



**#InstaGuam**  
@valleyofthelatteguam

Celebrate Chamorro Month

*Biba Mes Chamorro*



GUAM

**binádu** - pronunciation bee-nah-doo - deer

# INDUSTRY REPORT

MARCH 17, 2023



# CONTENTS

3 DESTINATION UPDATE

9 TRAVEL PROTOCOLS

12 MARKET UPDATES

16 JAPAN

32 SOUTH KOREA

47 TAIWAN

57 PHILIPPINES

# DESTINATION UPDATES



# FREE TESTING AND VACCINATION

Covid-19 testing is no longer at the Agana Shopping Center (ended March 10). For COVID-19 testing, residents may order free COVID-19 rapid test kits through USPS or through their health insurance. COVID-19 testing is also available through private clinics or the DPHSS Community Health Centers in Dededo or Inalåhan. Please call these clinics to schedule and to inquire on fees.



<b>FREE COVID-19 COMMUNITY TESTING</b> Fill out a <a href="https://dphss.guam.gov/covid-19-testing">COVID-19 Testing Patient Assessment Form</a> ahead of time: <a href="https://dphss.guam.gov/covid-19-testing">dphss.guam.gov/covid-19-testing</a> . Drive-through sites may close during lightning and inclement weather.	
<b>Monday - Friday</b> 9 a.m. by appointment	<b>DPHSS Northern Region Community Health Center (NRCHC), Dededo</b> By appointment only for individuals with COVID-like symptoms. Four adults per vehicle. Call 671-635-7525/6 to schedule an appointment. Bring a photo ID.
<b>Tuesday &amp; Thursday</b> 9 a.m. - 12 p.m.	<b>DPHSS Southern Region Community Health Center (SRCHC), Inalåhan</b> By appointment only for individuals with COVID-like symptoms. Four adults per vehicle. Travel-related testing not offered. Call 671-828-7604/5/7518. Bring a photo ID.

<b>FREE COVID-19 VACCINATION CLINICS</b> MONOVALENT & BIVALENT BOOSTERS AVAILABLE - Pfizer-BioNTech, Moderna, Johnson & Johnson, Novavax*	
<b>Monday - Thursday:</b> 9 a.m. - 11:30 a.m. By Appointment  4 p.m. - 6 p.m. Walk-in  <b>Saturday</b> <b>CLOSED on Sat., 3/18</b> 9 a.m. - 11:30 a.m. By Appointment  2 p.m. - 5 p.m. Walk-in	<b>DPHSS Northern Region Community Health Center (NRCHC), Dededo</b> Until May 31, or until supplies last, NRCHC is offering a special COVID-19 vaccination schedule on a walk-in basis, in addition to taking appointments. To schedule an appointment for COVID-19 vaccination at NRCHC, call 671-635-7525 or 671-635-7400. Curbside vaccination available for people with disabilities. Last vaccination will be administered 30 minutes before closing. Bring a photo ID.  *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Center in Dededo.
<b>Monday - Friday</b> BY APPOINTMENT ONLY	<b>DPHSS Southern Region Community Health Center (SRCHC), Inalåhan</b> Call 671-828-7604/5/7518 to schedule an appointment. Bring a photo ID.  *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Center in Dededo.
<b>Monday – Friday</b> 10 a.m. - 4 p.m.	<b>The Agana Shopping Center, 2nd Floor, Route 4, Hagåtña</b> Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.
<b>Friday, March 17</b> 10 a.m. - 2 p.m. or until supplies last	<b>Ordot-Chalan Pago Community Center, Ordot</b> Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.
<b>Friday, April 7</b> 10 a.m. - 2 p.m. or until supplies last	<b>Dededo Community Center, Dededo</b> Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.



## JCB OFFERS RED GUAHAN SHUTTLE FREE RIDE CAMPAIGN UNTIL MAY 22, 2023

From January 23 to May 22, 2023, JCB provides a free ride on the Tumon Shuttle route of the Red Guahan Shuttle that connects Guam's major shopping centers, Micronesia Mall and the Guam Premier Outlets, via the hotel district.

JCB cardmembers simply present JCB cards to driver when they board bus to get free ride. This campaign is eligible for up to two passengers, the cardmember and one accompanying passenger.

