燃油サーチャージ別）。

中部経済新聞

# JAPAN MARKETING ACTIVITIES

## WEEKLY GUAM

If you miss the taste of Japan, head to Onigiri Seven!



Let's go to Guam this summer! Lots of great news!

# JAPAN MARKETING ACTIVITIES



VISITGUAM.JP TOP PAGE UPDATE

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



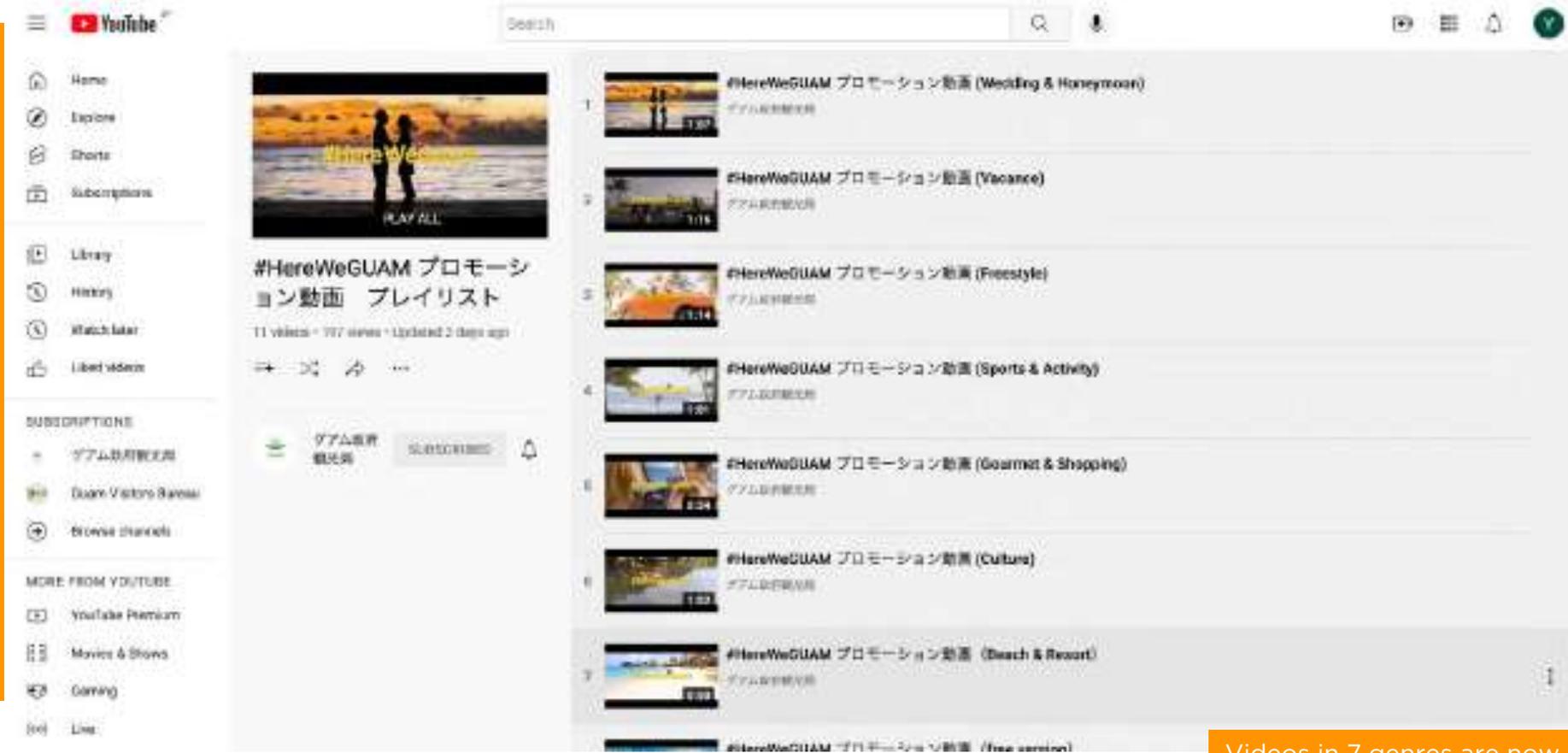
We have added a message of condolence for the death of former Prime Minister Abe in a shooting.



# JAPAN MARKETING ACTIVITIES

## YOUTUBE VIDEO ADDED

[https://www.youtube.com/playlist?list=PLwz9PNWsyBnNt7FxfjVQ\\_haw9FeaZsBUa1](https://www.youtube.com/playlist?list=PLwz9PNWsyBnNt7FxfjVQ_haw9FeaZsBUa1)



Videos in 7 genres are now available.

# JAPAN MARKETING ACTIVITIES



## NEWS PICKUP: UNITED AIRLINES ANNOUNCES "5,500 YEN" SPECIAL FARE FOR CHUBU-GUAM AND FUKUOKA-GUAM ROUTES TO RESUME ON AUGUST 1

The special fare is in support of the Guam Visitors Bureau's "GoGo! GUAM Campaign" and is valid for flights between Chubu and Guam and between Fukuoka and Guam departing from Japan in September (excluding taxes and surcharges).

United Airlines today announced a special limited-time round-trip economy class fare of 5,500 yen for the Chubu (Centrair) - Guam route, which will resume service on August 1, and the Fukuoka - Guam route, which will resume service on August 4, 2012.

This is in support of the Guam Visitors Bureau's current promotion in Japan called the "GoGo! GUAM Campaign" to commemorate the 55th anniversary of the first flight carrying Japanese tourists to Guam this year, and in honor of the campaign's name, GoGo " GUAM Campaign" in Japan, and a special fare of 5,500 yen has been set in honor of the campaign name, GoGo! This special fare is subject to additional taxes and surcharges.

