



#InstaGuam

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INDUSTRY REPORT

JULY 7, 2023



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DESTINATION UPDATES



GVB SUPPORTS VILLAGES

GVB IS WORKING TOGETHER WITH MAYORS TO ADD VILLAGE SIGNS THROUGHOUT THE ISLAND

- Project began in the southern villages.
 - Hågat
 - Humåtak
 - Inalåhan
 - Malesso
- Villages have the option to personalize the signs.



Photo credit: Roy Baza Alferos



Photo credit: Bel Chiguina

TOURISM ASSISTANCE PROGRAM

OVER 500 APPLICATIONS HAVE BEEN RECEIVED SINCE THE PROGRAM LAUNCHED ON JUNE 14, 2023.

- GVB's Tourism Assistance Program (TAP) application deadline ended Friday, June 23, 2023.
- Under TAP, qualified small businesses that support the tourism industry can receive grants of up to \$25,000 subject to the availability of funds.
- The program is on a first-come, first-served basis and is based on a tiered system of grant awards.



79th LIBERATION FESTIVITIES



The Liberation Day theme is annually selected and designed by the Mayors' Council of Guam. This year's concept features waves representing the stripes of the United States flag, latte representing strength and a galaide representing the journey of the CHamoru people, the native quasali flower representing peace and beauty and a sunrise representing a bright future.

FOR IMMEDIATE RELEASE

June 30, 2023

The Mayors' Council of Guam together with the Office of the Governor and the Guam Visitors Bureau will celebrate the 79th Anniversary of Guam's Liberation and acknowledge the frontliners who made this journey to recovery possible. Mayors' Council Vice President, Sinajana Mayor Robert Hofmann says, "Although the activities are scaled down, it doesn't diminish the meaning of the day. To us and to many, it will always be a day of Reflection and Remembrance. For our Manamko, it was prayers answered, for our Liberators, it was a hard-fought victory, for our island it was a new era in its long-storied history."

The 79th Liberation Committee announces the following official schedule of events for July 21, 2023:

9AM

Liberation Day Mass
Dulce Nombre de Maria Cathedral Basilica

11AM

Liberation Memorial Ceremony
Guam Museum Outdoor Stage

2PM to 10PM

Liberation Block Party and Tribute to Front-liners
Chamorro Village Festival Huts

7:21PM

Fireworks Display and Drone Show
Chamorro Village/Hagatna

Please call 671-472-1232/3 or email jesse.alig@pitiguam.com for further inquiries.

BLOCK PARTY VENDORS, FOOD TRUCKS AND ENTERTAINERS

The Committee is accepting applications from all vendors and food trucks to participate in the Liberation Block Party. Contact the Hagat Mayor's Office at 671-565-4330/4336 or email caguigui.amo@gmail.com.

Interested entertainers may contact 671-472-1232/3 or email jesse.alig@pitiguam.com.

79th LIBERATION FESTIVITIES



79th Liberation

Memorials Schedule

DATE	TIME	CEREMONY	LOCATION
July 2, 2023	9:00 AM	YONA • Manenggon Memorial	Manenggon Memorial
July 2, 2023	11:00 AM	YONA • Asinan Memorial	Pago Bay Bridge
July 6, 2023	09:00 AM	M-T-M • Marine Depot	Maite, (across Car's Plus)
July 7, 2023	09:00 AM	Barrigada • Kålaguak Memorial	Tiyan, Barrigada
July 11, 2023	09:00 AM	Mangilao • Mangilao Memorial	Mangilao Mayor's Office
July 13, 2023	09:00 AM	Inalahan • Inalahan Memorial	Agfayan (across Bear Rock)
July 14, 2023	10:00 AM	Asan • Asan Memorial Landingz	Asan Memorial Beach Park
July 15, 2023 site visit	08:00 AM	Malesso • Tinta and Faha Massacre Memorial Site Visitations	Malesso (Tinta & Faha)
July 16, 2023 Ceremony and Mass	4:30PM Rosary 5:00 PM Mass 6:00PM Ceremony	Malesso • Tinta and Faha Massacre Memorial Rosary, Mass & Ceremony	San Dimas & Our Lady of the Rosary Catholic Church)
July 19, 2023 8 AM Cave visit	9:30 AM	Hågat • Hågat Memorial	Next to the Hagat Senior Center
July 20, 2023	11:00 AM	Sånta Rita-Sumay • Sumay Memorial Mass & Wreath Laying Ceremony (Limited due to security)	Naval Base Cemetery
August 8, 2023	09:00 AM	Yigo • Chagui'an Massacre	Yigo

The **HÅGAT MANGO FESTIVAL** is a three-day event dedicated to the juicy, red-gold fruit. It has been held annually since 2006 and usually takes place in May.

Due to Typhoon Mawar, the festival will now take place from **JULY 28 THROUGH JULY 30**.

In addition to the festival's culinary and entertainment attractions, it is also an opportunity for artisans, craftsmen, gardeners and hobbyists to sell their wares and collectibles.



The poster for the 14th Annual HÅGAT Mango Festival features a green and yellow background with a mango leaf pattern. At the top, it says "14th Annual HÅGAT Mango Festival" in a mix of fonts, with two mangoes on either side. Below this, the dates and times are listed: Friday July 28 (6PM-10PM), Saturday July 29 (10AM-10PM), and Sunday July 30 (10AM-10PM). The bottom of the poster is filled with logos of sponsors and partners, including SPPC, Vantage Advertising, Bank of Guam, PG&E, Pacific Daily News, 76, K, LPS, Buddy's Home Furnishings, Bank Pacific, Tri-Vision Media Group, and others.

Mark
your
calendar!

CHAMORU VILLAGE NIGHT MARKET

The **WEDNESDAY NIGHT MARKET** returned on Wednesday, **July 5, 2023** from **5pm to 9pm**.

Enjoy delicious food, live entertainment, and shopping all while supporting our local economy.

For more information, contact the CHamoru Village at (671) 475-0377.



“We thank the community for their patience and understanding as the CHamoru Village sustained damages during Typhoon Mawar,” said Governor Lou Leon Guerrero. “The restoration and reopening of this treasured, historic venue located at the heart of our island’s capital was truly a labor of love for the Department of CHamoru Affairs staff at CHamoru Village and all those involved, including the Department of Public Works, the Department of Parks and Recreation, Probation Services, and the Guam Green Growth (G3) Conservation Corps.”



BECOME A TOUR GUIDE

CALL-OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

- GVB monitors Guam tour guides and tour sites.
- Tour Guide Certification Program (TGC) requires the training and certification of all tour guides.
- GUAM COMMUNITY COLLEGE conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities.

<https://www.guamvisitorsbureau.com/destination/visit-or-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification>



If interested, please
click link for more info

CALL OUT FOR BROCHURES

MEMBERSHIP BENEFIT

GVB will distribute your company brochure to visitors at the GVB front office and GVB's concierge service desks located at the Guam International Airport and Guam Premium Outlets.

- Provide at least 500 brochures (each language).



Please click to download our membership application



<https://www.guamvisitorsbureau.com/docs/about/membership/gvb-membership-application-20191111.pdf>



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@tessavirginia_photography

MARKET INTELLIGENCE REPORT

As July 7, 2023 and may be subject to change.



TRAVEL PROTOCOLS

TRAVEL PROTOCOLS BY MARKET



JAPAN

Traveler entering Japan from Guam will no longer be required to submit negative certificate (as of May 12, 2023).

SOUTH KOREA

All travelers entering South Korea are no longer required to provide COVID-19 testing before departure (as of September 3, 2022) or upon arrival (as of October 1, 2022).

REQUIREMENTS

- **OPTIONAL:** All travelers entering South Korea may register their travel information on KDCA's Q-Code website: cov19ent.kdca.go.kr/cpassportal.

TAIWAN

There are no more COVID-19 restrictions to enter into Taiwan (national and non-nationals).

PHILIPPINES

Effective October 4, 2022, as per IATF Resolution No. 2 (s. 2022) on the ENTRY, QUARANTINE and TESTING requirements of inbound travelers to the Philippines:

FULLY VACCINATED (Filipino and Foreign Travelers)

No pre-departure COVID-19 Test requirement - Must have received the 2nd dose in a 2-dose series or a single dose COVID-19 vaccine more than fourteen (14) days prior to the date and time of departure from the country of origin/port of embarkation.

UNVACCINATED or PARTIALLY VACCINATED (Filipino and Foreign Travelers)

1. Travelers 15 years and older shall present a remotely supervised/laboratory-based Rapid Antigen Test administered and certified by a healthcare professional in a healthcare facility, laboratory, clinic, or other similar establishment taken 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, excluding lay-overs; provided that, he/she has not left the airport premises or has not been admitted into another country during such lay-over.
2. Travelers 15 years and older who fail to present a negative pre-departure testing shall be required to undergo a laboratory-based Antigen Test UPON ARRIVAL at the airport.
3. ACCOMPANIED minors below 15 years of age who are NOT VACCINATED for any reason whatsoever shall follow the quarantine protocols of their parent/s or an accompanying adult/guardian traveling with them.
4. UNACCOMPANIED minors below 15 years of age who are NOT VACCINATED for any reason whatsoever shall follow the protocols set forth in Section B (1) and (2) above. NOTE:- Any inbound traveler, whether Filipino or Foreign national, who shall test positive for COVID-19 through rapid antigen test shall be subjected to the latest prevailing quarantine and isolation protocols of the DOH.