# GVB KO'KO' RETURNS!



GUAM VISITORS BUREAU

GET READY FOR THE RETURN OF  
**KO'KO' WEEKEND!**

📍 Governor Joseph Flores Memorial Park (Ypao Beach) Tumon



**GUAM KO'KO' KIDS FUN RUN**

SATURDAY, APRIL 15, 2023

**\$10 TO REGISTER!**

AGES 4 TO 6	.6K
AGES 7 TO 9	1.6K
AGES 10 TO 12	3.3K

**FREE** KO'KO' KIDS SHIRT AND MORE!



**GUAM KO'KO' ROAD RACE**

SUNDAY, APRIL 16, 2023

10K WALK/RUN REGISTRATION FEES

UNTIL 3/15/23	<b>\$25</b>
UNTIL 4/15/23	\$35

**FREE** T-SHIRT, FINISHER'S MEDAL, GIVEAWAYS AND MORE!

**Register online at [visitguam.com/koko](https://visitguam.com/koko)**

## KO'KO' WEEKEND RETURNS

The Guam Visitors Bureau (GVB) is pleased to announce that registration is open online for the Guam Ko'ko' Road Race and the Guam Ko'ko' Kids Fun Run. Both races have been GVB signature events for more than 10 years and will be held at Governor Joseph Flores Memorial Park (Ypao Beach).

“We’re proud to bring the Guam Ko'ko' Road Race back after a long hiatus. Our beloved GVB signature event creates great awareness and love for our endemic Ko'ko' bird while giving runners near and far a reason to come together to improve their health and wellness,” said GVB President & CEO Carl T.C. Gutierrez. “Paired with the Guam Ko'ko' Kids Fun Run, we have something for the entire family that highlights our unique destination. We encourage everyone to register and train well for Ko'ko' weekend!”

The 13th annual Guam Ko'ko' Road Race is scheduled for April 16, 2023, with the start and finish restored to the event's home in Tumon. This year, the race will offer a 10K out-and-back run/walk course. Event participants will enjoy a new course route that will start in front of the GVB Office and proceed toward Chalan San Antonio, continuing down to Marine Corps Drive with a turnaround point in East Agana and then returning back to Governor Joseph Flores Memorial Park (Ypao Beach). Runners can also anticipate water stops, cheering groups and entertainment along the course route. All participants will receive a finisher's t-shirt and medal.

# MALESSO' GUPOT CHAMORU FESTIVAL

## MALESSO' GUPOT CHAMORU/CRAB FESTIVAL

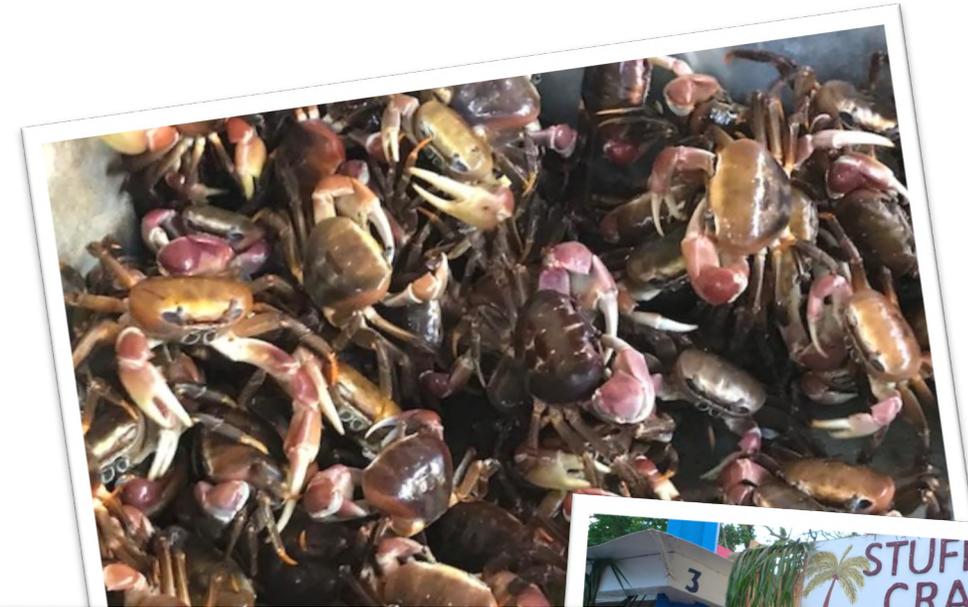
**April 28, 2023 - April 30, 2023**

**@ Malessos' Veterans Sons & Daughters Pier Park**

This event is a Chamorro celebration of southern hospitality featuring great food and barbecue, live music and dancing, Guam gifts and handcrafted items, friendly contests and carnival games for children.