The special fare is valid on United's Chubu-Guam and Fukuoka-Guam routes, and is valid for departures from Japan from September 1 to September 30, 2012. The fares are available for purchase on United's website (united.com) or through travel agents from today through July 19 (11:59 p.m.).

United Airlines Announces "5,500 yen" Special Fare for Chubu-Guam and Fukuoka-Guam Routes to Resume on August 1

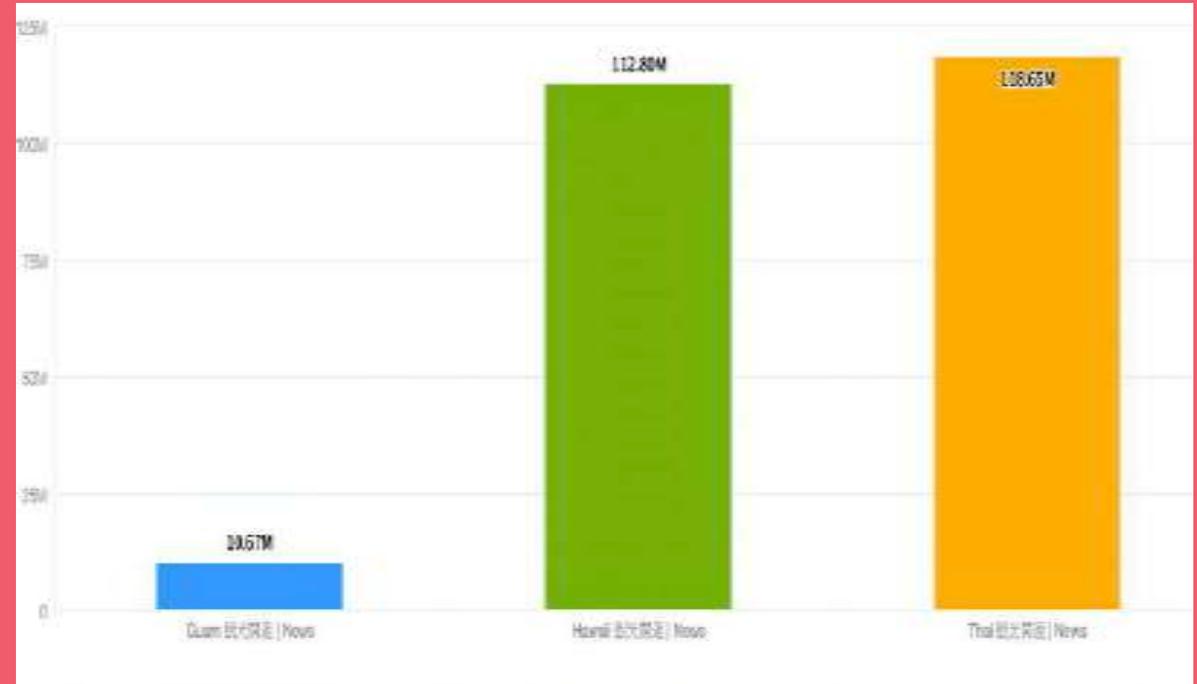
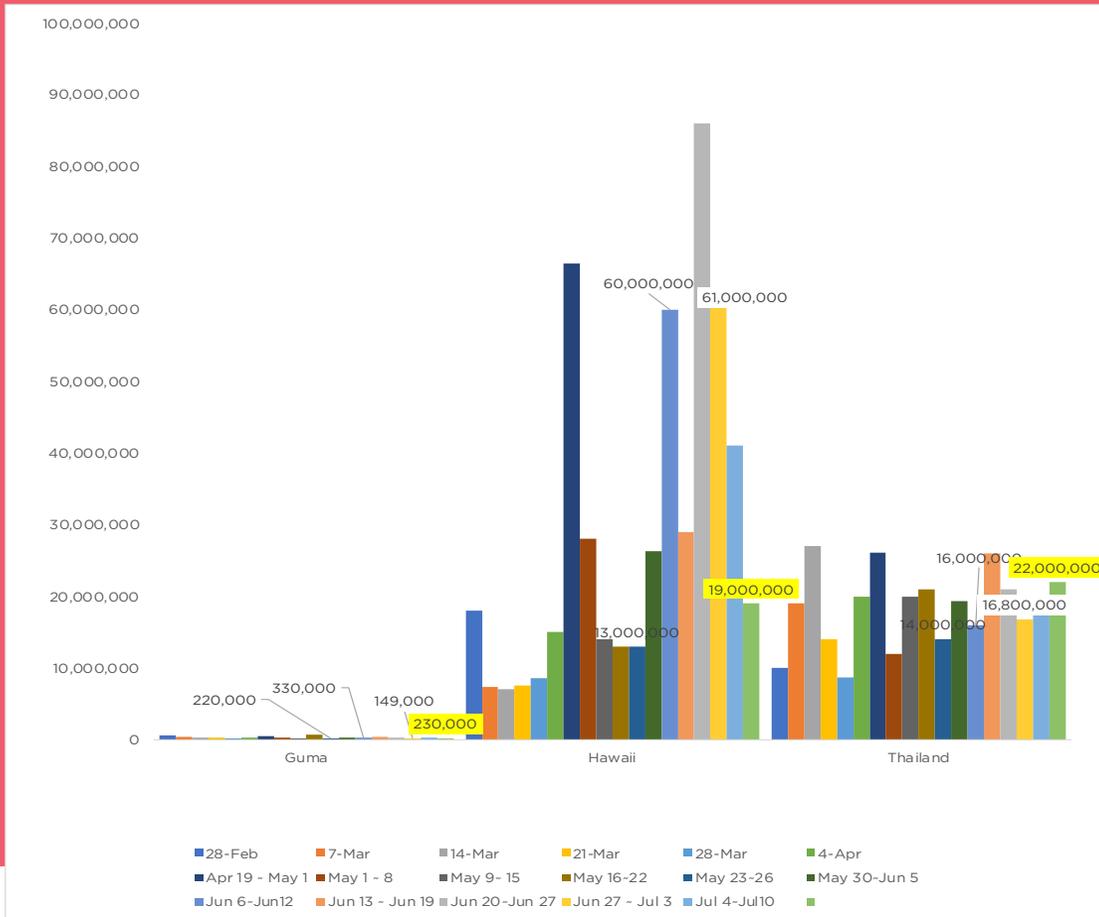