MARKETS AT-A-GLANCE

MARKETS AT-A-GLANCE

JAPAN

- Guam ranked 2nd in popularity as a summer vacation destination
- Total outbound seat capacity for July remains at 33,778; August decreased to 47,621; September is 47,234
- Japan Airlines summer 2023 flight schedule shown in appendix
- Shown in appendix are: SNS performance summary and highlights; Eat GoGo Curry campaign info; GLAM and Weekly Guam digital PR articles; YouTube Gogo! Guam campaign info; and media performance



SOUTH KOREA

- Korean Air-Asiana merger faces more delay
- Korean outbound tourists are willing to spend more
- Total outbound seat capacity for July remains at 37,846; August remains at 44,335; September is 42,411
- Shown in appendix are: media monitoring of press releases; SNS weekly activity; and content calendar

PHILIPPINES

- DOH Chief wants Covid-19 health emergency lifted
- Notice on frequent “red lighting alerts” affecting airport operations
- Bivalent jabs from Pfizer approved for sale, use in PH
- Aboituz denies buying majority stage in AirAsia Philippines
- DOT unveils new tourism slogan: Love the Philippines
- United Airlines and Philippine Airlines continue to fly daily in July 2023 and are offering specials
- Shown in appendix: marketing activities and social media calendar



TAIWAN

- Taiwan’s Covid-19 cases tick down slightly but remain on plateau
- Subsidy for Covid-19 herbal formula to end from July 1: official
- Taipei, US to discuss added airport screening exemption
- Covid-19 highlights and regulations on entering Taiwan are detailed in appendix
- Shown in appendix are: competitor happenings; current airline routes for other destinations and airline updates; marketing activities, NR monitor and social media calendar

DETAILS ARE FOUND IN THE APPENDIX



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@guam_cocopaopao

APPENDIX

As of July 7, 2023 and may be subject to change.



JAPAN

JAPAN MARKET INTELLIGENCE

GUAM RANKED 2ND IN POPULARITY AS A SUMMER VACATION DESTINATION!

JTB has compiled a ranking of popular domestic and overseas destinations based on reservations for the summer vacation period (July 15 to August 31, 2023) in anticipation of the first summer vacation since the transition to the Covid-19 5 class.

The total of all overseas travel (unaccompanied) destinations recovered significantly, approximately 202 times compared to the same period in 2022, as the destinations sold during the same period last year were limited to Hawaii and the U.S. Popular destinations, led by Hawaii and Guam, were followed by nearby Asian destinations such as Korea, Taiwan, and Singapore, which ranked high as in 2019. Hawaii was the most popular destination, as was Golden Week this year, with an increase in bookings from couples as well as families and honeymoons, while Guam, in second place, continues to be a strong favorite among families with children. South Korea, in third place, is popular among families as well as female groups. Asia (Korea, Singapore, Taiwan, etc.) is expected to see an increase in last-minute bookings due to the relatively low cost of travel, including the cost of local accommodation, and the short length of the trip, making it easy to schedule.

Ranking of popular destinations

Rank	Destinations	FYI:20 19 Rank
1st	Hawaii	1st
2nd	Guam	2nd
3rd	Korea	6th
4th	Singapore	3rd
5th	Taiwan	5th
6th	Australia	4th
7th	United States of America	9th
8th	Indonesia	7th
9th	Thailand	12th
10th	United Kingdom	16th



Popular Departure Dates

Rank	Date of departure
1st	August 11 (Fri.)
2nd	August 10 (Thu.)
3rd	August 13 (Sun.)
4th	August 9 (Wed.)
5th	August 12 (Sat.)

【Survey Methodology】

Survey Date: Friday, May 19, 2023

Survey targets: Applicants for JTB products on target departure dates (overseas travel: number of persons, domestic travel: sales amount)

Departure dates covered: July 15-August 31, 2023 My-STYLE

Target products : Dynamic package JTB-My-STYLE, Look JTB, and JTB-My-STYL, the overseas package tour products of Tabimonogatari

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - JULY

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY	Post-typhoon
	Available	UA827	NRT	11:15 / 16:05	Daily	5,146	2,158
	Available	UA197	NRT	17:30 / 22:20	Daily	5,146	5,146
	Available	UA874	NRT	21:05 / 1:45 +1	Mon, Wed, Fri, Sat	2,822	2,822
	Available from April 9, 2023	UA865	NRT	17:25 / 22:15	Daily	5,146	5,146
	Available	UA136	NGO	11:20 / 15:55	Daily	5,146	5,146
	Available	UA172	NGO	20:50 / 1:25 +1	Daily	5,146	0
	Available	UA150	KIX	11:05 / 15:45	Daily	5,146	2,988
	Available	UA178	KIX	20:50 / 1:20 +1	Tue, Thu, Sat	2,158	2,158
	Available	UA166	FUK	11:50 / 16:50	Daily	5,146	2,822
TTL						41,002	28,386

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY	Post-typhoon
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	1990	1990
	Suspended until June 30, 2023	TW311	KIX	10:45 / 15:10	Daily	-	-
	Available	7C1182	NRT	10:05 / 15:00	Daily	5,670	3,402
	Suspended until June 30, 2023	7C3174	KIX	10:10 / 14:50	Daily	-	-
	Suspended until June 30, 2023	7C3184	KIX	10:10 / 14:50	Tue	-	-
TTL						7,660	5,392

JULY TOTAL OUTBOUND SEAT CAPACITY : 33,778

July: 14,884 seats canceled

48,662

33,778

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - AUGUST

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:15 / 16:05	Daily	5,146
	Available	UA 197	NRT	17:30 / 22:20	Daily	5,146
	Available	UA 874	NRT	21:05 / 1:45 +1	Mon, Wed, Fri, Sat	2,822
	Available from April 9, 2023	UA 865	NRT	17:25 / 22:15	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,146
	Available	UA 172	NGO	20:50 / 1:25 +1	Daily	5,146
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:50 / 1:20 +1	Tue, Thu, Sat	2,324
	Available	UA 166	FUK	11:50 / 16:50	Tue, Fri, Sun	2,158
TTL						38,180

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Suspended until March 31, 2023	JL 941	NRT	9:30 / 14:15	Temporary	3,582
	Suspended until June 30, 2023	TW 311	KIX	10:45 / 15:10	Daily	-
	Available	7C1182	NRT	10:05 / 15:00	Daily	5,859
	Suspended until June 30, 2023	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended until June 30, 2023	7C3184	KIX	10:10 / 14:50	Tue	-

AUGUST TOTAL OUTBOUND SEAT CAPACITY : 47,621

TTL | **9,441**

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION - SEPTEMBER

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:15 / 16:05	Daily	5,146
	Available	UA 197	NRT	17:30 / 22:20	Daily	5,146
	Available	UA 874	NRT	21:05 / 1:45 +1	Mon, Wed, Fri, Sat	2,822
	Available from April 9, 2023	UA 865	NRT	17:25 / 22:15	Daily	5,146
	Available	UA 136	NGO	11:20 / 15:55	Daily	5,146
	Available	UA 172	NGO	20:50 / 125 +1	Daily	5,146
	Available	UA 150	KIX	11:05 / 15:45	Daily	5,146
	Available	UA 178	KIX	20:50 / 120 +1	Tue, Thu, Sat	2,324
	Available	UA 166	FUK	11:50 / 16:50	Tue, Fri, Sun	2,158
TTL						38,180

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Suspended until March 31, 2023	JL 941	NRT	9:30 / 14:15	Temporary	3,384
	Suspended until June 30, 2023	TW 311	KIX	10:45 / 15:10	Daily	-
	Available	7C1182	NRT	10:05 / 15:00	Daily	5,670
	Suspended until June 30, 2023	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended until June 30, 2023	7C3184	KIX	10:10 / 14:50	Tue	-

TTL **9,054**

SEPTEMBER TOTAL OUTBOUND SEAT CAPACITY : 47,234

AIRLINE OPERATION - APPENDIX

Japan Airlines Summer 2023 Flight Schedule (From March 18, 2023)

OPERATION DATE			SEAT CAPACITY
March	18, 21, 23, 25, 26, 28, 30	7	1,393
April	1, 2, 4, 27, 29, 30	6	1,194
May	2, 3, 4, 6, 7	5	995
June	-	0	0
July	15, 16, 18, 20, 22, 23, 25, 27, 29, 30	10	1,990
August	1, 3, 5, 6, 8, 10, 11, 13, 15, 17, 19, 20, 22, 24, 26, 27, 29, 31	18	3,582
September	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 18, 21, 23, 24, 26, 28, 30	17	3,383
October	1, 3, 5, 7, 8, 9, 12, 14, 15, 17, 18, 21, 22, 24, 26, 28, 29, 31	18	3,582
TTL			16,119









