



#InstaGuam
Weekly Winning Photo

INDUSTRY RECOVERY REPORT

JULY 8, 2022



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DESTINATION UPDATES



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



FESTIVITIES

Thursday, July 21, 2022

- 78th Liberation Parade, Marine Corps Drive
 - PBS Live Broadcast of the Liberation Parade, TV Channel 12
- Liberation Drone Light Show and Fireworks Display, Paseo, Hagåtña

Friday, July 22, 2022

- Special Liberation Fandanña Friday Event, Governor Joseph Flores Memorial Park (Ypao Beach)
- Entertainment, Food Trucks, & Family Activities
- Liberation Freedom Jump (US and Guam Flags)
- Fireworks Display

Please support this significant community event with a sponsorship and/or participation in the parade.

<https://www.visitguam.com/liberation78/>

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





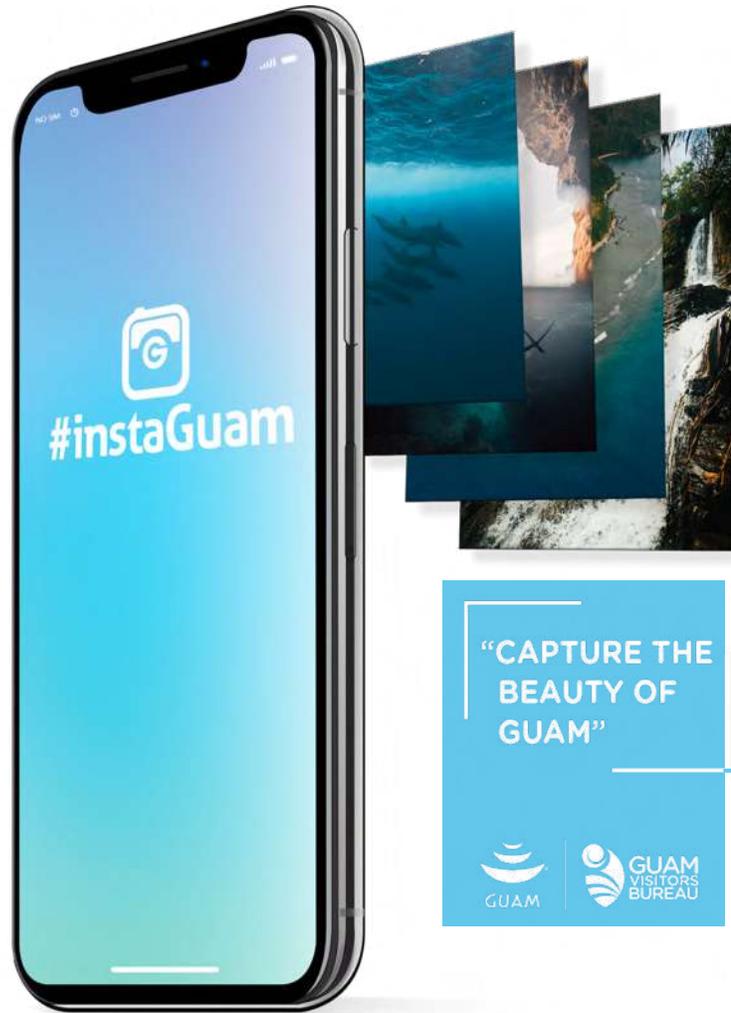
COVID-19 VISITOR TESTING IMPORTANT NOTICE 중요 공지

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.



SAFE TRAVELS STAMP PROGRAM



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

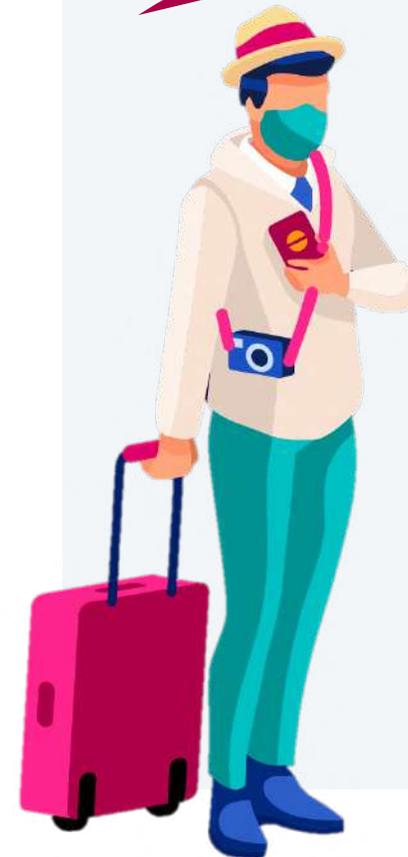
The World Travel & Tourism Council (WTTC) created the first ever global safety and hygiene stamp. This stamp enables travelers to recognize destinations around the world that have adopted standardized health and hygiene protocols.

Approved businesses are featured on GVB's consumer site, 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

- 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**



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MARKET INTELLIGENCE REPORT

As of July 6 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 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

Information Source:

https://www.mofa.go.jp/ca/fna/page4e_001053.html

https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/00001214_31_00209.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 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://hdhg.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)

[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 7th 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 14th 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

- New cases nationwide increased by 42% from last week to about 147,000
- Progress on the third shot has been slow so far, currently at 61.8%; fourth round of vaccinations has begun, but progress has been slow
- Ministry of Foreign Affairs of Japan has lowered the level of its "Overseas Travel Safety Information" to "Level 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 will no longer be required
- Refer to appendix for resumption of package, agent-organized tours



Flight operation:

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: 55th Anniversary Commemorative products on sale from tour agencies HIS, Tobu Top Tours, and Rakuten Travel; SNS performance summary; content calendar; SNS posts; social listening updates; news pickups; Weekly Guam; and SNS organic reach and SNS PR value

TAIWAN

- Taiwan receives first shipment of Novavax vaccine
- Taiwan to maintain mask mandate through July
- Taiwan reports 61 news cases of latest Covid Omicron subvariants
- More free Covid-19 rapid tests for kids to be handed out in July
- Effective from June 1, testing upon landing ends at international airports; all arriving passengers to be required to undergo saliva tests at airports
- Shown in appendix are: restrictions for foreigners entering Taiwan, CECC updates, airline routes, social media promotion (food Taipei); NR. monitoring; and July social media content calendar

SOUTH KOREA

- South Korea's daily confirmed cases which has been on a downward trend for the past 14 weeks, is gradually increasing and showing a rebound in prevalence.
- Korea government emphasized its improvement on the current COVID-19 medical institutions
- DMOs to revitalize MICE programs in line with the gradual recovery of the travel industry
- ✈️ • July-September airline outbound seat capacity details in appendix; July capacity is 39,839; August is 57,222, September is 42,576
- Shown in appendix are: media monitoring, SNS weekly activity, and marketing content calendar