Asahi Shinbun - JP  
Jul 13  
Potential reach: 60.4M  
MIV: \$11.5K

# JAPAN MARKETING ACTIVITIES

## SNS ORGANIC REACH AND SNS PR VALUE

- There was a lot of news about UA's flight resumption, but no other information was particularly significant, so reach growth was lower than the previous week
- Need to create newsworthiness to increase SNS visibility and reach

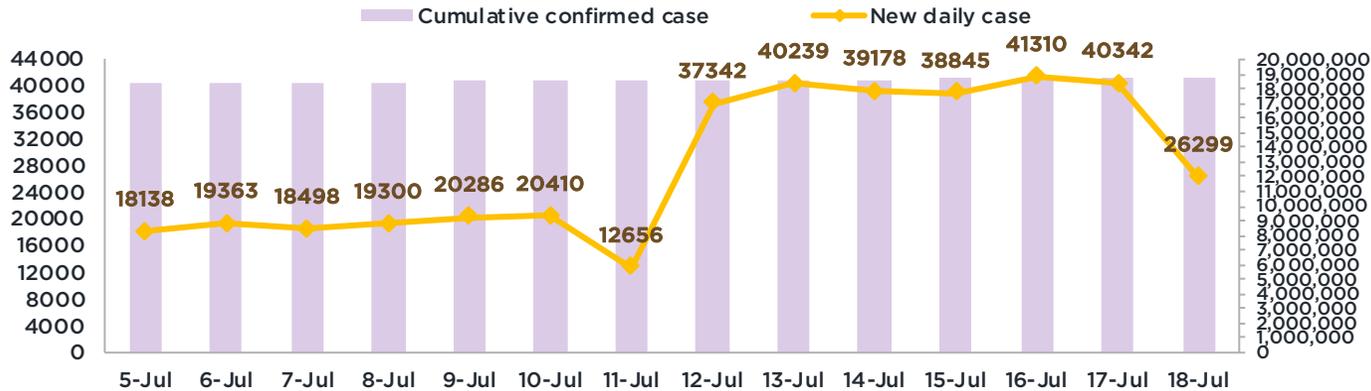


# SOUTH KOREA



# KOREA COVID-19 NEWS

## COVID-19 STATUS: JULY 5 - JULY 18, 2022



**HIGHLIGHT**

South Korea's daily confirmed cases are steadily increasing for the past 2 weeks and recorded the highest occurrence in 12 weeks as of Monday, along with new COVID-19 mutation known as BA.2.75 flowing into Korea. In response, the government has announced that it will continue to monitor the status but would not form a new quarantine measures.