JAPAN MARKETING ACTIVITIES

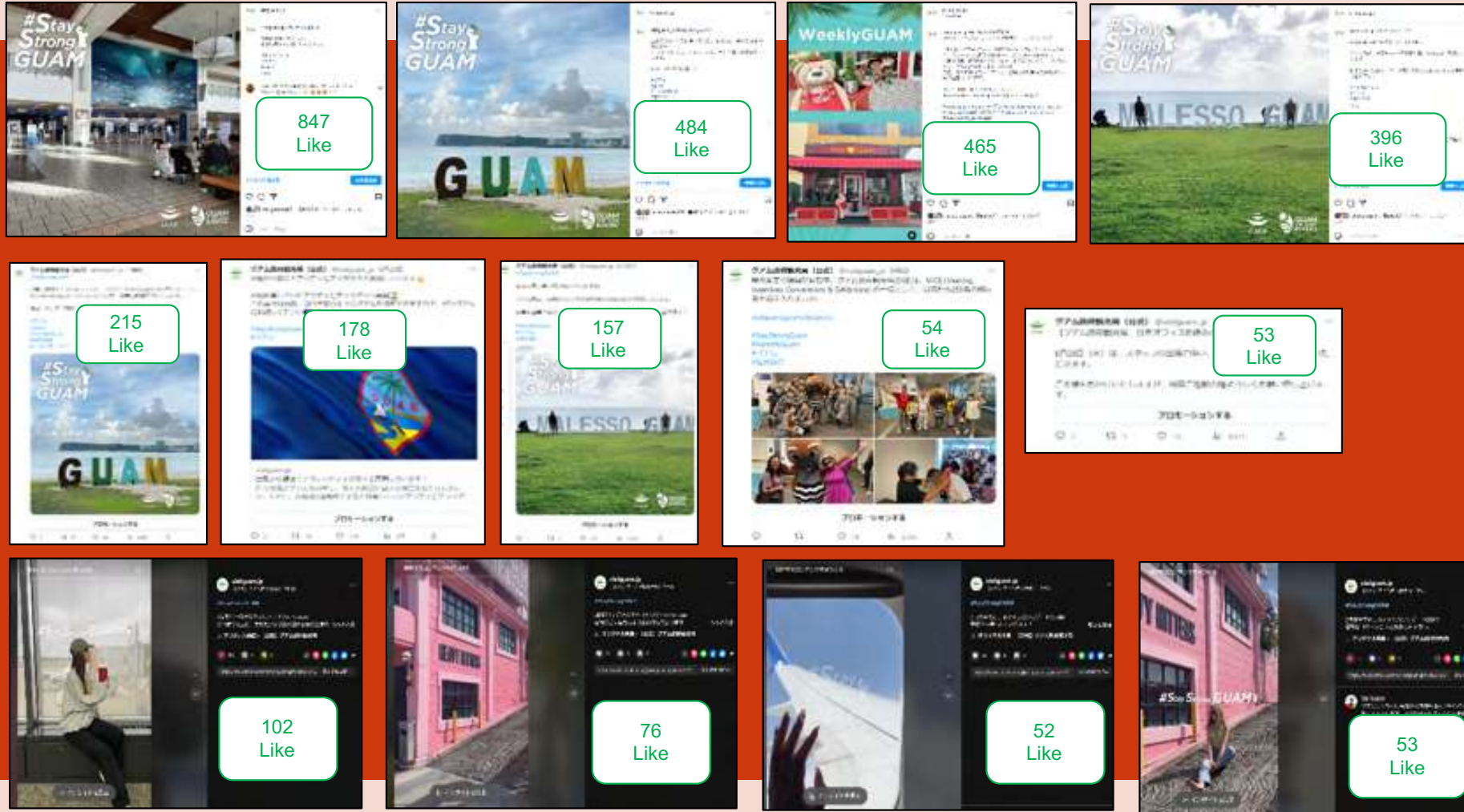


SNS PERFORMANCE SUMMARY

- Instagram and Tiktok performed well, partly due to advertising

SNS	follower		Week Reach		Week Engagement	
	24 Jun,2023	30 Jun,2023	24 Jun,2023	30 Jun,2023	24 Jun,2023	30 Jun,2023
	26,290	26,325	1,788,302	1,527,744	987	1,615
	0.13%		-14.57%		63.63%	
	23,584	23,585	6,311	5,765	512	604
	0.00%		-8.65%		17.97%	
	16,931	17,114	114,635	62,879	2,174	1,031
	1.08%		-45.15%		-52.58%	
	58,905	58,945	2,064,999	2,195,956	6,896	7,484
	0.07%		6.34%		8.53%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	12,698	12,331	27,047	26,156	0:01:20	0:01:24
	-2.89%		-3.29%		5.00%	

JAPAN MARKETING ACTIVITIES



SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

EAT GOGO CURRY AND GO GO GUAM!



- GoGo Curry x Guam Visitors Bureau “Original Collaboration T-shirt” Application _ 79
- Twitter GoGo!Guam Campaign participants _ 235
- What do you think of Gogo Guam Curry?

Delicious!

Yum!

It was a big portion and filled me up!

It was a little bit gogo-goey, a little hard to eat, and felt a little heavy. The individual flavors were good.

Very tasty!

It was very innovative! I had never had fries and chicken nuggets together before, but the curry sauce was delicious to begin with. However, I don't like coconut sauce, so if I order it again, I may ask for it to be omitted.

Guam Curry is the best!

The coconut sauce went well with the spiciness of the curry and added a richness that was crazy delicious. ! ! ! ! !

タイムスタンプ	ニックネーム	利用店舗	ゴゴグアムカレーの感想を教えてください。
6/21/2023 19:38:06	りぶ	富山徳尾	おいしい!
6/21/2023 19:53:56	きとう	清の口	うまい
6/21/2023 21:30:04	初代玻璃右衛門	ベリエ千葉パーク	ボリューム満点で満足になりました!
6/21/2023 21:33:06	ぼん	清の口店	ちょっと丁寧でいて少し食べづらくて重く感じました。香々の味は良かったと思います
6/22/2023 9:53:45	くるくる	新道店	めちゃ美味しい
6/22/2023 11:04:48	みのりん	グランエミオ所沢店	新鮮でした!ポテトとチキンナゲットと一緒に食べたことなかったのですが、カレーソースがもともと美味しいので、美味しくいただけました。ただ、ココナッツソースが苦手なので
6/22/2023 12:18:06	KAT	バザール衛生	グアムカレー最高
6/22/2023 23:35:40	トミー	ゴゴカレー新道駅前	ココナッツソースがカレーの辛さにも合うし、ココもプラスされてめちゃくちゃ美味しかったです!!!!
6/23/2023 13:29:02	まっ	横濱スタジアム	
6/23/2023 13:40:37	スベンツァー	金沢本店	ナゲットが多くて驚いた
6/23/2023 15:12:15	てっぺい	金沢田上本店	トッピングにフライドポテトやナゲットが入っていたりして美味しかったです
6/23/2023 18:42:52	ジャン	金沢駅前本山	上手い
6/23/2023 19:31:50	Yukaka17	千葉ベリェ	食べた目よりもしつこくなくて満足に満足。
6/23/2023 19:35:35	りい	高尾	ナゲットが多い
6/23/2023 19:45:52	ズッチー	清の口ノクティプラザ店	いつもはカツを食べるのですが、それとは食感が異なるナゲットが乗っていて、これこれ美味しかったです。しぐらメニューになったら、数回一回は食べたいなと思いました。
6/23/2023 20:38:14	ダイキチ	浜田西町スタジアム	チキンナゲットがサクサクジュシーで個人的に好きかも。フライドポテトのカレーパウダーも美味しい! 🍌 ずっとメニューにあってほしい。
6/23/2023 20:45:26	らいまく	新道千代スタジアム	目玉焼きをもっと大きくしてほしい
6/23/2023 21:30:24	あねらね	ゴゴカレー新道店	美味しくて毎日食べたい 期間限定メニューが好きです!
6/23/2023 23:18:17	こいら	ルネサンスかわ店	ソースソースとの相性が良くおいしかったです。Tシャツが当たったら着て、また食べに行きます!!
6/24/2023 10:49:59	SHEN CHAO	金沢百寿園	
6/24/2023 11:14:22	ひかりちゃん	金沢新本山	美味しかったです
6/24/2023 12:40:22	ベベチ	新道店	ココナッツソースをもとのルーと混ぜればめちゃ美味しい
6/24/2023 12:58:16	arthur	新道店	グアムカレーまで美味し最高だわ! なんせ俺はカレーがスーパー大好きなんだからな。
6/24/2023 15:09:56	あらた	清の口	予想以上に美味しかったです
6/24/2023 15:32:19	たかたか	横濱日ノ本	フライドポテトとカレーは合うと思った

JAPAN MARKETING ACTIVITIES

GLAM DIGITAL PR

20 recommended playgrounds in Guam! Includes recommendations for classic, indoor, with kids, and nighttime play!

Condolences are included.】

If you are going to travel to Guam, you will want to enjoy a variety of fun activities! Guam offers many fun activities for tourists to enjoy to the fullest during their stay

On the other hand, especially if you are visiting Guam for the first time, you may not know what kind of fun you can have or which kind of fun is best for you.

Therefore, in this article, we will introduce a total of 20 games in four categories: "Standard," "Rainy Days," "With Children," and "Nighttime. If you want to know what kind of fun you can have in Guam, please refer to this article!

Table of Contents

When you think of Guam, this is what you think of!
The 7 most popular activities

- 1) Marine Activities
- 2) Beach Activities
- 3) Golf
- 4) Dolphin Watching
- 5) Skydiving
- 6) Driving
- 7) Cessna (small airplane) piloting experience

No worries even in the rain! 3 indoor activities in Guam

- 1) Shopping
- 2) Aquarium
- 3) Guam Museum

With Children! 4 choices of fun with children in Guam

- 1) Indoor Amusement Park (Fantastic Park)
- 2) Indoor Playground
- 3) Water Park
- 4) Underwater Observation Deck
- 5) Pizza Making Experience

A mature night out! 5 nightlife options in Guam

- 1) Tagada Guam Amusement Park
- 2) Dinner Show
- 3) Night Pool
- 4) Bars
- 5) Clubs

Summary: Have fun all day long in Guam!



JAPAN MARKETING ACTIVITIES

YOUTUBE ADS (GOGO! GUAM SUMMER CAMPAIGN)

Instagram

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency	Cost
Here We Guam	8,217,024	2,363	0.03%	¥498.3	¥143.29	7,903,167	30,342	3,742,261	2.20	¥1,177,401

Overall, the CPM is ¥468, CTR is 0.06%, and CPC is ¥742.

TikTok

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency	Cost
Here We Guam	3,183,505	6,453	0.20%	¥138.7	¥281.24	2,989,863	2,989,863	2,240,878	1.42	¥895,344

Unit prices for CPC /CPM, etc. increased by ¥23 and ¥57 compared to last week.

Youtube

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency	Cost
Here We Guam	7,315,385	3,013	0.04%	¥1,164.9	¥479.81	2,455,256	2,487,962	7,039,891	1.04	¥3,509,987

We assume that other companies may have raised their unit prices in order to promote digestion toward the end of the month.

Tver

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency	Cost
Here We Guam	873,719	546	0.06%	¥6,597.3	¥4,122.77	891,089	859,736	-	-	¥3,602,144

Abema

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency	Cost
Here We Guam	-	-	-	-	-	1,951,426	1,816,049	942,896	2.07	-



やっぱり朝食タイムに訪れたい! クラックドエッグ



クラックドエッグの朝食メニューは、地元の人々や観光客に人気です。朝食メニューには、クラックドエッグ、ホットケーキ、ワッフル、サンドイッチなどがあります。クラックドエッグは、半熟卵、 hollandaise sauce、そしてトーストされたパンで提供されます。朝食メニューは、観光客にとって理想的な朝食です。



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WEEKLY GUAM

I still want to visit at breakfast time! Cracked Eggs

This year marks the 10th anniversary of the opening of Cracked Egg. Cracked Egg is popular among both tourists and locals, with long lines sometimes forming during busy times. The word "egg" is used in the name of the restaurant, and when it comes to egg dishes, breakfast is the most popular. Of course, lunchtime is also recommended, but Cracked Egg has a full breakfast menu. Here are some of the menu items that will make you want to visit and eat there in the morning. Cracked Egg is located across from Tumon Sands Plaza. It is within walking distance from the center of Tumon. It is a good place to go for a walk in the morning when it is refreshing.