PHILIPPINES

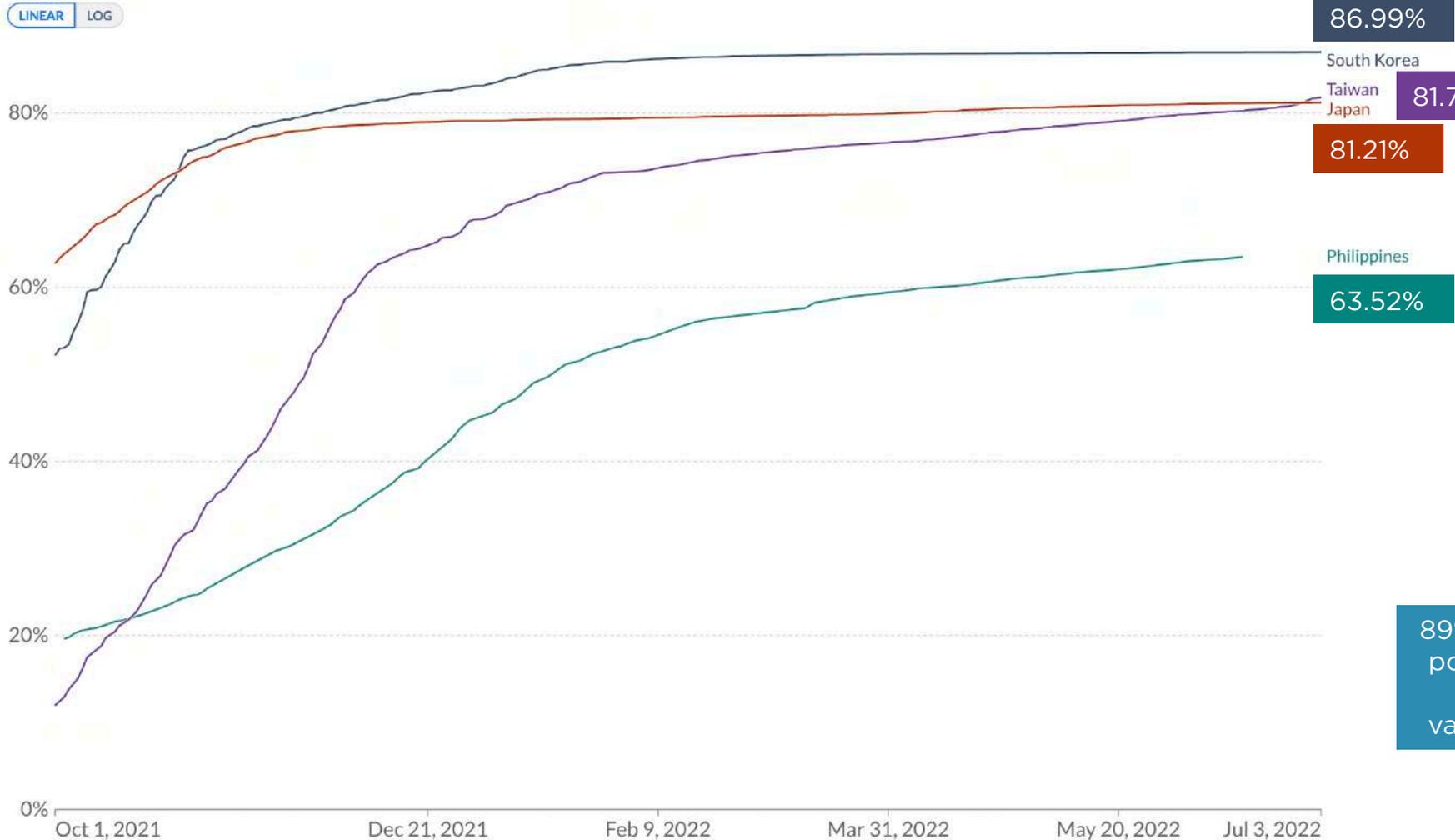
- Upbeat Marcos hits the ground running
- Covid rise in NCR to peak in two weeks
- COVAX to deliver 17M more vax doses after PRRD admin
- YouGov's Travel & Tourism Report "Youth of Today, Travel of Tomorrow" shows that GenZs have the most propensity to travel
- Updated PH arrival protocol no longer requires pre-departure COVID-19 test for those fully vaccinated and boosted (see appendix for details)
- ✈️ • Philippine Airlines and United Airlines fly daily in July
- GVB participated in the 29th PTAA TravelTour Expo
- Social media monitoring shown in appendix

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.

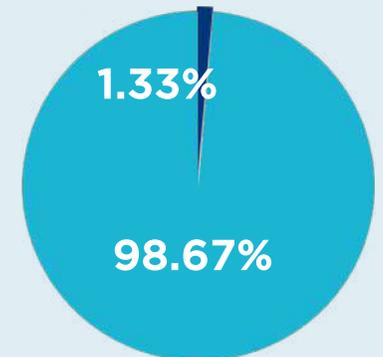


Source: Official data collated by Our World in Data
 Note: Alternative definitions of a full vaccination, e.g. having been infected with SARS-CoV-2 and having 1 dose of a 2-dose protocol, are ignored to maximize comparability between countries.

GUAM

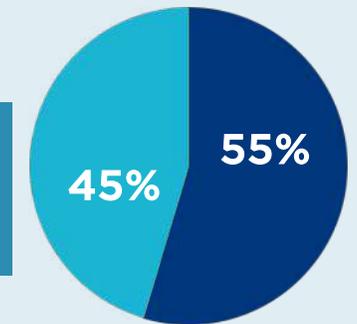
137,224 Fully Vaccinated

COVID-19 CASES



Active In-Active

BOOSTER



89% of total population fully vaccinated

Have yet to receive
Received booster

APPENDIX

As of July 6, 2022 and
may be subject to change.

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JAPAN

JAPAN COVID-19 NEWS

HIGHLIGHTS

- The number of new patients nationwide increased by 42% from last week to about 147,000.
- The number of patients per 100,000 population was approximately 107 nationwide and 148 in Tokyo.
- The government eased waterfront measures effective June 1, raising the daily entry limit from the current 10,000 to 20,000. For those entering from areas with low risk of novel coronavirus, there will be no inspection upon arrival, with or without vaccination certificates, and there will be no waiting period.



The number of infected people per 100,000 population:

NATIONWIDE

107

TOKYO

148

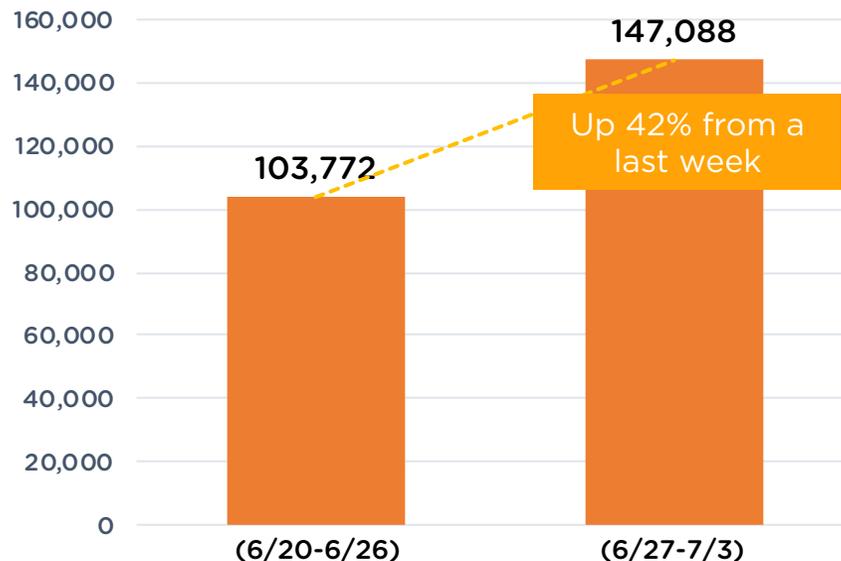
Total for last 7 days

Confirmed COVID-19

CASES: 9.40M

+22,154 NEW CASES

Nationwide



Area / New cases	June 20-26	June-July 20-26	Changes (#) vs LW	Changes (%) vs LW
Tokyo	14,126	22,405	8,279	159%
Osaka	8,535	13,991	5,456	164%
Aichi	5,749	8,499	2,750	148%
Fukuoka	4,949	7,743	2,794	156%
Nationwide	103,772	147,088	43,316	142%