The real stars of the Malessos' Crab Festival are the local land crabs. Crab culinary competitions, as well as contests for talaya (fishing net) throwing, coconut husking and even jet ski racing, take place throughout the weekend.

For more info, please contact the Malessos' Mayor's Office at (671) 828-8312/-2941 or [mayorernestc@yahoo.com](mailto:mayorernestc@yahoo.com).





chamorrita, palao'an – girl, woman, female

**#InstaGuam**  
@gachan007

# MARKET INTELLIGENCE REPORT

As March 15, 2023 and may be subject to change.



# TRAVEL PROTOCOLS

## JAPAN

Traveler entering Japan from Guam will be exempted from submitting negative certificate if they have received three times or more vaccinations.

### REQUIREMENTS

- If you have been vaccinated three (3) times of Covid-19 vaccine, you will be exempted from submitting a negative certificate when returning to Japan.
- If NOT, negative result of COVID-19 test conducted within 72 hours prior to departure (RT-PCR, LAMP, TMA, TRC, Smart Amp, NEAR, Next Generation Sequence, CLEIA/ECLIA).
- Submit a written pledge that you will follow the Japanese authorities requirements and fill out questionnaires.
- Install mobile application (MySOS, Google Maps, COCOA; travel insurance for COVID-19 related issues recommended).

Information Source:

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

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

### ENTRY PROTOCOL EFFECTIVE FROM OCTOBER 11, 2022

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

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

## SOUTH KOREA

All travelers entering South Korea are no longer subject to quarantine, regardless of vaccination status (as of June 8, 2022).

### REQUIREMENTS

- All travelers entering South Korea must register their travel information on KDCA's Q-Code website: [cov19ent.kdca.go.kr/cpassportal](https://cov19ent.kdca.go.kr/cpassportal).
- Foreigners must apply for Korea Electronic Travel Authorization (K-ETA) if they do not already have it. K-ETA is valid for 2 years from the date of approval, or when the passport used to apply expires, whichever comes first.
- COVID-19 testing is no longer required before departure (as of September 3, 2022) and no longer required upon arrival (as of October 1, 2022).

# TRAVEL PROTOCOLS BY MARKET



## TAIWAN

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

- Effective March 20th, the 0+7 self-health management scheme is provided as guidance, and members of the public are free to decide whether to follow it. No relevant penalties will be imposed.
- In addition, Taiwan will also discontinue the Contact Tracing Self-reporting System for Confirmed Cases, remote consultations for home care, self-initiated prevention measures for household members of confirmed cases and arrivals, and updating of COVID-19 diagnosis and test data on the Digital COVID-19 Certificate system (DVC) and My Health Bank and will adjust video consultation protocols in response to COVID-19.

## 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

- Number of infected persons is steadily decreasing; number of infections per 100k was 51 for Japan and 38 in Tokyo
- Wearing of masks in public places is now left to the discretion of individuals
- Total outbound seat capacity is 24,350; flight operation detailed in appendix
- United Airlines March seat capacity is 17,098; Jeju Air seat capacity is 7,252 
- United Airlines and Japan Airlines summer 2023 flight schedules shown in appendix; total of 56 weekly flights for United
- Shown in appendix are: news pickup; SNS performance summary; content calendar; SNS highlights; YouTube SNS Always On and TikTok Ads report; Weekly Guam and GLAM digital PR articles; and media performance