Let's check out the menu. The menu is easy to understand with pictures. This may be one of the secrets of the restaurant's popularity among tourists. The page above is a typical Guam breakfast menu where you can choose what you want for breakfast.

1. which set to order; 2. what kind of meat to choose; 3. how to cook the eggs. This is explained in detail with pictures, which is very helpful.

This is a page for pancakes, a popular menu item. 10 kinds of pancakes are available, and they are also clearly explained with pictures. If you are not sure which one to choose, we recommend the Hot Cake Medley (\$11.95 and up), where you can choose three of your favorites. Surrounded by large windows, the restaurant is very bright, and the white tables and chairs look great. The atmosphere is perfect for the morning hours. The name of the restaurant, Cracked Egg, hanging from the ceiling is also cute.

Let's start with a popular menu item, the Hot Cake Mango (\$13.95). The pancake is filled with mango and topped with additional mango compote (additional \$2.50) for a full mango experience. Although not shown in this photo, it comes with a complimentary whipped cream cheese. The pancakes are very fluffy and delicious as expected.

This is the Acai Waffle (\$11.95). The waffle is topped with acai sorbet, banana, strawberries, and granola. The menu calls for "3 scoops of acai sorbet mini," but they are not mini at all. It is a lot of acai sorbet for a waffle. But it is very satisfying.

This is another popular menu item. Lox Florentine (\$16.95). It has a nice name, but it is Eggs Benedict with smoked salmon. Semi-cooked poached eggs, hollandaise sauce, and smoked salmon on an English muffin. The moderate saltiness of the smoked salmon enhances the overall flavor and is very tasty.

The menu also includes a variety of omelets, Benedicts, sandwiches, and many other items, and a kids' menu is also available. Please enjoy the popular breakfast menu at Cracked Eggs.

JAPAN MARKETING ACTIVITIES

MEDIA PERFORMANCE



- Model Press - JP
June 28, 2023
Reach: 13,705,720 - MIV: \$5,878



Yahoo! - JP
June 28, 2023
Reach: 8,047,401 - MIV: \$230



Online Focus - Top Articles
From June 22, 2023 to June 30, 2023

Top 10 Online & Blogs Placements by MIV

	Date	Location	Potential Reach	MIV (\$)
Model Press - Model Press - JP 海外旅行予約が前年比の202倍！ハワイ・グアムに加えてヨーロッパ人気の理由と魅力を大手旅...	6/28/2023	Japan	13.7M	\$5.88K
FNN - JP 海外旅行予約が前年比の202倍！ハワイ・グアムに加えてヨーロッパ人気の理由と魅力を大手旅...	6/28/2023	Japan	9.74M	\$4.31K
Mart - JP 数年ぶりの海外家族旅行はグアムに！リーガロイヤルホテルがリブランドオープン	6/28/2023	Japan	622K	\$2.17K
4 Travel - JP グアムのはずが鹿児島へ?	6/27/2023	Japan	5.73M	\$1.93K
4 Travel - JP 三たび、グアム旅行～息子と2人旅	6/25/2023	Japan	5.73M	\$1.82K
goo ニュース - goo News - JP 海外旅行予約が前年比の202倍！ハワイ・グアムに加えてヨーロッパ人気の理由と魅力を大手旅...	6/28/2023	Japan	3.41M	\$1.67K
Infoseek - JP 海外旅行予約が前年比の202倍！ハワイ・グアムに加えてヨーロッパ人気の理由と魅力を大手旅...	6/28/2023	Japan	6.13M	\$992
Barks - JP Official髭男dism、グアムでの撮影風景を収めた「TATTOO」MVメイキング映...	6/23/2023	Japan	978K	\$827
Gunoshi - JP 数年ぶりの海外家族旅行はグアムに！リーガロイヤルホテルがリブランドオープン	6/28/2023	Japan	847K	\$724
Gunoshi - JP Official髭男dism、グアムでの撮影風景を収めた「TATTOO」MVメイキング映...	6/23/2023	Japan	847K	\$703

JAPAN MARKETING ACTIVITIES

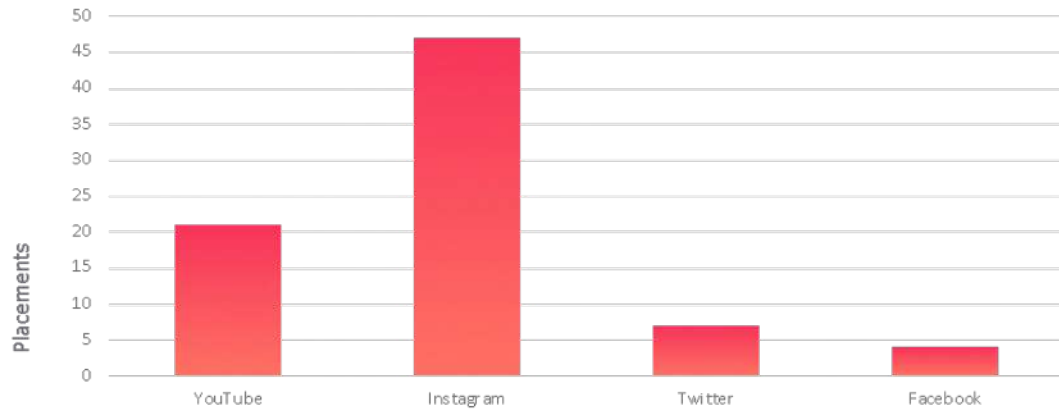
MEDIA PERFORMANCE



Social Focus - Platform Performance

From June 22, 2023 to June 30, 2023

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
YouTube	21	219K	919	8.5	69.6K
Instagram	47	572K	11.4K	5.4	21.1K
Twitter	7	180K	458	0.382	1.19K
Facebook	4	331K	253	0.02	2.07K



esquirejapan 30.3K Jun 27, 2023
[\[Link\]](#)
 2022年4月にリブランドを果たし、2023年3月に最高級ホテルを併せ、さらには評判的なバー&フードショップもオープンさせるなど、進化を遂げている「リーガロイヤル・ラグーナ・グアム・リゾート」。ウッディを基調としたインテリアの内装、オーシャンビューの個室、インフィニティプール、日本人好みのお風呂も[...]

\$341 94 0



visitguam_jp 25.9K Jun 23, 2023
[\[Link\]](#)
 #StayStrongGuam
 今週末お帰国されたお客様が週末をお過ごしください。 #HereWeGuam #グアム #guam

\$1.15K 847 1



クリギンちゃんねる - 英語で日本語 - 117K Jun 26, 2023
[\[Link\]](#)
 動画本日は巨大スーパーでお菓子を買い込んでお楽しみ！ホテルのデイクアウトフードもたくさん買って(本当はたくさん)珍しいお菓子から、スーパーまで行くまで楽しんで、お土産につきました。🍪オナール・ニコニコ・グアムよりお土産🍪専用サイトよりお土産お土産をぜひお土産で「マゼランディナー」

\$2.29K 257 0 2.55K



クリギンちゃんねる - 英語で日本語 - 117K Jun 22, 2023
[\[Link\]](#)
 グアム島のお土産🍪マゼランというレストランの屋外にはお土産を販売しています！とても美味しい、アメリカン・デザート・デザートも、お土産にしました！お土産の準備ができたスーパーフードストアと言わず、クリスさんのお土産の準備が完了！夢中になったクリスさんのお土産の準備が完了です！

\$2.29K 250 0 2.51K

SOUTH KOREA

KOREAN AIR-ASIANA MERGER FACES MORE DELAY

A planned merger of South Korea's top two air carriers is expected to face more delay as the European antitrust authorities have temporarily halted its probe into the \$1.37 billion high-profile deal.

This is the second time European authorities have delayed their decision on the KE-OZ deal, since it first opened its in-depth investigation in February. Another two-month grace period is presumed to have been offered to Korean Air.

So far, the deal has received approval from 11 countries, with pending decisions in the US, Europe and Japan.



KOREAN
OUTBOUND
TOURISTS
ARE
WILLING TO
SPEND
MORE



Behaviors of Korean outbound travelers

Outbox survey shows that 47% Korean tourists are planning for foreign trips in the next 6 months. The three key factors influencing their decision to travel abroad are safety, price, and measures to prevent and control the pandemic. They said they would be willing to pay a lot to get the most complete experience at the property. 39.2% of Korean tourists surveyed preferred the luxury hotel and resort segment. This once again confirms their interest in accommodation.

When Korean tourists need information for their trips, they will search in travel blogs and websites. After getting enough necessary information, most of them will book through online travel agents (OTAs). Due to high travel demand and long disconnection, it is not a surprise that they are willing to spend more for upcoming foreign trips (44.8%).

More details can be found at ["Korean – Japanese – Taiwanese outbound travel behavior"](#) Outbox Capture published by The Outbox Company.