Created based upon data from NHK (Japan Broadcasting Corporation)

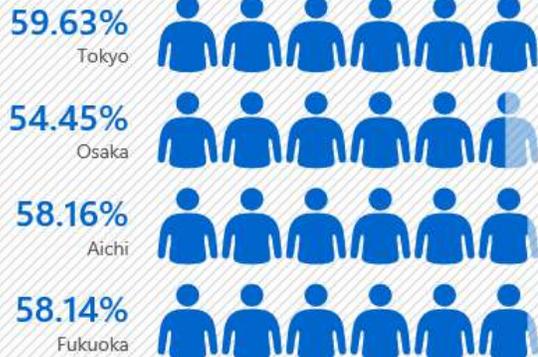
AS OF JULY 5, 2022

JAPAN COVID-19 NEWS

HIGHLIGHTS

- Progress on the third shot has been slow so far, currently at 61.8%.
- The fourth round of vaccinations has also begun, but progress has been as slow as the third round.

NATIONWIDE 3RD SHOT



VACCINATION UPDATE (6/3)

Total number of
vaccination:
284,989,159

1st & 2nd doses
administered:
103,733,788
(81.9%)

102,348,805
(80.8%)

Nationwide 3rd shot:
78,308,494
(61.8%)

Nationwide 4th shot :
598,072
(-%)

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

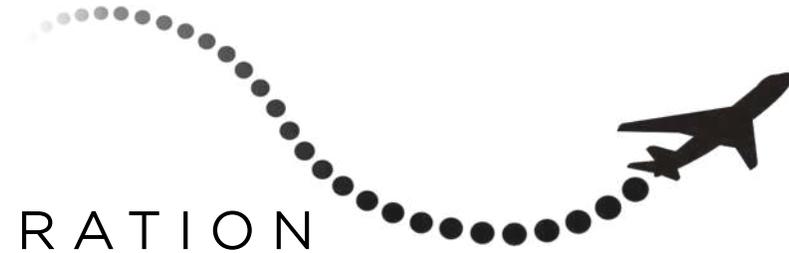


No waiting at home

(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	UA 197	NRT	17:30 / 22:20	UA 196	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)	UA 136	NGO	11:20 / 15:55	UA 137	7:30 / 10:20	Mon, Fri	166
	Suspended until July 31, 2022	UA 172	NGO	20:50 / 1:25 +1	UA 171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed, Fri, Sun)	UA 150	KIX	11:05 / 15:45	UA 151	7:10 / 10:10	Wed, Fri, Sun	166
	Suspended until July 31, 2022	UA 178	KIX	20:50 / 1:20 +1	UA 177	16:50 / 19:50	Tue, Thu, Sat	166
	Available from Aug 1, 2022 (Thu, Sun)	UA 166	FUK	11:50 / 16:50	UA 165	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	TW 311	KIX	10:45 / 15:10	TW 312	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 15	*
 Sales resume for departures on JUNE 1	*
 Sales resume for departures on APRIL 27	*



55th ANNIVERSARY COMMEMORATIVE PRODUCTS NOW ON SALE

- Finally, TikTok has the most followers, surpassing Instagram followers.
- Followers are growing on all platforms, but the growth rate of TikTok followers is high.

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

▶▶ 首都圏発 ◀◀

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！



GoGo!GUAMキャンペーン 特別商品



【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
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



55th ANNIVERSARY PRODUCTS ARE NOW ON SALE. COLLABORATION WEB PAGE IS NOW BEING DEVELOPED.

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



東武トップツアーズオリジナル特典

デュシタニ グアム リゾート内「タシグリル」
東武トップツアーズオリジナルメニュー
夕食1回付!! (\$55.00相当)



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



JAPAN MARKETING ACTIVITIES

Rakuten Travel

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

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



JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- All platforms are steadily growing in followers each week.
- Since we temporarily stopped social network advertising on 6/30, our reach has been a little sluggish. For the time being, we would like to increase our reach through organic posting.

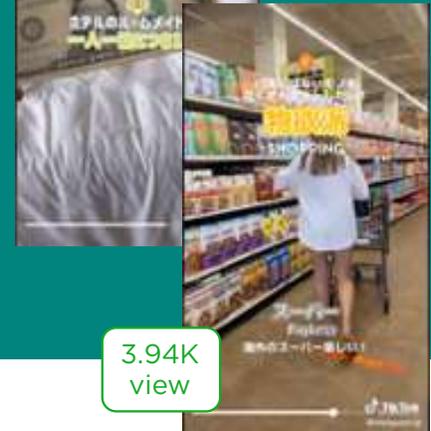
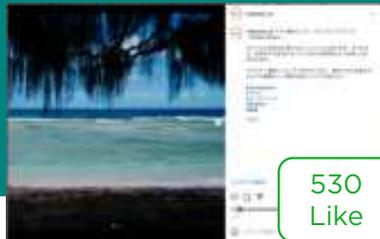
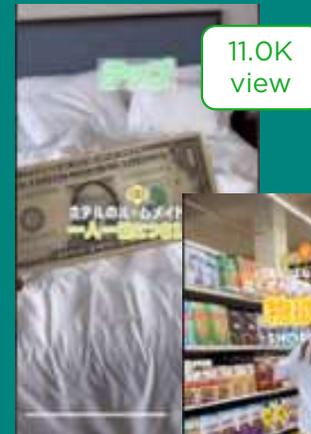
SNS	follower		Week Reach		Week Engagement	
	25Jun,2022	2 Jul,2022	25Jun,2022	2 Jul,2022	25Jun,2022	2 Jul,2022
	23,361	23,369	248,813	177,296	1,384	1,335
	0.03%		-28.74%		-3.54%	
	23,986	24,009	17,905	28,168	13,681	16,372
	0.10%		57.32%		19.67%	
	14,299	14,316	2,169,626	1,399,269	1,313	1,566
	0.12%		-35.51%		19.27%	
	25,818	26,317	797,000	567,200	35,504	22,719
	1.93%		-28.83%		-36.01%	
	-	-	1,650	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	9,908	9,294	25,770	24,033	0:02:07	0:02:08
	-6.20%		-6.74%		0.79%	

JAPAN MARKETING ACTIVITIES

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



JAPAN MARKETING ACTIVITIES

TELEVISION EXPOSURE



GVB Japan provided the image for the TV program.