## SOUTH KOREA

- South Korea's new Covid cases remained over 4k, showing a decrease
- Considering number of confirmed cases is stable, health authorities expect the downward trend to continue
- Britain oks Korean Air-Asiana airlines merger
- March through May airline outbound seat capacity details shown in appendix: March 51,703; April 50,538; May 53,785 
- Shown in appendix are: Guam Newsletter monitoring; press release monitoring; SNS weekly activity; and content calendar

## PHILIPPINES

- Filipinos eager to travel as options go digital, booking app Klook says
- GVB: USINDOPACOM strategy warrants visa waiver for Filipinos
- DOH: Covid-19 vaccines to expire from March-Oct
- Philippine Airlines and United Airlines continue to fly daily in March 2023 
- Shown in appendix: marketing activities

## TAIWAN

- Taiwan to end mandatory Covid quarantine on March 20
- Taiwan to loosen Covid-19 protocols for migrant worker entry
- Mask-wearing persists despite lifting of Taiwan's on-campus mandate
- On-campus mask mandate to be relaxed across Taiwan from Monday
- Shown in appendix are: competitor monitoring; restrictions for entering Taiwan, CECC updates, NR monitoring, social media calendar; current airline routes for other destinations and airline updates; GTO marketing activities

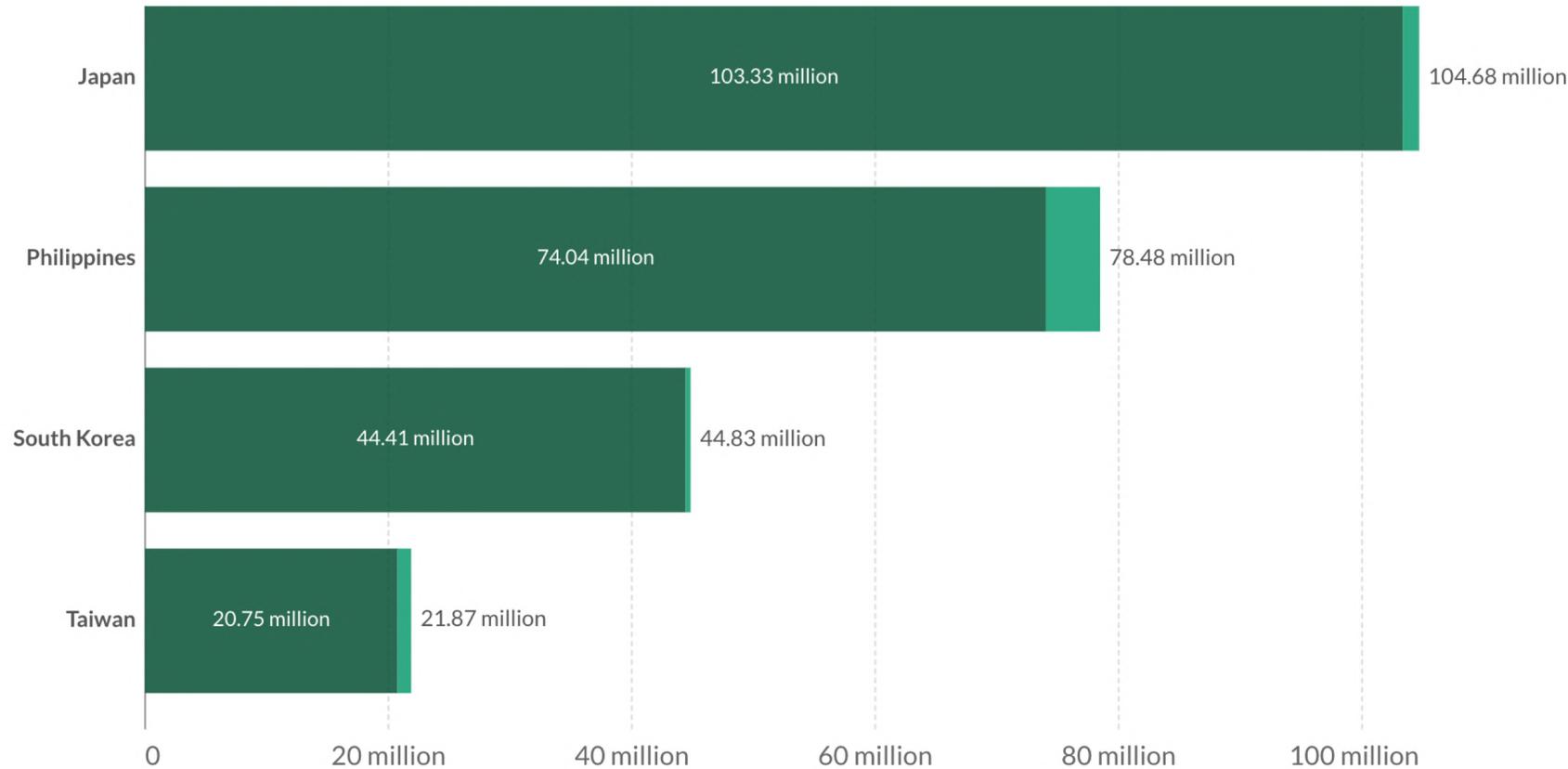
DETAILS ARE FOUND IN THE APPENDIX

# MARKETS AT-A-GLANCE

## Number of people vaccinated against COVID-19, Mar 13, 2023

Our World  
in Data