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	KE421	DAILY	09:45	15:15	8,432
	KE423	DAILY (July 19~)	19:35	01:05+1	1,820
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY (July 20~)	20:20	02:00+1	2,268
Jin Air	LJ641	DAILY	09:15	14:45	5,859
T'way Air	TW303	DAILY	08:30	14:00	5,859
TOTAL					30,097

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	*7C3154	10 Flights	21:35	02:45+1	1,890
Jin Air	LJ647	DAILY	08:00	13:15	5,859
TOTAL					7,749

**7C3154: Total 10 flights in July (18, 19, 20, 21, 22, 23, 25, 27, 28, 30)*

TOTAL OUTBOUND SEAT CAPACITY: 37,846 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	KE421	DAILY	09:45	15:15	8,432
	KE423	DAILY	19:35	01:05+1	4,340
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY	20:20	02:00+1	5,859
Jin Air	LJ641	DAILY	09:15	14:45	5,859
T'way Air	TW303	DAILY	08:30	14:00	5,859
TOTAL					36,208

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	*7C3154	12 Flights	21:35	02:45+1	2,268
Jin Air	LJ647	DAILY	08:00	13:15	5,859
TOTAL					8,127

**7C3154: Operate Total 12 flights in August (1, 3, 4, 6, 8, 10, 11, 13, 14, 15, 18, 19)*

TOTAL OUTBOUND SEAT CAPACITY: 44,335 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	KE421	DAILY	09:45	15:15	8,160
	KE423	DAILY	19:35	01:05+1	4,200
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ641	DAILY	09:15	14:45	5,670
T'way Air	TW303	DAILY	08:30	14:00	5,670
TOTAL					35,796

**TW9301 (Additional flights for Chuseok period): Operate Total 4 flights in September (27, 28, 29, 30) & 6 flights in October*

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	*7C3154	5 Flights	21:35	02:45+1	945
Jin Air	LJ647	DAILY	08:00	13:15	5,670
TOTAL					6,615

**7C3154: Operate Total 5 flights in September (26, 27, 28, 29, 30)*

TOTAL OUTBOUND SEAT CAPACITY: 42,411 SEATS

KOREA MARKETING ACTIVITIES

MEDIA MONITORING – PRESS RELEASE ON JUNE 28



DISCOVERY NEWS



TOUR KOREA



STARTUPTODAY



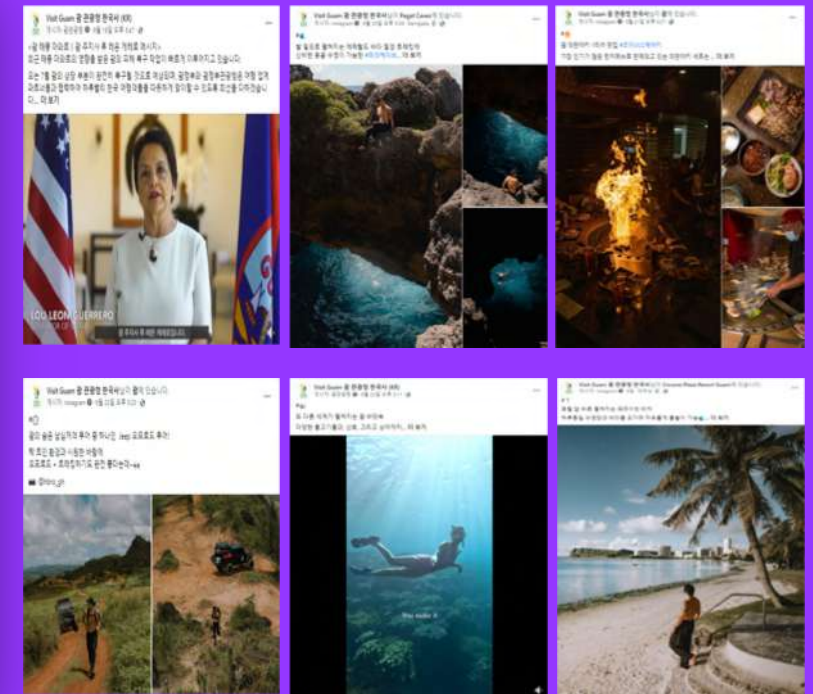
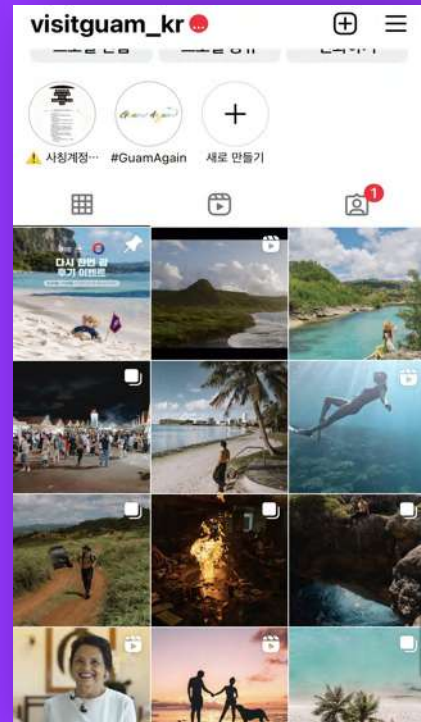
GUKJE NEWS



JOB POST

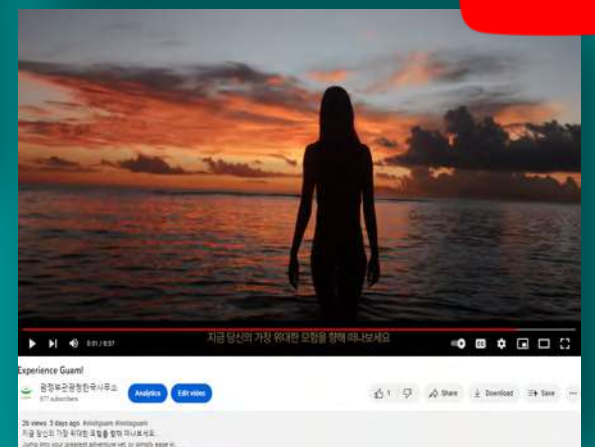
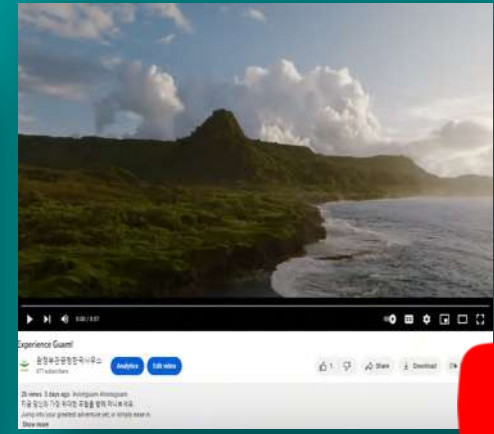
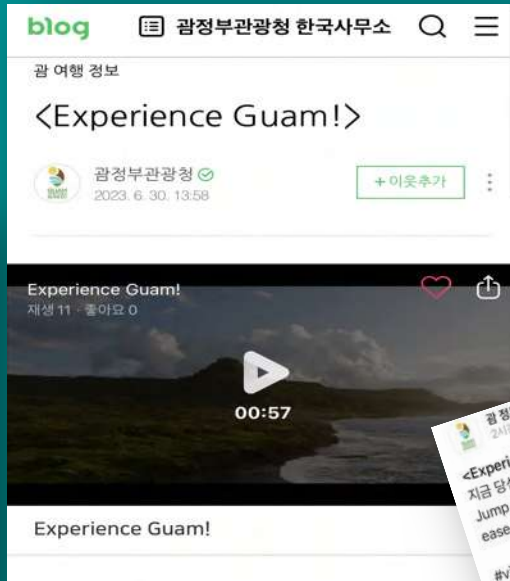
KARERA SHOW – GRAND OPENING ON JUNE 30

KOREA MARKETING ACTIVITIES



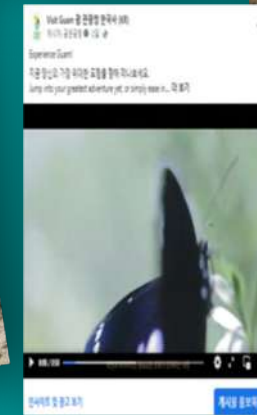
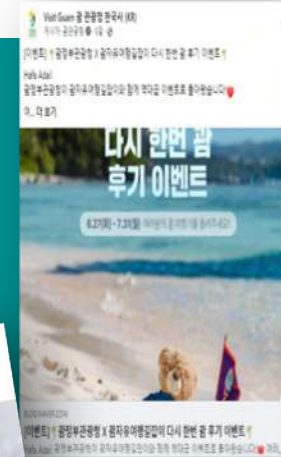
SNS WEEKLY ACTIVITY: JUNE 19 – JUNE 23, 2023
#GUAMAGAIN #COLOR OF GUAM: GOVERNOR'S MESSAGE

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JUNE 26 – JUNE 30, 2023
#GUAMAGAIN #COLOR OF GUAM: SNS EVENT / EXPERIENCE GUAM

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: JUNE 26 – JUNE 30, 2023
#GUAMAGAIN #COLOR OF GUAM: SNS EVENT / EXPERIENCE GUAM

KOREA MARKETING ACTIVITIES

GVB KOREA – JULY Content Calendar

Information/Notice/Card News		Guam's Scenery		IG Reels		Event	
Instagram Reels / Story		Naver Blog/Kakao		Instagram Feed / Facebook		EVENT	
Week 1	July 2 SUNDAY	July 3 MONDAY	July 4 TUESDAY	July 5 WEDNESDAY	July 6 THURSDAY	July 7 FRIDAY	July 8 SATURDAY
		Updates on Guam Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	IG Reels GVB KR Digital Ambassador UGC	
Week 2	July 9 SUNDAY	July 10 MONDAY	July 11 TUESDAY	July 12 WEDNESDAY	July 13 THURSDAY	July 14 FRIDAY	July 15 SATURDAY
		Must do tours in Guam Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Card News Desert Places in Guam	IG Reels GVB KR Digital Ambassador UGC	
Week 3	July 16 SUNDAY	July 17 MONDAY	July 18 TUESDAY	July 19 WEDNESDAY	July 20 THURSDAY	July 21 FRIDAY	July 22 SATURDAY
		Hotels in Guam 1 Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Card News Beaches in Guam	IG Reels GVB KR Digital Ambassador UGC	
Week 4	July 23 SUNDAY	July 24 MONDAY	July 25 TUESDAY	July 26 WEDNESDAY	July 27 THURSDAY	July 28 FRIDAY	July 29
		Hotels in Guam 2 Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Guam's Scenery GVB KR Digital Ambassador UGC	Card News Sports Activities	IG Reels GVB KR Digital Ambassador UGC	
Week 5	July 30 SUNDAY	July 31 Monday					
		Guam Beach Overview Guam's Scenery GVB KR Digital Ambassador UGC					

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

TAIWAN

TAIWAN'S COVID-19 CASES TICK DOWN SLIGHTLY BUT REMAIN ON PLATEAU

Taipei, June 27 (CNA)

The number of serious COVID-19 infections in Taiwan fell slightly week-on-week, but continued on a plateau that has lasted most of June, the Centers for Disease Control (CDC) said Tuesday.