**Confirmed COVID-19**

**CASES: 18.86M**

**+73,537 NEW CASES**

## COVID-19 VACCINATION STATUS: FEB 26, 2021 - JULY 18, 2022

**FULLY IMMUNIZED**

**44,640,911**  
87.0% of total population  
96.5% of 18 and older  
95.9% of 60 and older

**BOOSTER SHOT**

**33,409,238**  
65.1% of total population  
74.6% of 18 and older  
89.9% of 60 and older

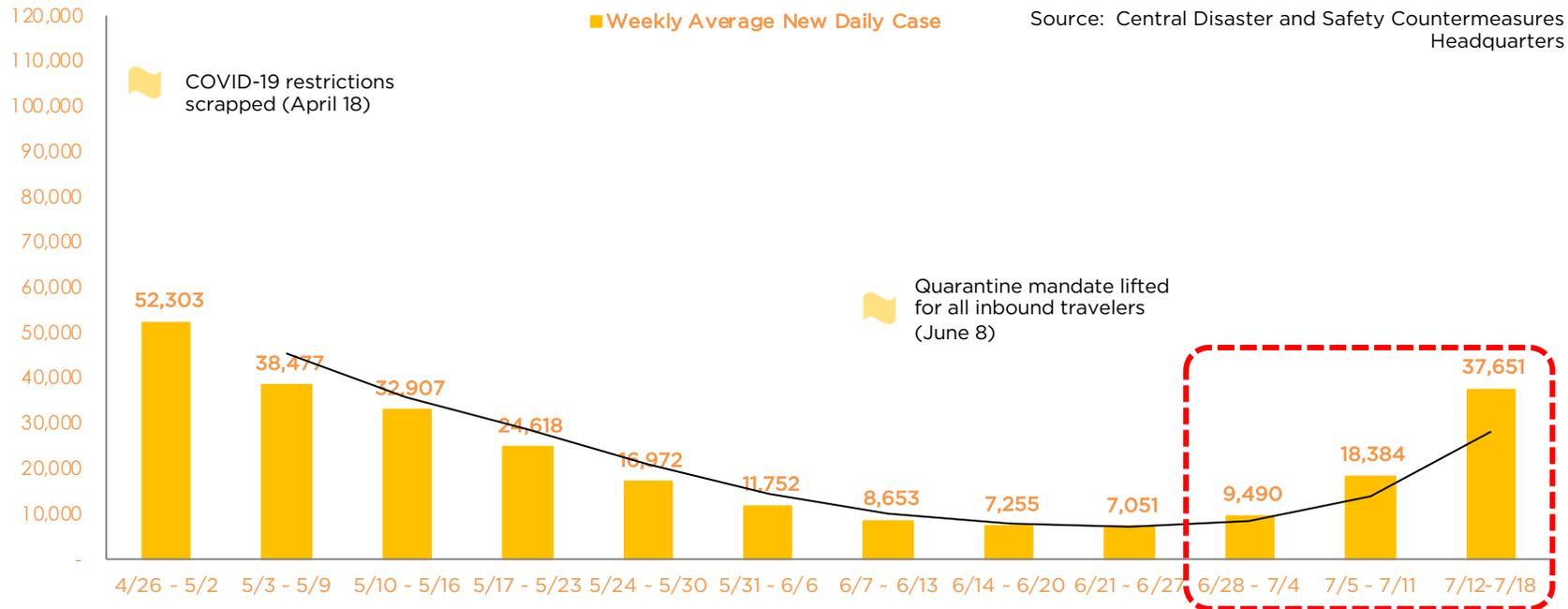
**2<sup>nd</sup> BOOSTER SHOT**

**4,689,497**  
9.1% of total population  
32.9% of 60+ and eligible pax

Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot	2nd Booster Shot
AstraZeneca	11,076,665 (24.6%)	9,243,310 (20.7%)	2,155 (TBD)	8 (TBD)
Pfizer	25,460,567 (56.5%)	27,060,084 (60.6%)	22,415,689 (67.1%)	3,939,477 (84.0%)
Janssen	1,516,781 (3.4%)	1,516,781 (3.4%)	26,906 (0.1%)	17 (TBD)
Moderna	6,813,553 (15.1%)	6,639,445 (14.9%)	10,878,943 (32.6%)	447,587 (9.5%)
NOVAVAX	124,509 (0.2%)	99,570 (0.1%)	78,242 (0.2%)	302,399 (6.4%)
etc. (WHO-authorized)	84,185 (0.2%)	81,721 (0.2%)	7,303 (TBD)	9 (TBD)
<b>Total:</b>	<b>45,076,260</b>	<b>44,640,911</b>	<b>33,409,238</b>	<b>4,689,497</b>

AS OF JULY 20, 2022

## COVID-19 STATUS: COMPARISON WEEK BY WEEK



### DAILY CASE

COVID-19 daily infections are **gradually increasing**, not showing the usual downward trend.

### WEEKLY CASE

Currently showing a 'doubling' phenomenon in which the number of confirmed COVID-19 cases doubles per week.

### MONTHLY CASE

South Korea is on course to post its **highest number of COVID-19 infections in fifty days since May.**

### PROJECTION

Health authorities expects the number of confirmed cases to continuously increase as the detection rate of subvariants of the COVID-19 with higher transmissibility are increasing.

## OVERSEAS FLIGHT RESERVATIONS IN JUNE INCREASED BY 1908% COMPARED TO 2021

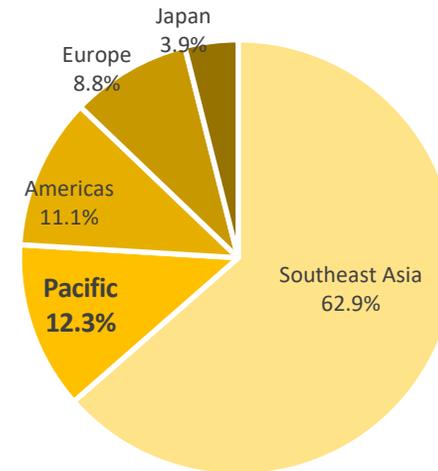
According to Interpark's analysis of overseas flight reservation data, ahead of the summer vacation season, overseas flight reservations in June increased by 1908% compared to the previous year and by 36% compared to the previous month.

Reservations to Southeast Asia and Pacific region increased by 91% and 64% respectively, from the previous month, with Bangkok, Guam, Da Nang, Ho Chi Minh, and Hanoi being the most popular destination in order.

### 2022 SUMMER VACATION TREND

Rank	Destination
1	Bangkok
2	<b>Guam</b>
3	Da Nang
4	Ho Chi Minh
5	Hanoi

<Preferred Overseas Travel Destination>



<Proportion by major flight route>

# KOREA MARKET INTELLIGENCE

## JULY AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	DAILY	09:00	14:20	8,339
Jeju Air	7C3102	DAILY	09:00	14:30	5,859
	7C3104	MON/TUE/FRI ( July 30 ~ )	10:40	16:05	378
Jin Air	LJ641	DAILY	09:40	15:05	7,899
T'way	TW301	WED/THU/SAT/SUN ( July 20 ~ Daily )	09:15	14:30	4,158
Air Seoul	RS103	DAILY	09:00	14:20	6,045
	RS105	DAILY ( July 22 ~ )	08:40	14:40	1,950
TOTAL					34,628

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,620
Jin Air	LJ773	TUE/SAT ( July 22 ~ Daily )	08:00	13:00	3,024
TOTAL					4,644