■ People with a complete initial protocol ■ People only partly vaccinated



Source: Official data collated by Our World in Data

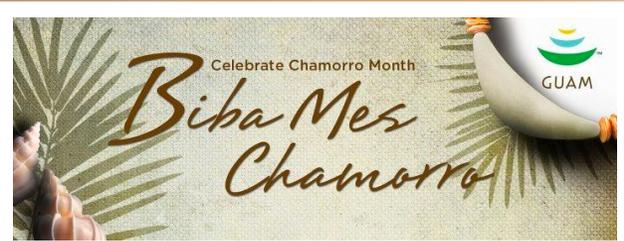
Note: Alternative definitions of a full vaccination, e.g. having been infected with SARS-CoV-2 and having 1 dose of a 2-dose protocol, are ignored to maximize comparability between countries.

CC BY

**GUAM**  
141,174  
Fully Vaccinated

Guam COVID-19 Vaccination  
Update - As of Mar 10, 2023

141,174 eligible residents (6 months and older) are fully vaccinated. This total includes 14,408 residents 12 - 17 years old. 9,449 residents 5 - 11 years old received their first dose of a two dose series. 7,793 residents 5 - 11 years old have completed their two-dose series. 408 residents 6 months - 5 years old have received their first dose of a two dose series. 82,981 eligible residents have received their first booster shots. 15,125 eligible residents have received their second booster shots.



uhang - pronunciation oo-hang - shrimp

**#InstaGuam**  
@beachinshrimp



# APPENDIX

As of March 15, 2023 and may be subject to change.



# JAPAN



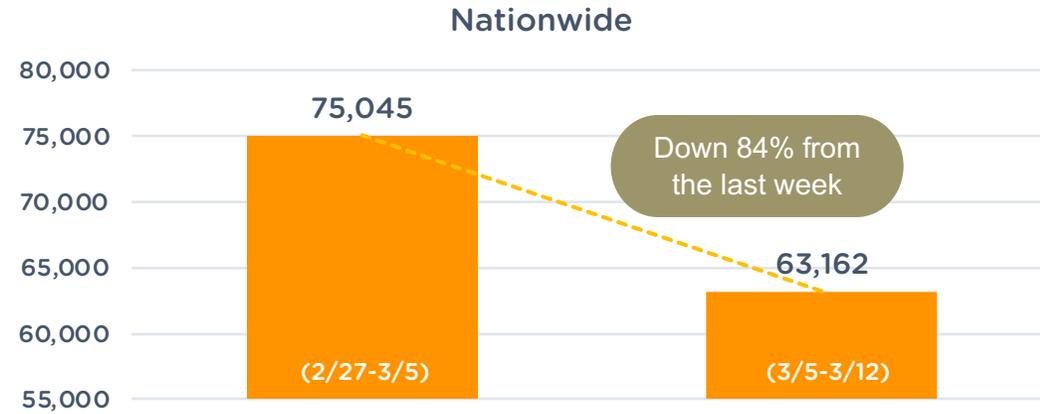
# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The number of infected persons has been steadily decreasing, with a total of 63,162 persons infected during the week.
- The number of infections per 100,000 population was 51 for Japan as a whole and 38 in Tokyo



Commuters make their way on the first day of the government's relaxation of official guidance on masks.