From June 21-27, Taiwan recorded a daily average of 232 moderate to severe COVID-19 cases, an 8 percent drop from the previous week's daily average of 253, the CDC reported at a press conference.

CDC Deputy Director General Lo Yi-chun (羅一鈞) said that despite the dip, the current wave of infections is likely still in its peak phase, and may rise slightly in the wake of family get-togethers over the long Dragon Boat Festival weekend. Meanwhile, from June 18-24, the number of COVID-19 fatalities averaged at around 24 per day, down 20 percent from the previous week's average of 30 per day, the agency said.

The CDC added that Taiwan's current COVID-19 surge is being driven by the Omicron subvariant XBB, which is also the dominant strain globally. It has estimated that serious COVID cases account for 1 percent of total infections, meaning that last week, the actual number of daily cases was likely around 23,200.



SUBSIDY FOR COVID-19 HERBAL FORMULA TO END FROM JULY 1: OFFICIAL

Taipei, June 23 (CNA)

The government will stop subsidizing Chingguan Yihau, a locally developed traditional herbal formula for COVID-19, starting July 1, Health and Welfare Minister Hsueh Jui-yuan said Friday.

The formula, proven effective in preventing COVID-19 patients with mild or moderate symptoms from developing severe complications, has been administered under emergency use authorization (EUA) since a spike in local infections in May 2021. It has been dispensed for free to COVID-19 patients aged 65 or above, or those under 65 with diabetes or other chronic conditions for the past 18 months, but that will stop because legislation that authorizes COVID-19 related spending expires on June 30, Hsueh said.

The legislation, passed in May 2021 and called the Special Act for Prevention, Relief and Revitalization Measures for Severe Pneumonia with Novel Pathogens, created a special budget to finance the response to COVID-19, including funds for vaccines and treatments. It also provided funding for loans or subsidies for businesses that were affected by the pandemic. Even though the legislation will expire soon, COVID-19 vaccines will still be subsidized by the government until the end of this year because the funding for that is in place, according to the ministry.



Continued next slide

SUBSIDY FOR COVID-19 HERBAL FORMULA TO END FROM JULY 1: OFFICIAL

When the herbal COVID-19 treatment was first offered in May 2021, patients had to pay for it out of their own pockets. That changed in December 2021 following a legislative resolution that it be made free for all patients who wanted to use it.

In August 2022, the government restricted subsidized use of the formula to COVID-19 patients with diabetes, kidney, cardiovascular or other chronic conditions under 65 years old and anyone over 65. That was later expanded, however, to include patients with breathing issues or other concerns from a Chinese medicine perspective. As of June 12, more than 1.71 million COVID-19 patients had used Chingguan Yihau subsidized by the government, accounting for 17 percent of those who contracted the disease, according to Huang Yi-tsau, director-general of the ministry's Department of Chinese Medicine.



A box of the herbal medicine covering a five-day course of treatment costs between NT\$1,500 and NT\$2,700 (US\$48.27 and US\$ 86.88), the department said. Earlier this year, the EUA for Chingguan Yihau was extended to June 2024 to buy more time to keep it available before it obtains formal drug certification, according to a statement Hsueh made in March.

TAIWAN MARKET STATUS

TAIPEI, US TO DISCUSS ADDED AIRPORT SCREENING EXEMPTION

The Ministry of Transportation and Communications is to discuss with the US a plan to expand the baggage screening exemption offered to travelers from the US transiting through Taiwan Taoyuan International Airport to include carry-on luggage, it said yesterday.

The ministry said it hopes the policy will take effect in the second half of the year, adding that it is expected to help US travelers save about 30 to 60 minutes while transiting. In 2019, the US and Taiwan initiated a one-stop security program that allows travelers from the US transiting through Taoyuan airport to not have their checked baggage screened. The one-stop security program also applies to people traveling from Canada or New Zealand and transiting through Taoyuan airport. (June 26)

COVID-19 UPDATE

- Last week, there were an average of 232 daily new local cases of COVID-19 (complications), and an additional 116 cases of the Omicron subtype variant were detected. Regular screening measures for general nursing homes and welfare institutions for the elderly were extended until July 31.
- There is an average of 232 daily local confirmed cases of COVID-19 (complications) in the past 7 days (6/21-6/27), which compared with the previous 7 days (6/14-6/27), the daily average of new cases decreased by 8%. This may be affected by the continuous holiday, and needs to be observed.
- The CDC pointed out that 116 confirmed cases of Omicron subtype variant strains were newly detected. According to recent domestic COVID-19 epidemic statistics, 77% of the complications are elderly people over the age of 65, and most of the complications and deaths have a history of chronic diseases or have not received 3 doses of vaccines.
- Regular screening measures extended until July 31 due to high-risk elderly residents with a positive rate of 1.9%-2.4% (average 2.1%) in care institutions.
- 17 new confirmed cases of monkeypox (Mpox) were added, and people who are eligible for monkeypox vaccination are urged to get vaccinated as soon as possible to protect themselves and others
- The CDC announced today (27th) that Taiwan recorded 17 new local cases of monkeypox (Mpox). A total of 24 high-risk contacts were identified and placed under health education and self-health monitoring for 21 days.
- As of June 26, the CDC reported that 104 medical institutions nationwide are providing vaccination services. To enhance convenience, 11 counties and cities, along with 30 medical institutions, offer evening and holiday outpatient services.
- According to CDC statistics, 58,346 Mpox vaccinations have been administered as of June 26, including 54,647 for high-risk sex workers. Among these, 42,066 individuals have received one dose, while 16,280 have received the second dose.



Regulations on Entering Taiwan-1/3-Taiwan Nationals, Foreign Nationals



National Immigration Agency
Ministry of the Interior

(Starting Apr. 1, 2023 Taipei Time)

Traveler Type	History of Travel	Notes
R.O.C. (Taiwan) Nationals	Departure from any international port	Travelers who have experienced any COVID-19 symptoms should voluntarily contact quarantine stations. Such travelers should cooperate with health assessments and follow necessary instructions.

Traveler Type	Credentials		Notes
Foreign Nationals	Holders of ARC	<ul style="list-style-type: none"> ARC means R.O.C. (Taiwan) Resident Certificate <ol style="list-style-type: none"> Open to all purposes of entry Migrant workers must also hold re-entry permits 	<ol style="list-style-type: none"> Travelers who have experienced any COVID-19 symptoms should voluntarily contact quarantine stations. Such travelers should cooperate with health assessments and follow necessary instructions. 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. Spouses and children of Taiwan nationals may travel and transit through the Mini-three-links.
	Non-ARC holders	<ol style="list-style-type: none"> Nationals of the visa-exempt entry scheme announced by Ministry of Foreign Affairs ^{*note2} Travelers who hold R.O.C. (Taiwan) Visa ^{*note2} 	

REGULATIONS ON ENTERING TAIWAN

COMPETITORS



JAPAN: According to Bounce's 2023 Solo Travel Index, the safest country for solo travelers to visit is Japan. Traveling alone can be one of the most rewarding and enriching experiences of someone's life. You can explore different cultures and open your mind to new ways of living while also meeting new people," Bounce wrote in the study. (June 21)

INDONESIA: Indonesia has temporarily suspended a visa-free policy for 159 countries as of June 17 due to disease concerns. Countries from the Association of Southeast Asian Nations (ASEAN), including Brunei, Cambodia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Timor Leste, and Vietnam, are exempt from the visa requirement; travelers from these countries can stay in Indonesia for up to 30 days with a valid passport and confirmed departure ticket. Officials did not confirm the duration of the measure. Individuals who wish to extend their stay in Indonesia can apply for Electronic Visa on Arrival (e-VOA), Visit Visa, or Limited Stay Visa. Confirm travel plans to Indonesia. (June 27)

KOREA: The Ministry of Justice in Korea has introduced the e-Group Visa for regular tourists, the Embassy of the Republic of Korea in the Philippines announced Tuesday. Starting June 27, this new visa option will be available for groups consisting of at least three members, including company incentive tour groups, educational tour groups below the collegiate level, and regular tour groups. To qualify for this visa, travelers must plan to enter and exit Korea using the same vessel, flight, or other scheduled means of transportation. Designated travel agencies accredited by the Korean government will handle the e-Group Visa applications on behalf of the travelers. The agencies will submit the applications online through the Korea Visa Portal. Tourists can inquire about the application procedure and requirements with accredited travel agencies. (June 27)

HAWAII: Outrigger Resorts & Hotels will add to investments in its home market of Hawaii with a planned acquisition at Kaua'i Beach Resort & Spa. Located in Līhu'e town on the 'Garden Island' of Kaua'i, the resort spans 25 lush acres of beachfront property and features 350 guestrooms with unparalleled ocean views. The transaction is expected to be completed and closed on 22 August 2023. Once acquired, Kaua'i Beach Resort & Spa will represent an important milestone in OUTRIGGER Resorts & Hotels' ongoing expansion efforts - offering guests a full-service resort on all four of the major Hawaiian Islands. (June 27)

TAIWAN AIRLINE UPDATES

CURRENT ROUTE IN OPERATION:



CHINA AIRLINES CHINA AIRLINES

- June - August operations schedule available

EVA AIR

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

STARLUX AIRLINES STARLUX

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




CHARTER FLIGHTS SCHEDULE FOR JUNE AND JULY

JUNE						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
						X
5	6	7	8	9	10	11
			X			
12	13	14	15	16	17	18
X				V		
19	20	21	22	23	24	25
	V				V	
26	27	28	29	30		
		V				

Flight resumption date : 6/16 (Fri)

JULY						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
						V
3	4	5	6	7	8	9
			V			
10	11	12	13	14	15	16
V				V		
17	18	19	20	21	22	23
	V				V	
24	25	26	27	28	29	30
		V				V (Ferry: TPE-GUM)
31						

TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
	6/30 Solomon Lee, General Manager	<ul style="list-style-type: none">▪ No updates for this week (up to June 30) after confirming with China Airlines▪ Regarding the possibility of the resumption of direct flights to Guam, Mr. Lee said that due to the shortage of the fleet and manpower, it is still under evaluation.
	6/30 Gary Wang, Executive Vice President	<ul style="list-style-type: none">▪ No updates for this week (up to June 30) after confirming with Eva Air▪ Regarding the resumption of direct flights to Guam, Mr. Wang said that at present, the company will focus on long routes and Northeast Asian routes, high-revenue destinations with cargo, transit and business needs, and the number of aircraft and crews is limited, so there is currently no plan to resume direct flights to Guam yet.
	6/30 Joyce Pan, Manager	<ul style="list-style-type: none">▪ Charter flights has resumed from 6/16 (Please see next slide for scheduled flights)▪ Regarding the regular direct flight of GUM-TPE, Mrs. Pan said that STARLUX has been discussing and will continue to be evaluated in the future.