TOTAL OUTBOUND SEAT CAPACITY: 39,272 SEATS

# KOREA MARKET INTELLIGENCE

## AUGUST AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	DAILY	09:45	15:15	8,339
Jeju Air	7C3102	DAILY	09:00	14:30	5,859
	7C3104	MON/TUE/FRI ( August 1 -26 )	10:40	16:05	2,268
Jin Air	LJ641	DAILY	09:40	15:05	11,755
T'way	TW301	DAILY	09:15	14:30	5,859
Air Seoul	RS103	DAILY	09:00	14:20	6,045
	RS105	DAILY	08:40	14:40	5,460
TOTAL					45,585

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,620
Jin Air	LJ773	DAILY	08:00	13:00	5,859
TOTAL					7,479



TOTAL OUTBOUND SEAT CAPACITY: 53,064 SEATS

# KOREA MARKET INTELLIGENCE

## SEPTEMBER AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	DAILY	09:45	15:15	8,070
Jeju Air	7C3102	DAILY	09:00	14:30	5,670
	7C3104	WED/THU/SAT/SUN ( <b>September 14- 29</b> )	10:40	16:05	2,079
Jin Air	LJ641	DAILY	09:40	15:05	5,670
T'way	TW301	DAILY	09:15	14:30	5,670
Air Seoul	RS103	DAILY	09:10	14:20	5,850
<b>TOTAL</b>					<b>32,253</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,440
Jin Air	LJ773	DAILY	08:00	13:00	5,670
<b>TOTAL</b>					<b>7,110</b>

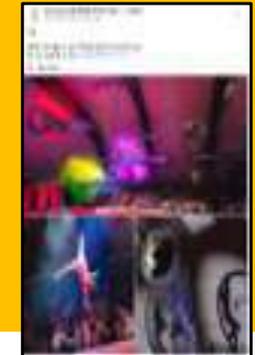


**TOTAL OUTBOUND SEAT CAPACITY: 40,119 SEATS**

# KOREA MARKETING ACTIVITIES

## SNS WEEKLY ACTIVITY: JULY 11 - JULY 15

#GuamAgain | GVB X VISA X KKDAY PROMOTION FOR SUMMER IN GUAM



# KOREA MARKETING ACTIVITIES

<b>GVB KOREA - July Content Calendar</b> <b>*Key Message: #GuamAgain Campaigns</b>							Channels:
							Instagram Story / Video
							Naver Blog/ Facebook/Kakao
							Instagram Feed Daily Uploads
							SNS EVENT
							Offline Event Notice
						July 1	July 2
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
						#GuamAgain Restaurant	
	July 3	July 4	July 5	July 6	July 7	July 8	July 9
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Restaurants	#FromGuam UGC	#FromGuam UGC	#GuamAgain Activities	#FromGuam UGC	
	July 10	July 11	July 12	July 13	July 14	July 15	July 16
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Activities	Event Result	#GuamAgain Summer Vacation	#GuamAgain Guam's Hidden Gem	#FromGuam UGC	
	July 17	July 18	July 19	July 20	July 21	July 22	July 23
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Hiking Spots	#FromGuam UGC	#GuamAgain Reels (Video)	#GuamAgain Activities	#FromGuam UGC	
	July 24 / July 31	July 25	July 26	July 27	July 28	July 29	July 30
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		Event	#FromGuam UGC	#FromGuam UGC	#FromGuam Activities		

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

# TAIWAN

## TAIWAN ENDS PRE-ENTRY PCR RULE FOR CITIZENS, RESIDENTS

Taiwan's Central Epidemic Command Center (CECC) ended its pre-flight polymerase chain reaction (PCR) test requirement for returning Taiwan citizens, residents, and connecting passengers on Thursday (July 14).

On July 7, the CECC announced it would end the requirement for certain passengers to submit proof of a negative PCR test taken 48 hours before boarding a flight to Taiwan, effective July 14. The exemption applies to Taiwanese citizens, foreigners with a valid Alien Resident Certificate, and passengers transiting through Taiwan's airports.

The requirement had originally been put in place to prevent infected cases from flying back to Taiwan and increasing the burden on the country's medical system. However, the number of people entering and exiting the country on short-term trips of one to two weeks has increased recently.



## NEW FORMAT OF DIGITAL COVID-19 CERTIFICATE TO BE AVAILABLE THURSDAY



Taiwan will start offering on Thursday a new format of its digital COVID-19 vaccination certificate, which can be used in countries including the United States, Canada, Japan, and Australia, the Central Epidemic Command Center (CECC) said Wednesday.

The new format follows the SMART Health Cards framework launched by the Vaccination Credential Initiative (VCI), which Taiwan joined on May 20, CECC official Pang Yi-ming said at a press briefing.

According to the VCI website, SMART Health Cards are issued by the governments of 24 U.S. states and territories, Canada, Japan, and Sydney, Australia, among others.

The version of the SMART Health Card issued by Taiwan will have a QR Code, as well as information on all COVID-19 vaccine shots received by the card's holder in Taiwan, Pang said.

The current certificate format, which follows the European Union's Digital COVID Certificate system, only displays the most recent vaccine shot received by an individual, Pang said.

## Confirmed COVID-19

### CASES: 4.31M

### +27,146 NEW CASES

AS OF JULY 20, 2022

worldometer

## NEW TAIPEI, KAOHSIUNG TO OPEN BOOKINGS FOR UNDER-6 COVID-19 SHOTS THIS WEEK

New Taipei and Kaohsiung will open online reservations beginning Wednesday and Thursday to enable children aged 6 months to five years to be registered for their first Moderna COVID-19 vaccine shot, the cities' health departments said Wednesday.

Six hospitals in the city -- Far Eastern Memorial Hospital, Shuang Ho Hospital, the Sanchong branch of New Taipei City Hospital, Taipei Tzu Chi Hospital, the Tamsui branch of Mackay Memorial Hospital, and En Chu Kong Hospital -- will begin offering the vaccine on July 21, the first day of the rollout, Chen said.