Advertising Value Equivalency: \$6,923.08 (¥900,000)

Broadcast time: **60 seconds**

Content: **United Airlines return flight ceremony event at Kansai International Airport (KIX). We provided the Guam image video for that broadcast.**



【TV Program Information】

Title: やさしいニュース (Yasashii News)

Genre: **News**

Broadcasting station: **TV Osaka**

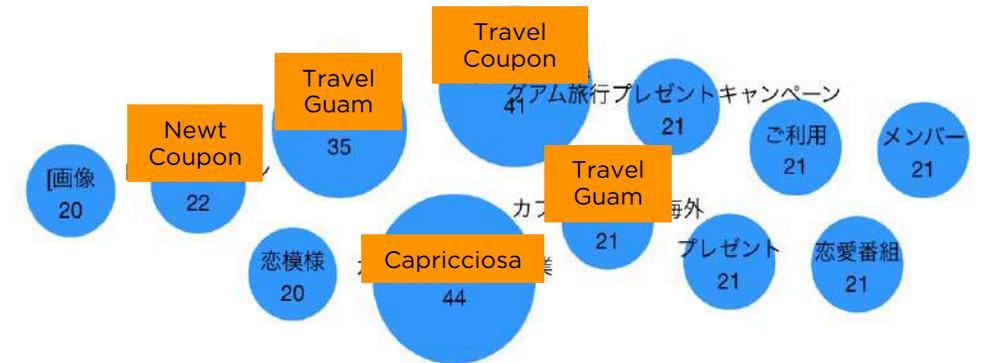
Broadcast area: **Osaka, Japan**

Time Zone: **Mon - Fri, 16:29 - 16:54**



SOCIAL LISTENING

- Word of Guam travel, coupon and Capricciosa 44yrs anniversary searched higher number
- Seems travel demand/ travel to Guam are increasing by day



JAPAN MARKETING ACTIVITIES

NEWS PICKUP

CAPRICCIOSA 44TH ANNIVERSARY GUAM TRIP PRESENT CAMPAIGN

Apply to be a friend of the official NEWT travel app LINE for a chance to win a trip to Guam! Period : July 1 (Friday) - 16 (Saturday), 2022

Capricciosa, a casual Italian restaurant, will hold the "Capricciosa 44th Anniversary Guam Trip Present Campaign" from July 1 (Fri.) to 16 (Sat.) to commemorate its 44th anniversary and give away a trip to Guam, the first overseas location of Capricciosa.

Capricciosa, a casual Italian restaurant, will celebrate its 44th anniversary on July 16, 2022. To express our gratitude to our customers, we will hold the "Capricciosa 44th Anniversary Guam Trip Present Campaign" from July 1 (Fri.) to 16 (Sat.), where you can win a trip to Guam, the first overseas location of Capricciosa. During the campaign period, users will be able to win a trip to Guam and Capricciosa meal coupons by applying for the campaign by sending "Capricciosa" as a friend request on the official LINE LINE of the "NEWT" travel app.

Three prizes have been prepared to commemorate Capricciosa's 44th anniversary: 1st prize, a 4-day/3-night trip to Guam (from Narita); 2nd prize, a 5,000 yen travel coupon (NEWT coupon) for 440 winners; and 3rd prize, a 5,000 yen Capricciosa meal coupon for 44 winners. We are celebrating our 44th anniversary this year, so we have prepared a generous lineup. We look forward to your entries!

<https://yab.yomiuri.co.jp/adv/feature/release/detail/000001072000018232.html>



JAPAN MARKETING ACTIVITIES

NEWS PICKUP

I want to go on a girls trip!
Photojournalistic spots in Guam.



<https://rtrp.jp/articles/86607/>

Retrip - JP

Jun 27

Potential reach:

273.5K

MIV: \$181

Chubu International Airport gradually reopens Guam and Hawaii national government lines during summer vacation.



<https://www.nikkei.com/article/DGXZQOFD23AQ60T20C22A600000/>

Nikkei - JP

Jun 30

Potential reach: 91.9M

MIV: \$9.8K

WEEKLY GUAM



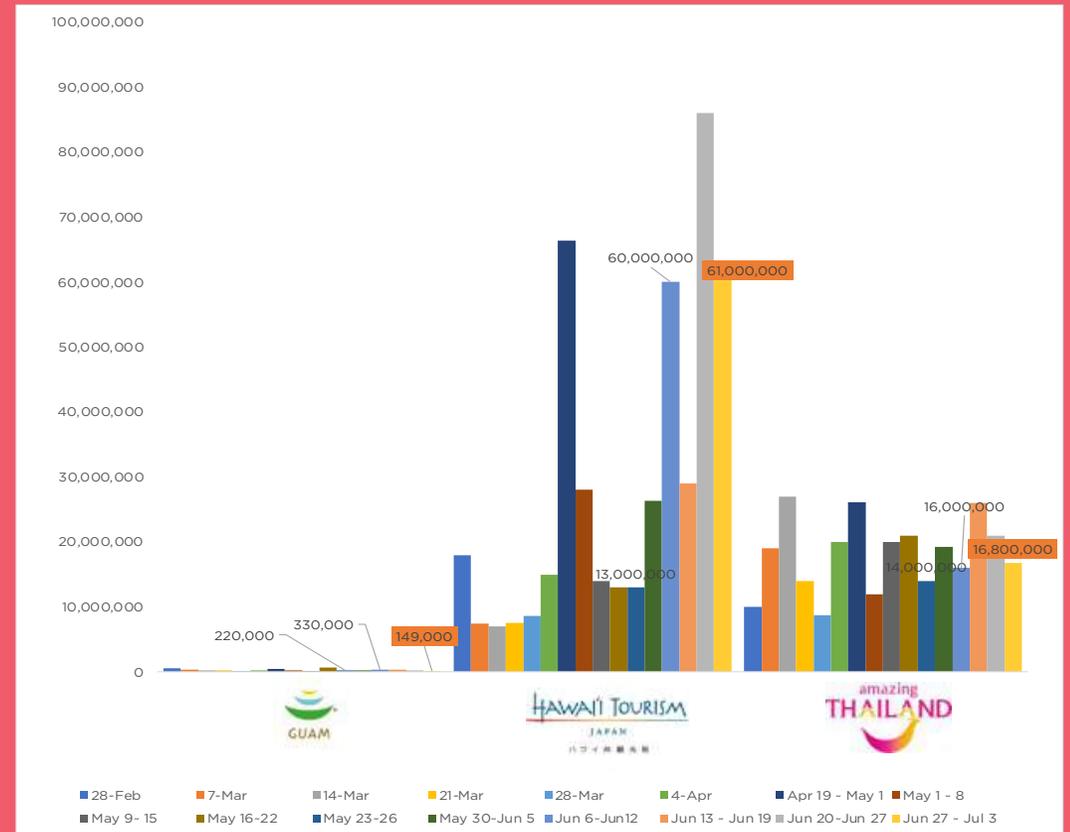
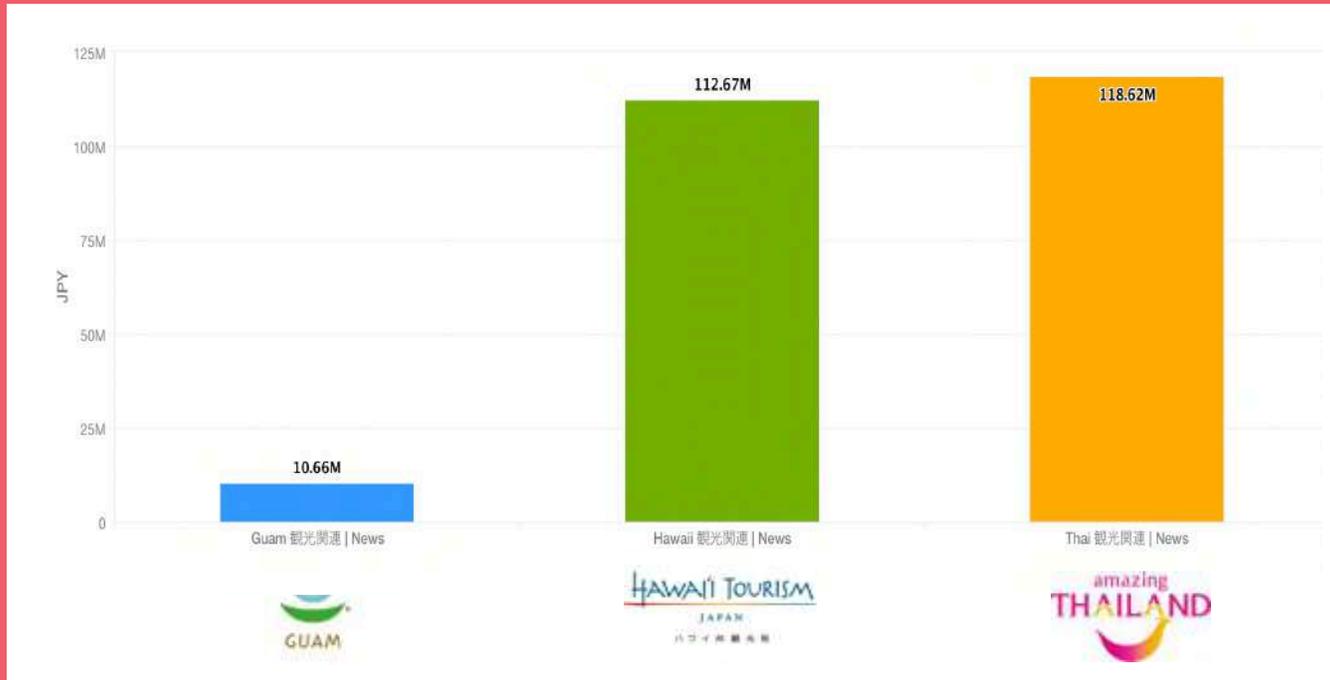
Lina'La Club Lounge is now open.