TAIWAN MARKETING ACTIVITIES

US CONGRESSIONAL ASSISTANT DELEGATION VISIT ASOA

- Date: June 26
- The delegation group would like to meet up with ASOA to learn how each state office works in Taiwan.
- The delegation asked what types of the industries that ASOA will participate in for trade shows here. Felix shared Guam's participation in the multiple projects which wowed the delegation for the diversity.
- The delegation is curious about how 2024 Presidential Election in Taiwan will affect the business environment here.



ASOA FAREWELL PARTY FOR AIT BRENT OMDAHL

- Date: June 26
- ASOA members holds farewell party for Mr. Brent and thanked for his wonderful and long-term support
- Other two AIT officers, including Mr. Jeff and Clint, along with two local staffs Jackie and Heidi, are also invited to the party, showing the bond between ASOA members and AIT



TAIWAN MARKETING ACTIVITIES

ATAT TOURISM TABLE MART

- Date: June 28
- GTO participated in the event as a member of ANTOR and was offered half of a free table to promote Guam.
- GTO prepared Guam giveaways and promoted MICE tourism for the over 200 attendees (travel agencies); around 50 business cards were obtained. : June 28



ATAT DINNER BANQUET

- Date: June 28
- ATAT hosted a dinner to thank for the support from ANTOR members, all foreign representative offices, and key industry partners in Tainan.
- GTO greeted the City Mayor of Tainan as well as the Deputy Mayor of Sendai City in Japan. The mayors expressed their hospitality for Guam. The Deputy Mayor of Sendai mentioned that many Japanese like to visit Guam for vacation. Taiwan and Guam are both tropical islands of choice for their local people. It is beneficial to obtain perspectives from Japan to see Taiwan and Guam as island destinations.
- Chairmen from the 8 major travel association in Taiwan all attended the event, and GTO made an intense networking with them during the event.



TAIWAN MARKETING ACTIVITIES

2023 MOSAIC TAIWAN FAREWELL RECEPTION

- Date: June 29
- Felix is invited to attend the reception on behalf of ASOA and had an honor introduction by MoFA during the opening.
- Since a delegate/participant is from Guam, GTO greeted Mr. Alan Cepeda, Committee Director, Office of Vice Speaker Tina Rose Muña Barnes, Guam Legislature, in the event and sent him a souvenir.
- The delegates/participants learned the value of the democracy in Taiwan in the past two weeks and are grateful to state offices that are willing to run affairs in Taiwan, which is a key action to tighten the U.S.-Taiwan relations.



NR MONITOR

For the past week (June 16 – June 30), a total of 25 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 22
- Newspaper: 2
- Social Media: 1

1. 2 of the news reported Guam's history and beautiful tourist attractions.
2. 2 of the news introduced food of Chamorro Night Market on Guam.
3. 21 of the news Guam's presence at 2023 Food Taipei and Guam's food products.



1.



2.



3.

TAIWAN MARKETING ACTIVITIES

<h2 style="text-align: center;">Social Media July Content Calendar</h2>							Scene
							Lucky Draw
							GVB Event
							Charter flight
							Other Promotion
							1-Jul-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							2-Jul-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							9-Jul-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							16-Jul-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							23-Jul-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							30-Jul-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							Accommodation - Nikko
	Guam Scenery	Charter Flights Promotion	Independence Day	Shopping mall open time info		Family Tour Promotion and Lucky Draw event	Family Tour Promotion and Lucky Draw event
	Family Tour Promotion and Lucky Draw event	Charter Flights Promotion	Electric Island Festival			Activity - Skydive	Guam Scenery
	Restaurant - Pika's café	Guam Scenery		Electric Island Festival		Liberation Day Lucky Draw event	Liberation Day Lucky Draw event
	Liberation Day Lucky Draw event		Guam water activities promotion			Guam Scenery	Two Lovers Point

SOCIAL MEDIA CALENDAR

PHILIPPINES

DOH CHIEF WANTS COVID-19 HEALTH EMERGENCY LIFTED

With COVID no longer a serious national health issue, Health Secretary Ted Herbosa is planning to recommend to President Marcos the lifting of the state of public health emergency, but with the alert level system retained.

In an interview, Herbosa said Proclamation No. 922 issued by former president Rodrigo Duterte may now have to be lifted, with “COVID-19 being no longer different from the other diseases the Department of Health (DOH) is monitoring.”

“With the World Health Organization (WHO), there is no longer an emergency. So I would actually ask (for) the lifting of the public health emergency,” Herbosa said.



NOTICE ON FREQUENT “RED LIGHTNING ALERTS” AFFECTING AIRPORT OPERATIONS

For the safety of all airline passengers during this monsoon season, the Manila International Airport Authority (MIAA) issues “red lightning alerts” when isolated thunderstorms occur in the vicinity of Manila’s Ninoy Aquino International Airport (NAIA).

A red lightning alert HALTS all ground operations and aircraft movements at the airport, including boarding, disembarkation, aircraft parking, baggage handling and all support activities.

This may unavoidably lead to delays in flights, baggage release, boarding, deplaning and other airport activities. The activities resume only when the MIAA lifts the red alert.

The mandatory halt of airport operations is a safety measure to protect passengers and personnel when there is lightning activity. We are one with MIAA in ensuring safe and smooth operations.



IN THE KNOW: RED LIGHTNING ALERT

PAGASA issues Red Lightning Alert when a thunderstorm, accompanied by intense lightning activity, is within 9 km from the NAIA. The red alarm means airport operations need to STOP.

What NAIA does when a red lightning alert is issued:

- 1 Stop all aircraft ground servicing and towing of aircraft, cargo and baggage.
- 2 Remove all ground service from aircraft.
- 3 Evacuate all personnel at the ramp and seek shelter at designated safe areas.
- 4 If aircraft is at a remote parking bay, personnel shall seek shelter inside aircraft passenger cabin until alert is lifted.
- 5 Stop embarkation and/or disembarkation of passengers (except with connected Aerobridge).
- 6 Continue to operate Ground Power Unit (GPU)/ Air Conditioning Unit (ACU) if passengers are on board to maintain cabin temperature.

MNL CAA @DOTPH @DOTPH www.dotr.gov.ph

BIVALENT JABS FROM PFIZER APPROVED FOR SALE, USE IN PH



The Food and Drug Administration (FDA) has given the green light to pharmaceutical giant Pfizer to sell and distribute its bivalent COVID-19 vaccines, paving the way for Filipinos to get access to the next-generation jabs even if the country's public health emergency gets revoked.

In a statement on Monday, the FDA said it granted a certificate of product registration (CPR) for Pfizer's Tozinameran + Famtozinameran (15 mcg/15 mcg)/0.3 ml under the brand name Comirnaty Original/Omicron BA.4-5.

The vaccine is suitable for adults and children 12 years old and above.

The CPR for Pfizer's bivalent vaccines was given a five-year validity period, according to the FDA, "after a comprehensive evaluation process [and] extensive clinical trials ... of all scientific data" provided by the drug maker.

A CPR is a license issued by the FDA that allows medical devices, such as COVID-19 medicines and vaccines, to be distributed and sold directly to the consumer.



ABOITIZ DENIES BUYING MAJORITY STAKE IN AIRASIA PHILIPPINES

Aboitiz Equity Ventures (AEV) on Monday denied that it has acquired a majority stake in budget carrier AirAsia Philippines. The group's statement comes after a local broadsheet reported that AEV has become the low-cost airline's majority owner. The newspaper report said the Aboitiz group controls the firm that bought a 60 percent stake in AirAsia Philippines in June.

"We would like to clarify and state that this information is not true and accurate," the company said. The group also said they are "actively verifying" the sources that led to the article's publication.

"We want to assure our stakeholders and the public that any significant developments regarding our company will be communicated and disclosed first by us through official channels," the company added.

The Aboitiz Group in March told the Philippine Stock Exchange that it has allocated P78 billion this year for capital expenditures as it focuses on renewable energy and new businesses, AEV said its infrastructure unit will be spending almost P32 billion, or 42 percent of the conglomerate's capex budget, to further expand Aboitiz InfraCapital's economic estates, telco towers business, as well as new investments in digital infrastructure.

DOT UNVEILS NEW TOURISM SLOGAN: LOVE THE PHILIPPINES

The Department of Tourism (DOT) unveiled on Tuesday the country's "enhanced" tourism campaign slogan - "Love the Philippines."

The slogan replaces the 11-year-old It's More Fun in the Philippines, almost a year since the Marcos administration announced its intent to come up with one that showcases the "Filipino brand."

"The campaign Love the Philippines is not a mere branding campaign, but rather a call to action to every Filipino citizen to remember the beauty of our country, to honor our past, and to look forward to the future armed with the virtues, (and) values of being a Filipino," Tourism Secretary Christina Frasco said during the launch on the sidelines of the DOT's 50th-anniversary celebration at the Manila Hotel.

"Love the Philippines is a recognition of our natural assets, our long and storied history, our rich culture and diversity," she said.

Frasco expressed hope that the new slogan would sustain interest and bring attention to places not necessarily highlighted in DOT's typical branding campaign.

In a presentation, Marie Adriano, marketing firm DDB Group Philippines' brand and strategic planner, pointed out that "love" is the positive theme travelers associate with the Philippines and is "frequently mentioned in high volume globally."

"While fun remains a positive theme and certainly part of the Pinoy DNA, there's less volume of mentions," she said.