In the ensuing days, another 248 clinics and hospitals, 29 district health centers, and the Global Mall in Zhonghe District will also be administering the vaccine, Chen said.



## THE MINISTER OF TRANSPORT TALKS ABOUT THE OPENING TIME OF THE BORDER

With the gradual opening of the borders of various countries, the travel industry and the tourism industry hope that the borders can be opened as soon as possible. The Minister of Transportation said that from July 15th to December 15th, the leisure travel subsidy program for domestic tourism will be on the road, and it will be in line with the opening of the border at a certain time.



The Tourism Bureau held a press conference on the Easytour International Travel Subsidy Program today. The Minister of Transportation revealed in an interview that the Easytour domestic tourism subsidy will be opened from July 15th to December 15th, as the border is slowly opened, and will be opened with the border at a certain point in time. In the future, international tourists will begin to come in, and the industry does not need to worry too much about running out of international travel subsidies.

## TAIWAN RAISES ARRIVAL QUOTA TO 40,000 PER WEEK

CECC on Thursday announced that it had raised the quota for arriving passengers to 40,000 per week, with immediate effect.

On June 11, Central Epidemic Command Center (CECC) head Chen Shih-chung announced that Taiwan would be shortening its mandatory quarantine for arriving passengers from its "7+7" plan to a "3+4" formula starting on June 15. However, one of the caveats was a 25,000-person weekly quota on arrivals.

At a Thursday (July 7) press conference, Chen said the weekly quota would be raised to 40,000 effective immediately. In a press release the CECC said that after three weeks under the 25,000 limit, the decision had been made to raise the quota after observing the situation with the pandemic and local outbreak, and taking into consideration domestic epidemic prevention measures and medical capacity.



## TAIWAN REPORTS FIRST DOMESTIC BA.5 SUBVARIANT CASES

Two Taichung residents have become the first reported domestic cases of the BA.5 Omicron subvariant of COVID-19 in Taiwan after they contracted the disease from family members returning from overseas, the Central Epidemic Command Center (CECC) said Wednesday.



The travelers were a woman and her two children who returned to Taiwan from the United States on June 19 and were picked up at the airport by her brother and mother, Lo Yi-chun, deputy head of the CECC's medical response division, said at a press briefing.

While in quarantine at a hotel, the COVID-19 test the woman had taken at the airport was confirmed as positive, and her two children tested positive a few days later after developing fevers, Lo said.

Her brother, meanwhile, developed a fever, cough, and sore throat on June 24 and tested positive on a rapid test.

## TAIWAN RECEIVES SHIPMENT OF PFIZER-BIONTECH VACCINE FOR CHILDREN

Taiwan received a shipment of the Pfizer-BioNTech COVID-19 vaccine for children aged 5-11 on Monday, the final batch of the vaccine it had ordered this year, the Central Epidemic Command Center (CECC) said.

The shipment contains 590,400 doses that will expire on Dec. 30, the CECC said.

Taiwan signed a contract in late April to purchase 1.8 million doses of the Pfizer-BioNTech vaccine for adults and 2.2 million doses of the vaccine for children in the 5-11 age group, which have now all been delivered.

The CECC has said previously it was negotiating a new deal to purchase Pfizer-BioNTech's COVID-19 vaccine for kids from 6 months to 4 years. The Moderna vaccine has already been approved in Taiwan for children aged 6 months and older.

Taiwan is scheduled to receive its first batch of the vaccine for those who are between 6 months and 5 years old in early July and begin administering them in mid-July, according to the CECC.



## RESERVATIONS FOR NOVAVAX VACCINE IN TAIPEI TO BEGIN TUESDAY

People who wish to get the Novavax COVID-19 vaccine in Taipei will be able to make reservations starting Tuesday, Taipei Deputy Mayor Tsai Ping-kun said Monday.

Reservations for 25,000 Novavax doses can be made from 9 a.m. Tuesday on Taipei's COVID-19 vaccination reservation system, which will be administered from July 11-17, Tsai told reporters.

The reservations can be made until 5 p.m. Wednesday, but if there are still some slots remaining, the system will remain open past that deadline, according to the system's website.





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

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

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



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

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

Testing measures:

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

## RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

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

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

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

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

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



Quarantine System for Entry



July 14, 2022  
National Immigration Agency  
Ministry of the Interior

## AIRLINE UPDATE Current Routes



### CHINA AIRLINES

- Routes scheduled for July-September

### EVA AIR

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

### STARLUX AIRLINES

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

# TAIWAN MARKETING ACTIVITIES

## TAOYUAN SISTER CITY EXPO (FRIENDSHIP CITIES EXPO) OPENING

- Date: July 11
- GTO was invited by Taoyuan City to participate in the friendship cities expo, a total of 14 cities were invited, GTO displayed Chamorro items to the public.



## NR MONITOR

For the past week (Jul 9- Jul 15), a total of 2 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 6
- Social Media: 0



# TAIWAN MARKETING ACTIVITIES

## MEETING WITH ASOA PRESIDENT EDDIE YEN

- Date: July 12
- Felix discussed with the president of ASOA about activities in the second half of the year and the planning of US Business Day.



## SUMMER TRAVEL EXPO OPENING

- Date: July 15
- GTO was invited as a guest to participate in the opening of the Taipei Summer Travel Expo Opening.



# TAIWAN MARKETING ACTIVITIES

## MEETING WITH LEOFOO VILLAGE THEME PARK MARKETING MANAGER JEFF CHANG

- Date: July 8
- GTO went to Leofoo Village to see where the lanterns will be placed, and met with the manager to discuss the details of the cooperation between GTO and Leofoo Village.