JAPAN MARKETING ACTIVITIES

SNS ORGANIC REACH AND SNS PR VALUE

- Guam's SNS PR value was exceeded more than \$100K
- However SNS reach was decreased which same to other destinations

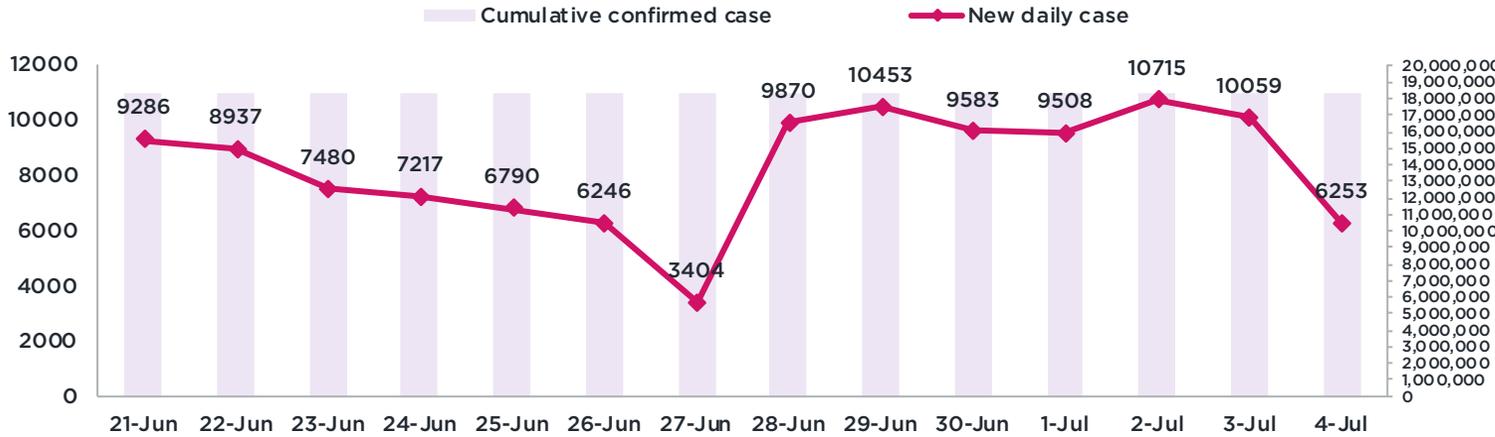
SNS PR/MEDIA VALUE



SOUTH KOREA

KOREA COVID-19 NEWS

JUNE 21 - JULY 4, 2022



HIGHLIGHT

South Korea's daily confirmed cases which has been on a downward trend for the past 14 weeks, is gradually increasing and showing a rebound in prevalence. In response, the government emphasized its improvement on the current COVID-19 medical institutions.

Confirmed COVID-19

CASES: 18.40M

+6,253 NEW CASES

COVID-19 VACCINATION STATUS: FEB 26, 2021 - JULY 4, 2022

FULLY IMMUNIZED

44,630,796
87.0% of total population
96.5% of 18 and older
95.9% of 60 and older

BOOSTER SHOT

33,375,372
65.0% of total population
74.6% of 18 and older
89.8% of 60 and older

2nd BOOSTER SHOT

4,444,651
8.7% of total population
31.8% of 60+ and eligible pax

Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot	2nd Booster Shot
AstraZeneca	11,076,353 (24.6%)	9,243,019 (20.7%)	2,072 (TBD)	6 (TBD)
Pfizer	25,456,348 (56.5%)	27,052,761 (60.6%)	22,390,858 (67.1%)	3,752,909 (84.4%)
Janssen	1,516,651 (3.4%)	1,516,651 (3.4%)	26,890 (0.1%)	16 (TBD)
Moderna	6,813,278 (15.1%)	6,639,135 (14.9%)	10,875,304 (32.6%)	410,605 (9.2%)
NOVAVAX	123,099 (0.2%)	98,147 (0.1%)	73,169 (0.2%)	281,108 (6.3%)
etc. (WHO-authorized)	83,528 (0.2%)	81,083 (0.2%)	7,071 (TBD)	7 (TBD)
Total:	45,069,257	44,630,796	33,375,372	4,444,651

AS OF JULY 5, 2022

DAMOS TO REVITALIZE MICE PROGRAMS IN LINE WITH THE GRADUAL RECOVERY OF TRAVEL INDUSTRY.

NEW UPDATE

- **MARIANA TOURISM AUTHORITY** *(to be implemented until September 30, 2022)*

	50-100pax	50-100pax	50-100pax	50-100pax
COVID-19 Testing Fee	○	○	○	○
Incentive Per Passenger	\$10	\$20	\$30	\$30
Local Event Support				Under discussion (ex. Dinner Show)
FAM tour support			○	○

- **SINGAPORE TOURISM BOARD**

- ✓ Introduced reinforced MICE program under 'INSPIRE Global 2.0' project, which the government will keep fostering in order to hold more MICE events.
- ✓ More than 200 events attended by about 49,000 delegates were held in 2021 and more than 150 events attended by 37,000 delegates have already been held in the 2022 1Q.
- ✓ At least 66 international events will be held in 2022 2Q, and the recovery of the local MICE industry is expected to become more pronounced

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	09:45	14:20	8,339
Jeju Air	7C3102	DAILY	09:00	14:30	5,859
	7C3104	WED/THU/SAT/SUN (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
Jeju Air	7C3154	WED/THU/SAT/SUN (July 24 ~)	22:00	03:00+1	567
TOTAL					5,211

TOTAL OUTBOUND SEAT CAPACITY: 39,839 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	14:20	8,339
Jeju Air	7C3102	DAILY	09:00	14:30	5,859
	7C3104	WED/THU/SAT/SUN	10:40	16:05	3,213
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 (~ August 28)	08:40	14:40	5,460
TOTAL					46,530

• 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
Jeju Air	7C3154	WED/THU/SAT/SUN	22:00	03:00+1	3,213
10,881					10,692