Area / New cases	Feb-Mar 27-5	Mar 6-12	Changes (#) vs LW	Changes (%) vs LW
Tokyo	5,767	5,233	-534	9%
Osaka	4,585	3,887	-698	85%
Aichi	4,323	3,432	-891	79%
Fukuoka	3,052	2,555	-497	84%
Nationwide	75,045	63,162	-11,883	84%

Created based upon data from NHK (Japan Broadcasting Corporation)

The number of infected people per 100,000 population:

**NATIONWIDE**  
51

**TOKYO**  
38

Total for last 7 days

## COVID-19

**CASES:**  
33.34M

**ACTIVE:**  
34.7%

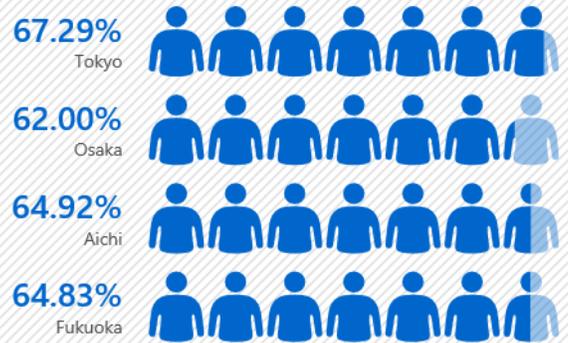
AS OF MAR 15, 2023

# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The progress rate for tertiary immunizations is 68.4%, with no significant progress being made.
- The government announced that from March 13, the wearing of masks in public places will be left to the discretion of individuals.

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



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

## VACCINATION UPDATE

(3/10)

Total number of  
vaccination:  
**382,483,981**

1st & 2<sup>nd</sup> doses  
administered:  
**104,678,208**  
**(81.3%)**  
**103,332,649**  
**(80.3%)**

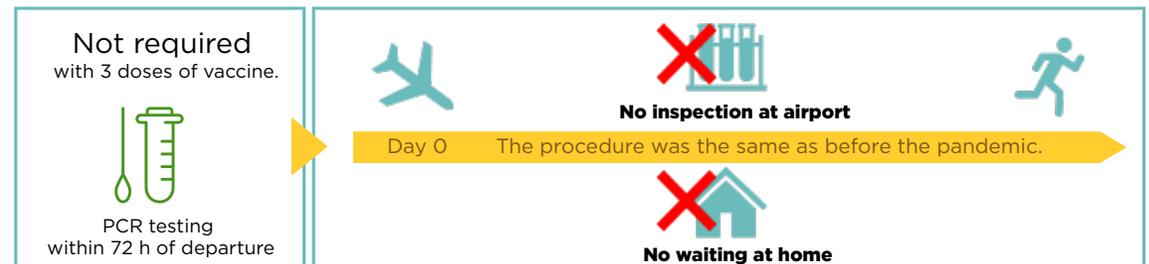
Nationwide 3<sup>rd</sup> shot:  
**86,183,338**  
**(68.4%)**

Nationwide 4<sup>th</sup> shot :  
**58,113,294**

## ENTRY PROTOCOLS

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

## QUARANTINE AFTER RETURNING TO JAPAN (EFFECTIVE FROM JUNE 1 FOR THOSE RETURNING TO JAPAN)



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

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA827	NRT	11:15 / 16:05	Daily	5,146
	Available	UA 197	NRT	17:30 / 22:20	Daily	5,146
	Suspended until March 25, 2023	UA874	NRT	21:05 / 145 +1	Mon, Wed, Fri, Sat	664
	Suspended until April 8, 2023	UA865	NRT	17:25 / 22:15	Daily	-
	Available	UA 136	NGO	11:20 / 15:55	Mon, Fri	1,494
	Suspended until March 25, 2023	UA 172	NGO	20:50 / 125 +1	Daily	1,162
	Available	UA 150	KIX	11:05 / 15:45	Wed, Sun	1,494
	Suspended until March 25, 2023	UA 178	KIX	20:50 / 120 +1	Tue, Thu, Sat	498
	Available	UA 166	FUK	11:50 / 16:50	Thu, Sun	1,494
February TTL						17,098
AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Suspended until March 31, 2023	JL941	NRT	9:30 / 14:15	Temporary	1393
	Suspended until May 31, 2023	TW311	KIX	10:45 / 15:10	Daily	-
	Available	7C182	NRT	10:05 / 15:00	Daily	5,859
	Suspended until May 31, 2023	7C3174	KIX	10:10 / 14:50	Daily	-
	Suspended until May 31, 2023	7C3184	KIX	10:10 / 14:50	Tue	-
February TTL						7,252