LOVE THE PHILIPPINES. The new tourism campaign slogan of the Department of Tourism. The "enhanced" tourism campaign slogan, launched by the department during its 50th-anniversary celebration at the Manila Hotel on Tuesday (June 27, 2023), replaces the 11-year-old It's More Fun in the Philippines.

PHILIPPINES MARKET INTELLIGENCE



- PAL to return to daily flight operations starting July 2023.
- Continues to operate at Terminal 1 at NAIA.



Manila-Guam-Manila

- **Tues, Thurs, Sat, & Sun**

PR110 Depart MNL 22:05 / Arrive GUM 03:55
 PR111 Depart GUM / Arrive MNL

Independence Day Seat Sale

MNL to GUM 15 Aug – 20 Aug 2023	ILO to GUM 27 Jun – 11 Jul 2023	DVO to GUM 26 Jul - 09 Aug 2023	CEB to GUM 04 Nov – 12 Nov 2023
From US \$337* Round Trip Economy	From US \$613* Round Trip Economy	From US \$501* Round Trip Economy	From US \$444* Round Trip Economy

https://flights.philippineairlines.com/en-gu/flights-from-guam?_gl=1*1lif03y*_gcl_au*OTg2OTY5OTE2LjE2Nzg3Njg2NTk

*Prices subject to change. Travel seasonality, blackout dates, terms & conditions apply.

Manila-Guam-Manila

- **Daily**
 UA184 Depart MNL 22:55 / Arrive GUM 04:45
 UA183 Depart GUM 20:00 / Arrive MNL 21:50
- **Tues/Fri**
 UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10

Featured Daily Fairs for Flights from MNL to GUM

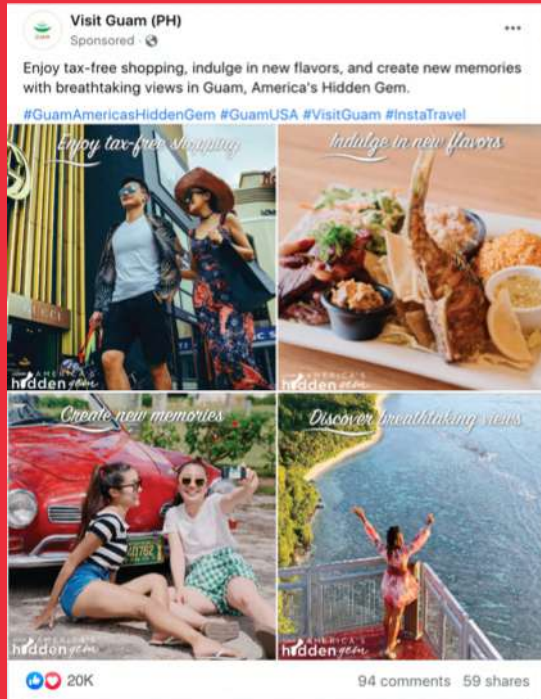
July 2023	August 2023
From US \$512 Round Trip Economy	From US \$466* Round Trip Economy

<https://www.united.com/en-ph/flights-from-manila-to-agana-guam>

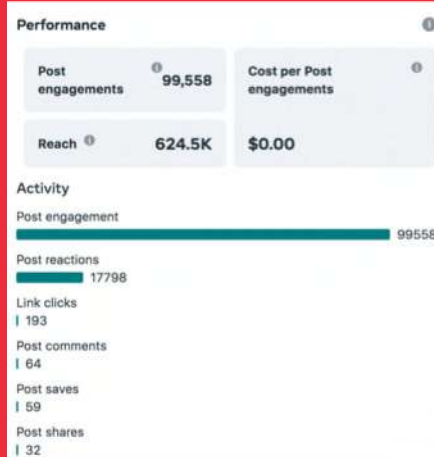
*Prices have been available for round trips within the last 48 hours and may not be currently available. For Economy class, fares listed may be Basic Economy, which is our most restrictive fare option and subject to additional restrictions.

PHILIPPINES MARKETING ACTIVITIES

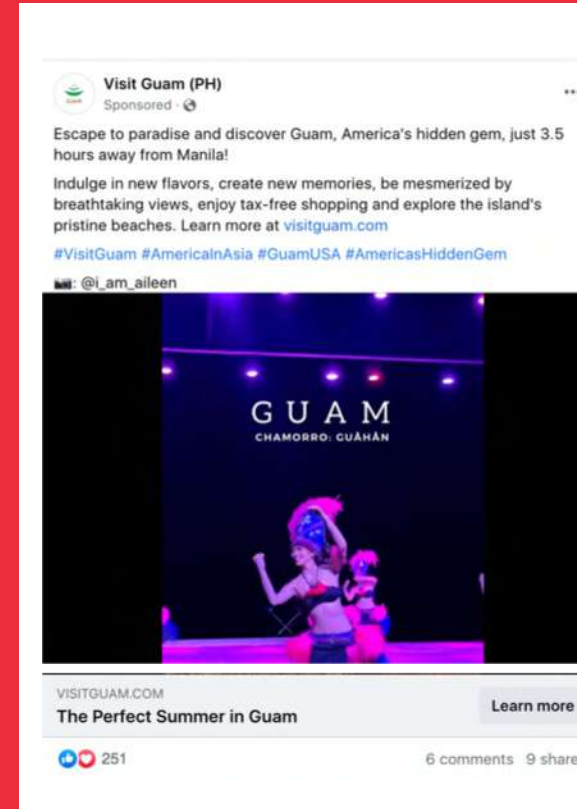
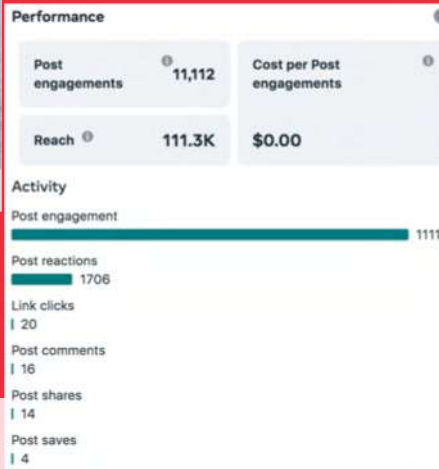
GUAM, AMERICA'S HIDDEN GEM CAMPAIGN – SM BOOSTING ANALYTICS



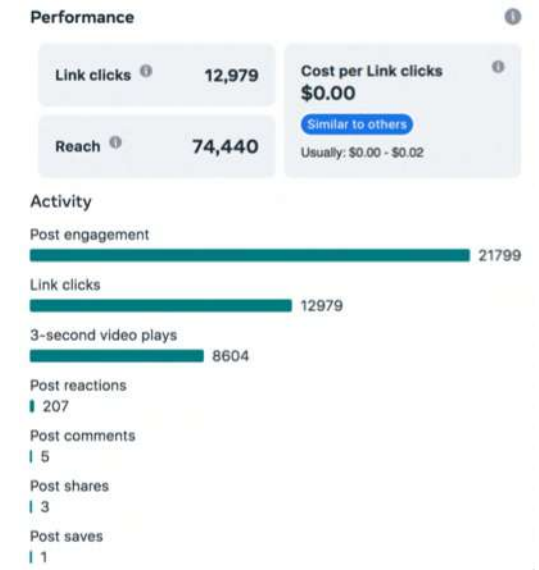
May 12-June 11, 2023



June 13 - June 28 (still active)



June 20 – June 28 (still active)



SOCIAL MEDIA POST HIGHLIGHTS

PHILIPPINES MARKETING ACTIVITIES

FLAVORS OF GUAM

- Micro-influencers offer an authentic voice; niche audience
- 1st set releases June-July
- 2nd and 3rd sets to be released August & September, respectively
- Will link to local restaurants that traveler can visit to try dish



- IG - 88 likes, 10 comments
- TikTok - 28.9K views, 247 likes, 7 comments, 25 saves



- IG - 72 likes, 15 comments
- TikTok - 918 views, 38 likes, 8 comments, 6 saves



- IG - 56 likes, 7 comments

GUAM
Indulge in new flavors
BEEF TINAKTAK

Ingredients:

- 1.5 lbs beef
- 2 cloves garlic
- 1 onion
- 1/2 cup green beans
- 1/2 cup cherry tomatoes
- 1.5 cups coconut milk
- 1 tsp salt
- 1/4 tsp black pepper
- 1/4 tsp white pepper

Directions:
Cook ground beef until browned in a large pot over medium-high heat. Drain excess oil. Return pot to heat and add garlic and onions. Cook until soft. Add green beans, tomatoes, coconut milk, salt, black pepper and tomato juice to the mixture and stir. Turn heat and simmer for about 5 minutes or until green beans soften, stirring occasionally. Season to taste.

GUAM
Indulge in new flavors
KĀDUN PIKA

Ingredients:

- 1 tbsp. Olive Oil
- 1/2 Onion, large, sliced
- 1/4 cup Garlic, minced
- 3 lbs. Chicken
- 1/2 tsp. Black Pepper
- 1/2 cup Soy Sauce
- 1/4 cup Vinegar
- 1 can coconut milk
- Chili, add depending on how spicy you want it

Directions:
In a medium pot, sauté onions and garlic in olive oil over medium-high heat until onions become translucent. Add chicken and black pepper to the pot and stir to combine. Stir in CHILI, soy sauce and vinegar. Lower to medium-low and cook covered for 30-40 minutes or until chicken is cooked through. Stir occasionally. The coconut milk is not poured or added until the very end - after the chicken is fully cooked in the soy sauce and vinegar mixture. Boiling coconut milk causes the fats to separate. Serve with rice and enjoy.



*Data as of 6/28/23

PHILIPPINES MARKETING ACTIVITIES

				1 UGC – Local Dining	2	3 UGC - Island View
4	5 UGC - Shopping	6	7 UGC – Local Entertainment / Dining	8	9 UGC – Transportation (Tumon Trolley)	10
11 UGC - Malls	12	13 Reel - Attraction	14	15 UGC - Island Retreat	16	17 UGC – Local Dining
18	19 America destination	20	21 UGC – Local Dining	22	23 Reel - Sitting in Palm Tree	24
25 Reel - Shopping	26	27 UGC – Beach	28	29 Local Dining	30	

JULY SM CALENDAR