TOTAL OUTBOUND SEAT CAPACITY: 57,222 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	14:20	8,070
Jeju Air	7C3102	DAILY	09:00	14:30	5,670
	7C3104	WED/THU/SAT/SUN	10:40	16:05	1,323
Jin Air	LJ641	DAILY	09:40	15:05	5,670
T'way	TW301	DAILY	09:15	14:30	5,670
Air Seoul	RS103	DAILY	09:00	14:20	5,850
TOTAL					32,253

• 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
Jeju Air	7C3154	WED/THU/SAT/SUN	22:00	03:00+1	3,213
10,881					10,323

TOTAL OUTBOUND SEAT CAPACITY: 42,576 SEATS



KOREA MARKETING ACTIVITIES

MEDIA MONITORING

GVB to launch “Guam F&B Week” Instagram event



The Korea Travel Times
<https://www.traveltimes.co.kr/news/articleView.html?idxno=401961>



Discovery News
<http://www.discoverynews.kr/news/articleView.html?idxno=828677>



Digital Chosun Ilbo
http://digitalchosun.dizzo.com/site/data/html_di/2022/06/28/2022062880206.html



TTL News
<http://www.ttlnews.com/article/trip/12113>

KOREA MARKETING ACTIVITIES

SNS WEEKLY ACTIVITY: JUNE 27 - JULY 02

#GuamAgain | F&B WEEK EVENT / LOCAL RESTAURANTS IN GUAM



blog | 관정부관광청 한국사무소

관 여행 정보

[Guam F&B 위크 기념 이벤트] 여러분이 먹어보고 싶은 이색적인 Guam 전통음식은~? || (Feat. Guam 전통음식 소개)

관정부관광청 2022. 6. 28. 15:36

Hafa Adai~

해외여행을 떠나면 그 나라만의 특별한 전통음식을 맛보는 것도 묘미 중 하나인데요, 동서양의 오묘한 조화가 어우러지는 전통음식들이 있는 Guam! ||

그래서 관정부관광청이 Guam F&B 위크를 기념하며 Instagram 이벤트를 준비했습니다!

visitguam_kr

GUAM

1,433 게시물 2.6만 팔로워 1,993 팔로잉

관정부관광청 한국사무소 Hafa Adai! 관정부관광청 한국사무소 공식 Instagram에 오신 것을 환영합니다. 더 다양한 소식은 아래 링크를 통해 만나보세요 linktr.ee/visitguam.kr

프로필 편집 | 전화하기

SHOP GUAM

사칭계정... #GuamAgain | 샵 | e-메스... | 새로 만들기

관 정부 관광청 한국사무소 2일 전

[Guam F&B 위크 이벤트] 먹어보고 싶은 Guam 전통음식은~? || (Feat. Guam 전통음식 소개)

Hafa Adai~

해외여행을 떠나면 그 나라만의 특별한 전통 음식을 맛보는 것도 묘미 중 하나! 먹어보고 싶은 Guam 전통음식을 댓글로 달고 Guam 여행을 특별할 수 있는 기회!

+ 동서양의 오묘한 조화가 어우러지는 Guam 전통음식들도 확인해보세요 😊

<https://blog.naver.com/gvbkorea/222792199648>

‘Guam F&B 위크’ 기념 EVENT

먹고 싶은 Guam 전통음식 고르기!

2022.06.27(월) - 2022.07.06(수)

Guam 여행권, 국내특급 호텔 식사권과 제휴하는 티셔츠까지! 푸짐한 경품이 가득



KOREA MARKETING ACTIVITIES

GVB KOREA - JULY CONTENT CALENDAR							Channels:
*KEY MESSAGE: #GUAMAGAIN CAMPAIGNS							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		

TAIWAN

TAIWAN RECEIVES FIRST SHIPMENT OF NOVAVAX VACCINE

Taiwan took delivery of its first shipment of Novavax COVID-19 vaccines through COVAX on Thursday morning.

The 504,000 Novavax doses arrived at Taoyuan International Airport on board China Airlines flight CI-74 from Amsterdam, the Netherlands at 7:03 a.m.

The vaccines doses will be transported to a cold storage warehouse, where they will be inspected ahead of an expected July 8 rollout.

The 504,000 doses, which will expire on Sept. 30, are the first part of Taiwan's order of 2.268 million Novavax vaccines from COVAX, the rest of which will be delivered by the end of the year.

Under the EUA, people aged 18 and above will receive two 0.5-mL doses given three weeks apart.

The vaccine can also be used as a first or second booster shot.

TAIWAN TO MAINTAIN MASK MANDATE THROUGH JULY



Taiwan will maintain its mask mandate through the month of July, in light of the current domestic COVID-19 situation and the rising number of imported cases of the newest Omicron subvariants, the Central Epidemic Command Center (CECC) said Wednesday.

Under the existing mandate, people are required to wear a mask at all times when they are outside their homes, except in certain situations, according to the CECC.

The exemptions apply when people are eating, participating in water-related activities, taking individual or group photos, traveling alone or with family members in a private car, or are traversing wide outdoor spaces such as fields and forests, the CECC said.

The CECC said Wednesday that other COVID-19 protocols will remain in place throughout July, including a ban on table to table toasting at banquets.

People will still be allowed, however, to eat on trains, intercity buses, ferries, and domestic flights, and to sample food at markets, the CECC said.

Confirmed COVID-19

CASES: 3.89M

+23,118 NEW CASES

AS OF JULY 5, 2022

worldometer

TAIWAN REPORTS 61 NEW CASES OF LATEST COVID OMICRON SUBVARIANTS

Sixty-one people who recently arrived in Taiwan were found to be infected with either the Omicron BA.4 or BA.5 subvariant of the COVID-19 virus, but no domestic cases of those new subvariants have been detected so far, the Central Epidemic Command Center (CECC) said Monday.



Genome sequencing conducted in the cases of 120 passengers, who had tested positive upon arrival between June 10 and June 18, found that eight of them were infected with the Omicron BA.4 subvariant, 53 had contracted the BA.5, and 59 had the BA.2, said Lo Yi-chun, deputy head of the CECC's medical response division.

To date, Taiwan has recorded 19 cases of BA.4 and 107 cases of BA.5, all of which were among incoming travelers, Lo said.

The BA.4 cases were travelers from the United States, Singapore, Thailand, the United Kingdom, Australia, France, Chile, Malaysia, and the United Arab Emirates, he said.

MORE FREE COVID-19 RAPID TESTS FOR KIDS TO BE HANDED OUT IN JULY

The government will provide more free COVID-19 rapid antigen tests in July for children under the age of 7 years, the Central Epidemic Command Center (CECC) said Monday.

Starting July 1, families with children born on or after Sept. 2, 2015 will be eligible to collect the free tests at any of the approximately 5,000 designated pharmacies participating in the government's rapid test rationing program.

Five free rapid tests will be allocated for each child in the under-7 age category, the CECC said, adding that parents must show the child's health insurance (NHI) card at the pharmacy.

In the first round of free test distribution in June, some 780,000 families with children under the age of 7 years received free rapid test kits, accounting for 60 percent of the eligible age group, according to the CECC.

Families that obtained free tests in June can do so again in July, the CECC said. In addition, they can buy tests under the government's rationing program, once they present the child's NHI card, the CECC said.





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

Effective from June 1, testing upon landing to end at international airports; all arriving passengers to be required to undergo saliva tests at airports

On May 31, the Central Epidemic Command Center (CECC) announced that, effective from 00:00 on June 1, 2022 (the incoming flight's arrival time in Taiwan), all passengers arriving in Taiwan from abroad will be required to have their saliva samples collected at the airport for PCR testing; after undergoing a saliva test, arrivals will proceed to follow quarantine measures.