## CONCALL WITH ROLLING GREENS EXECUTIVE DIRECTOR BRIAN CHEN AND INTERNATIONAL SALES REP. ARTHUR HSU

- Date: July 5
- GTO had a concall with Rolling Greens Executive Director Brian and International Sales Rep. Arthur, Rolling Greens is applying to enter the United States to sell agricultural products, hoping to find a partner in Guam, GTO will assist in contacting.



# TAIWAN MARKETING ACTIVITIES



## Social Media July Content Calendar

<b>Stockholder:</b>
Safe-Certified Accommodations
Safe-Certified Service
Safe-Certified Shopping
Attractions and Activities
Safe-Certified Restaurants
Guam Scenery

Week	Day	Content	Category	Stockholder
Week 1	MONDAY			
	TUESDAY			
Week 2	3-Jul-22 SUNDAY	Activities - Big Sunset Cruise		
	4-Jul-22 MONDAY			
Week 3	10-Jul-22 SUNDAY	Guam Scenery 3		
	11-Jul-22 MONDAY			
Week 4	17-Jul-22 SUNDAY	Guam Q&A Graphic		
	18-Jul-22 MONDAY			
Week 5	24-Jul-22 SUNDAY			
	25-Jul-22 MONDAY	Guam Scenery 4		
Week 6	31-Jul-22 SUNDAY	Accommodations - Crowne Plaza Resort Guam		

# PHILIPPINES

## Tourism Secretary to focus on tourism infrastructure and connectivity to put Philippines on par with other ASEAN nations.



Source: Cases - John Hopkins University (2022-07-17), Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2022-07-07). Retrieved from OurWorldinData.org

## GOVERNORS VOW TO SUPPORT BOOSTER ROLLOUT

The country's league of governors vowed to support the appeal of President Marcos to better implement the booster shot vaccine drive against COVID-19.

In a statement sent to ABS-CBN News, League of Provinces of the Philippines national president Presbitero Velasco Jr. said the "league of the governors are in full support of the appeal of President Marcos Jr. to exert best efforts to implement the booster campaign rollout."

## MANDATORY COVID-19 BOOSTER SHOTS NOT YET NECESSARY: PHILIPPINE DEPT OF HEALTH

Making COVID-19 booster shots mandatory is not yet necessary, Health Undersecretary Maria Rosario Vergeire said in a briefing with reporters on Tuesday. "First of all, there's no law to support and to say that the vaccines should be mandatory for everybody. So it really has to be studied thoroughly if the way to go is to have a law that makes it mandatory," Vergeire said, speaking in a mix of Filipino and English. "But as I've said, as of now, at this point in time, we don't see that it is needed. As I've said, in the past we were able to improve and increase our vaccination efforts by implementing different nudges, which we have been doing," she added. As an example, Vergeire the time when the government implemented an incentive and disincentive scheme that successfully encouraged Filipinos to get their primary vaccine series against COVID-19. The government then used to allow only fully-vaccinated individuals in public. It also required unvaccinated employees to get COVID-19 testing first before being allowed into their place of work.





## MARCOS RETAINS COVID-19 ALERT LEVELS 'FOR NOW'

President Ferdinand “Bongbong” Marcos Jr. has decided to retain the COVID-19 alert level system while a new health restrictions classification is being studied. The decision came after Marcos met with officials from the Department of Health (DOH).

“To avoid confusion, we will retain the alert level system for now. We are, however thinking, we are studying very closely, and we’ll come to a decision very soon as to decoupling the restrictions from the alert levels,” Marcos said during a meeting as quoted in a press release of the Palace.

DOH officer-in-charge Ma. Rosario Vergeire said the health department could come up with a new alert level classification by the second week of August.

## U.S. EMBASSY IN THE PHILIPPINES

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



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

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

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The **National Capital Region (NCR) is under Alert Level 1 effective July 16, 2022** until further notice according to the [Philippine Inter-Agency Task Force for the Management of Emerging Infectious Diseases \(IATF\)](#). For more information about the current Alert Level classifications, see the [Philippine Presidential Communications Operations Office \(PCOO\) website](#).

The Philippine government has mandated that everyone must wear face masks in public places. Some medical and other facilities still may require the use of **face shields**. Local governments continue to implement additional requirements to slow the virus’ spread. For information about public health protocols, please visit the [Philippine Department of Health’s website](#).

## Updated! PH Arrival Protocols

based on IATF Resolution No 168

Effective May 30, 2022

### Pre-departure COVID-19 test is no longer required for the following travelers:

- ✓ Foreign and Filipino nationals 18 years and above
  - Should be fully vaccinated; and
  - Should have received at least one COVID-19 vaccine booster shot
- ✓ Foreign and Filipino nationals below 12 years old
  - If parents or guardians are fully vaccinated and have received at least one (1) covid-19 booster shot – COVID-19 test result is NOT REQUIRED upon entry
- ✓ Foreign and Filipino nationals 12-17 years old
  - Should be fully vaccinated

### Travel Insurance

- ✓ Not required for foreign nationals but is highly encouraged upon entry



PAL FLIGHTS FOR JUNE AND BEYOND  
Advisory No. 260  
as of 12 JULY 2022 6:00 PM  
Manila-Guam-Manila  
• Daily