The CECC reminded arrivals that they should not drink or eat in the period between landing and sample collection to ensure the quality of their samples; after entry, arrivals should go to their prearranged quarantine location (one person per residence protocol or quarantine hotel) to undergo quarantine. If the result from the saliva-based PCR test comes back positive, an individual observing the one person per residence protocol should receive care in their quarantine location, whereas an individual quarantining in a quarantine hotel should be sent to an enhanced quarantine hotel or government quarantine facility or a hospital as required by rules.

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. Furthermore, in consideration of shared living arrangements for migrant workers, fishermen, and students and their higher risk of cluster infection, the regulatory authority of the respective business will ask such individuals to complete the self-initiated epidemic prevention period in their quarantine location and not to attend classes, work, or go out unless necessary during the period.

Testing measures:

- A. **Arrivals must present a COVID-19 PCR test result within two days before their scheduled flight to Taiwan.**
- B. PCR testing: deep-throat saliva samples will be collected from arrivals for PCR testing at the airport/port on the day of arrival (Day 0).
- C. 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.

TAIWAN COVID-19 NEWS



Entry restrictions for foreigners to Taiwan in response to COVID-19 outbreak

Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting June 15, 2022 Taipei Time)

Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement upon Arrival
R.O.C. (Taiwan) National	Departure from any international port	Yes	1. a COVID-19 RT-PCR 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) 2. entry quarantine measures *note1

Traveler Type	Credentials	Eligible to Enter Taiwan?	Requirement
Foreign National	Holder of ARC (Resident visa not included) • ARC means R.O.C. (Taiwan) Resident Certificate	Yes	1. 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)
	Non-ARC holder	Yes	2. entry quarantine measures *note1 3. a special entry permit (visitor visa) issued by R.O.C. (Taiwan) overseas missions
	All others	No	

- Note:**
- 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.
 - Personnel on diplomatic /government officials, migrant workers, students, should follow instructions by Ministry of Foreign Affairs, Ministry of Labor, and Ministry of Education.
 - 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://hdhg.mohw.gov.tw/>) Show confirmation message to quarantine staff. The confirmation message is required for entering Taiwan.



Quarantine System for Entry



June 15, 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)

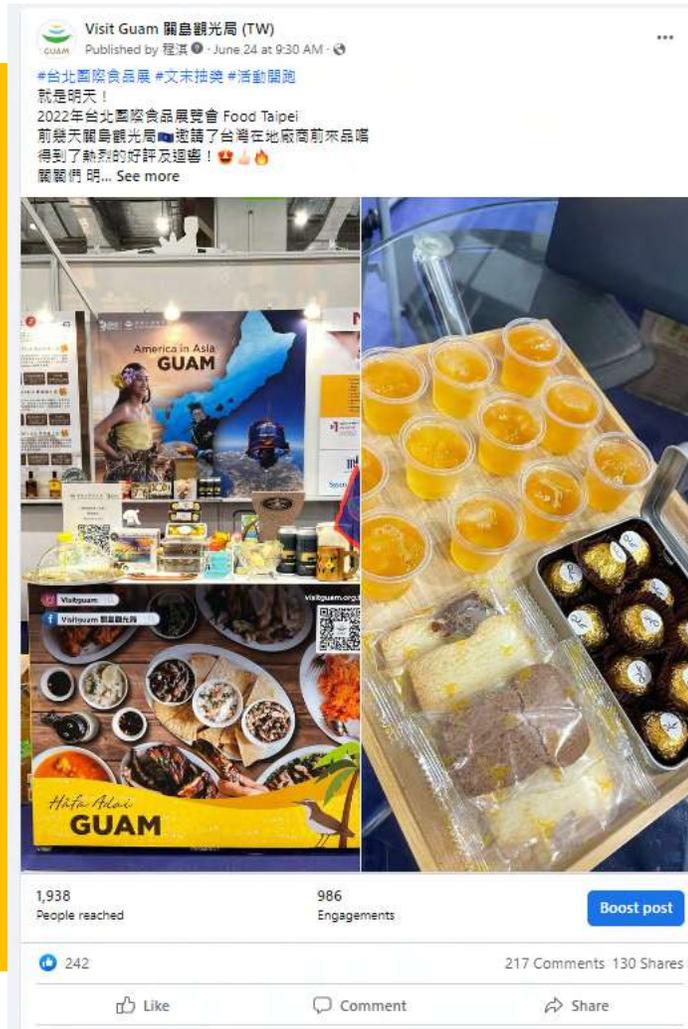
STARLUX AIRLINES

- 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

SOCIAL MEDIA PROMOTION – FOOD TAIPEI

- Exposure Time: June 24
- Likes: 242
- Comments: 217
- Share: 130
- The public responds enthusiastically to this online event



NR MONITOR

From Jun 25 – Jul 1, a total of 15 exposures are monitored.

As of Jul 1, a total of **35** exposures are monitored this month including

- TV Exposure: 0
- Online Exposure: 35
- Social Media: 0



關島參與食品展 未來有望進口當地生產美食



關島台灣辦事處 (Guam Taiwan Office · GTO) 以美國在台辦事處協會(ASOA)會員的身分

TAIWAN MARKETING ACTIVITIES

Social Media July Content Calendar

Social Media July Content Calendar							Stockholder:
							Safe-Certified Accommodations
							Safe-Certified Service
							Safe-Certified Shopping
							Attractions and Activities
							Safe-Certified Restaurants
							Guam Scenery
Week 1		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	1-Jul-22 FRIDAY	2-Jul-22 SATURDAY
						Guam Scenery 1	
Week 2	3-Jul-22 SUNDAY	4-Jul-22 MONDAY	5-Jul-22 TUESDAY	6-Jul-22 WEDNESDAY	7-Jul-22 THURSDAY	8-Jul-22 FRIDAY	9-Jul-22 SATURDAY
	Activities - Big Sunset Cruise		Guam Scenery 2	Shopping - JP SUPERSTORE	x	IG 5000 fans celebration event	IG 5000 fans celebration event
Week 3	10-Jul-22 SUNDAY	11-Jul-22 MONDAY	12-Jul-22 TUESDAY	13-Jul-22 WEDNESDAY	14-Jul-22 THURSDAY	15-Jul-22 FRIDAY	16-Jul-22 SATURDAY
	IG 5000 fans celebration event		Discover Guam	Accommodations - Hilton Guam Resort & Spa	x	Guam in Your Heart: Describe the Beauty of Guam	Guam in Your Heart: Describe the Beauty of Guam
	Guam Scenery 3						
Week 4	17-Jul-22 SUNDAY	18-Jul-22 MONDAY	19-Jul-22 TUESDAY	20-Jul-22 WEDNESDAY	21-Jul-22 THURSDAY	22-Jul-22 FRIDAY	23-Jul-22 SATURDAY
	Guam in Your Heart: Describe the Beauty of Guam	Guam in Your Heart: Describe the Beauty of Guam	Discover Guam		Guam Liberation Day		Restaurants - Tony Roma's
	Guam Q&A Graphic						
Week 5	24-Jul-22 SUNDAY	25-Jul-22 MONDAY	26-Jul-22 TUESDAY	27-Jul-22 WEDNESDAY	28-Jul-22 THURSDAY	29-Jul-22 FRIDAY	30-Jul-22 SATURDAY
		Guam Scenery 4	Discover Guam		x	Restaurants - LYT Restaurant · Bar	
Week 6	31-Jul-22 SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Accommodations - Crowne Plaza Resort Guam						

PHILIPPINES

New Tourism Secretary promises to “improve the overall tourism experience” for domestic and foreign tourists.



Source: Cases - John Hopkins University (2022-07-03). Retrieved from OurWorldInData.org



COVID RISE IN NCR TO PEAK IN 2 WEEKS

The rise in the number of Covid-19 cases in the National Capital Region (NCR) and surrounding regions is expected to peak within the next one to two weeks, the independent monitoring group OCTA Research said.

OCTA said the current increase in Covid-19 cases has exceeded projections, with infections going above the 1,000 mark for the fourth straight day.

The Department of Health recorded 7,398 cases from June 27 to July 3, or a daily average of 1,057 cases. This is higher than the figure from June 20 to June 26.

The NCR or Metro Manila still has the highest number of cases as of July 3 with 663, with 142 cases in Quezon City alone. Cavite, Iloilo, Laguna, Rizal and Cebu all recorded more than 50 cases.

'UPBEAT' MARCOS HITS THE GROUND RUNNING



Less than a week after assuming office, President Ferdinand Marcos Jr., has been "upbeat" about his job. Press Secretary Rose Beatrix "Trixie" Cruz-Angeles said the 64-year-old Marcos hit the ground running in the first few days of his presidency.

"How is he settling in? So far he's upbeat. That's the observation that we have made. He's very encouraging," Cruz-Angeles said in her first press briefing in Malacañang. She said Marcos has been "well-received" everywhere he went so far, including Monday's flag-raising ceremony at the Palace. Briefly addressing those attending the ceremony, the President expressed elation over their enthusiasm and encouraged them to always give their best since that is what the people expect of them.

COVAX TO DELIVER 17M MORE VAX DOSES AFTER PRRD ADMIN

The Philippines will receive at least 17 million more doses of coronavirus vaccines from the World Health Organization-led COVAX facility after the end of President Rodrigo Duterte's term. Secretary Carlito Galvez Jr., chief of the National Task Force Against Covid-19 (NTF), bared the COVAX commitment Monday night when he welcomed 299,520 doses of Pfizer jabs at Ninoy Aquino International Airport Terminal 3 with United States Embassy Manila Chargé d'Affaires Heather Variava.



The jabs were donated by the US government through COVAX and was the final vaccine delivery under the Duterte administration. Galvez thanked the US government as well as other partner nations for helping the Philippines ensure a steady supply of Covid-19 vaccines.

The Philippines received a total of 245,382,600 doses under Duterte's watch, with 35.6 million doses donated by the US government out of the 74.2 million from COVAX. "We believe that all of the milestones we have achieved under our national vaccination program are the result of the convergence of efforts of all stakeholders - line agencies, local government units, the private sector, and the international community. Through this strong partnership, we have made the seemingly impossible, possible," Galvez said. Galvez hopes the Marcos administration will build on the US-Philippine partnership, especially in terms of the Covid-19 pandemic response.

YOUNGOV'S TRAVEL & TOURISM REPORT: YOUTH OF TODAY, TRAVEL OF TOMORROW

As the world reopens after two years of forced stillness, the appetite for travel is rising globally.



Travel marketers are now called to maximize their conversions and make up for lost time during the pandemic, focusing on adult travelers who are looking to purchase trips and accommodation in the next few months. However, a great opportunity lies ahead, with May data showing that since October 2020 propensity to travel in the next 12 months is at its highest among the younger generation of 18-24 years old.

This cohort is made of young people who will make the big transition between student life and financial independence in the next few years. Gen Zs are projected to account for 34% of the US workforce by 2030*, (40% of the consumer market in the US) and they are the first digital natives, where physical and digital life have always coexisted. This generation will form its attitudes towards travel in the next few years, and it is incredibly important for marketers to get to know, and monitor their travel preferences as they work on their planning; the positive associations their brands will be able to create today, will result in building engagement, trust and purchase in years to come.

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



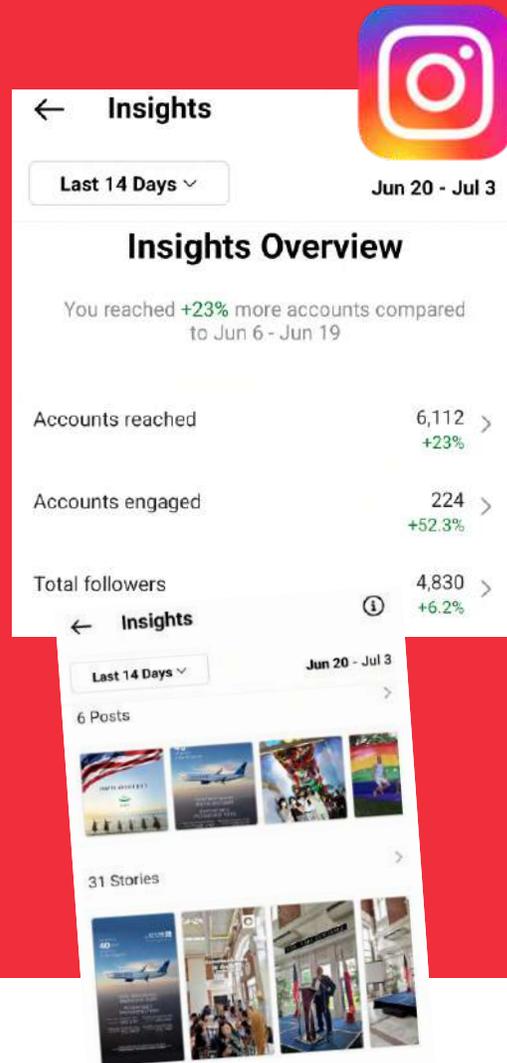
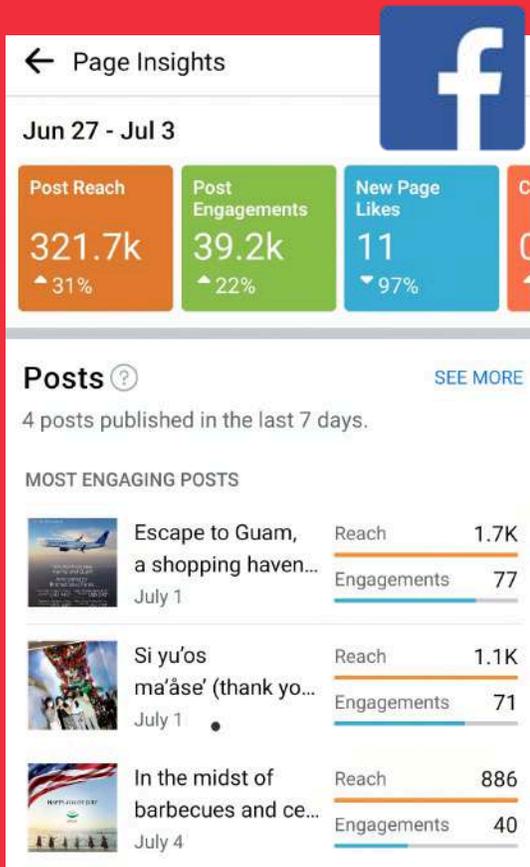
PAL FLIGHTS FOR JUNE AND BEYOND
Advisory No. 259
as of 01 JUNE 2022 10:00 AM
Manila-Guam-Manila
• Daily



Manila-Guam-Manila
• Daily

PHILIPPINES MARKETING ACTIVITIES

MARKETING ACTIVITY: SOCIAL MEDIA



- Foot traffic for the three-day event is estimated at 39,000

GVB PARTICIPATED IN THE
29TH PTAA TRAVELTOUR EXPO
MANILA, PHILIPPINES - June 24-26, 2022