Manila-Guam-Manila  
• Daily

# PHILIPPINES MARKETING ACTIVITIES

## MARKETING ACTIVITY: SOCIAL MEDIA




**Page Insights**

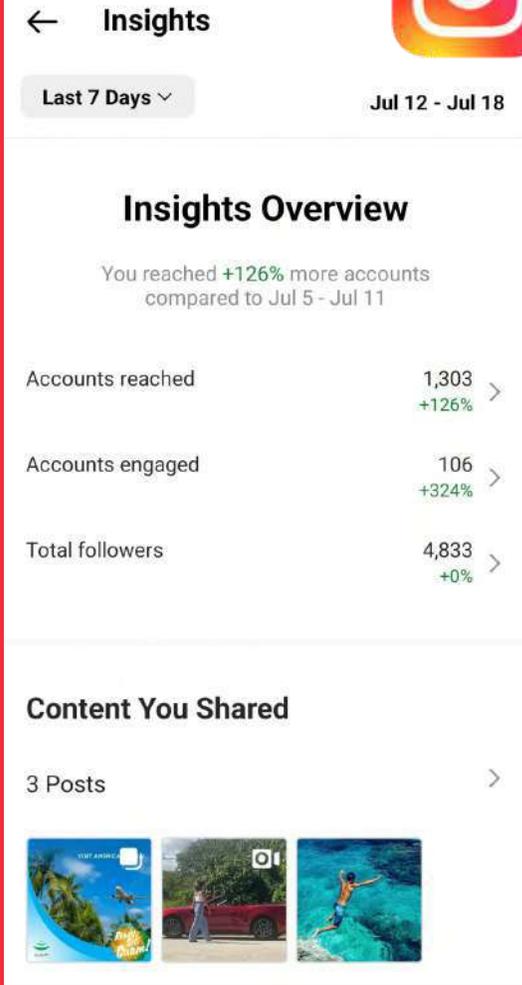
Jul 12 - Jul 18 Last 7 days

Post Reach 369.4k ▼ 12.9k	Post Engagements 41.3k ▼ 1.1k	New Page Likes 9 ▼ 1
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3 posts published in the last 7 days.

**MOST ENGAGING POSTS**

	Make plans to visit Guam, America in...	Reach: 996	Engagements: 44
	What a feeling when you can enj...	Reach: 219	Engagements: 18
	Make a big splash in Guam's cool an...	Reach: 598	Engagements: 13



**Insights**

Last 7 Days Jul 12 - Jul 18

**Insights Overview**

You reached +126% more accounts compared to Jul 5 - Jul 11

Accounts reached	1,303	+126%
Accounts engaged	106	+324%
Total followers	4,833	+0%

**Content You Shared**

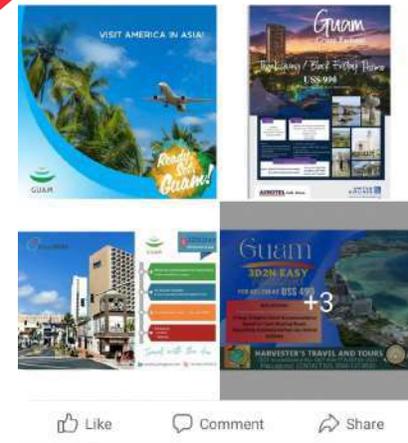
3 Posts



**Visit Guam (PH)**  
1d · 🌐

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

#ReadySetGuam #VisitGuam #AmericanAsia




**VISIT AMERICA IN ASIA!**

Ready, Set, Guam!

Like Comment Share



**Guam Group Package**

Thanksgiving / Black Friday Promo

US\$ 990

AEROTEL Ltd. Corp. UNITED AIRLINES



**Guam 3D2N-EASY PACKAGE**

FOR AS LOW AS US\$ 490

**INCLUSIONS:**

- 3 Days 2 Nights Hotel Accommodation Based on Twin Sharing Room
- Roundtrip Economy Airfare via United Airlines

**HARVESTER'S TRAVEL AND TOURS**  
DOT Accreditation No. DCT-RAA-TTA-00109-2021  
Pila Laguna | CONTACT NO. 0966-137-8565



**Travel with the fun**

- 325/pax Minimum 2 Pax
- 2N/2D accommodation in Grand Plaza Hotel (breakfast included)
- 21 Airport Transfer (Group Contact Center Island Tour)
- Valid Period: May - June 30, 2022
- Taxation: Holiday/Weekend



**Guam**

SHOP TILL YOU DROP!

**BLACK FRIDAY BLOWOUT**

**INCLUSIONS:**

- Roundtrip Airfare (Economy Class) via Philippine Airlines (AT 220x 210px)
- 3 Nights Hotel Accommodation (Double Occupancy) in a 4-star hotel (1000px)
- 21 Airport Transfer
- Grounding Island Tour with shopping
- Complimentary Breakfast
- Unlimited Shopping Tax (that will satisfy your adventure)

**FLIGHT DETAILS:**

- NOV 23, 2022 (MON) 10:00 AM (Cebu - Guam)
- NOV 27, 2022 (FRI) 10:00 AM (Guam - Cebu)

**EXCLUSIONS:**

- US Visa Fee & Insurance
- Baggage Allowance (if a 20kg non-refundable deposit)



**Explore 6 Days 4 Nights USA Guam**

\$1698

**INCLUSIONS:**

- Roundtrip International Flight via UNITED AIRLINES (Economy Class) (1000px)
- 4 NIGHTS HOTEL ACCOMMODATION (1000px)
- CENTRAL ISLAND TOUR WITH HARVEST LUNCH (1000px)
- Grounding Adventure with Clear Blue Bay (1000px)
- TRAVEL INSURANCE WITH COVID COVERAGE (1000px)
- 21 Airport Transfer (1000px)
- 21 Days Grounding (1000px)

**EXCLUSIONS:**

- USA Visa Fee
- 21 Days Grounding (1000px)

**15 PAX TO GO**