March 1-31  
TOTAL OUTBOUND  
SEAT CAPACITY: 24,350

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION

UNITED AIRLINES SUMMER 2023 FLIGHT SCHEDULE ( FROM MARCH 26, 2023 )

Route	Flight No.	Change in operation	After March 26
Narita - Guam (Morning Flight)	UA 827/ UA 828	As currently operated	Daily
Narita - Guam (Evening Flight)	UA 197/ UA 196	As currently operated	Daily
Narita - Guam (Evening Flight)	UA 865/ UA 864	Increase flights	Daily
Narita - Guam (Evening Flight)	UA 874/ UA 873	As currently operated	4 flights per week (Mon, Wed, Fri, Sat)
Centrair - Guam (Morning Flight)	UA 136/ UA 137	Increase flights	Daily
Centrair - Guam (Night)	UA 172/ UA 171	Resume	Daily
Kansai - Guam (Morning)	UA 150/ UA 151	Increase flights	Daily
Kansai - Guam (Night)	UA 177/ UA 178	Resume	3 flights/ week (Tuesday, Thursday, Saturday)
Fukuoka - Guam	UA 166/ UA 165	increase in the number of flight	Daily



56 WEEKLY FLIGHTS

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION

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
TTL			<b>9,154</b>



## NEWS PICKUP

March 12, 2023



The wearing of masks as a measure against the new coronavirus will be left to the discretion of individuals, both indoors and outdoors, from January 13. In light of this, retailers, transportation companies, entertainment facility operators, and other companies will not require customers to wear masks from that day onward.

However, out of concern for customers who may be infected, many companies will continue to require their employees to wear masks.

Major department stores will stop asking customers to wear masks on January 13, and will change the content of their notices asking customers to wear masks.

Major railroad companies, including JR East, will stop making announcements on trains and in stations urging customers to wear masks.

# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- Increased followers on all social networking sites. Good reach and engagement on Instagram this week.
- Visitguam.jp UUs and PV also continued to grow, thanks to the recovery in travel demand.

#HereWeGuam 

SNS	follower		Week Reach		Week Engagement	
	01 Mar,2023	11 Mar,2023	01 Mar,2023	11 Mar,2023	01 Mar,2023	11 Mar,2023
	24,859	25,018	11,185	11,561	932	937
	0.64%		3.36%		0.54%	
	23,679	23,698	4,692	3,322	449	294
	0.08%		-29.20%		-34.52%	
	15,605	15,642	86,087	26,930	2,696	1,893
	0.24%		-68.72%		-29.78%	
	55,020	56,427	977,043	305,000	22,085	13,496
	2.56%		-68.78%		-38.89%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	10,410	10,591	23,495	24,644	0:02:04	0:02:05
	1.74%		4.89%		0.81%	

# JAPAN MARKETING ACTIVITIES

2023 March							
Week1			1	2	3	4	5
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam						
Event							
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 2	6	7	8	9	10	11	12
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event			TVPR shooting (Love it)				
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 3	13	14	15	16	17	18	19
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event					SIT FAM		
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 4	20	21	22	23	24	25	26
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event						Okayama Event	
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week5	27	28	29	30	31		
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event							
Other		Tell Us About Guam					

SNS CONTENT CALENDAR

#HereWeGuam 

# JAPAN MARKETING ACTIVITIES



グアムへ行く！  
初めての  
グアム旅行  
オススメスポット  
保存版  
ストーリー・ハイライトを  
チェックしてね

480 Like

WeeklyGUAM

310 Like

グアム政府観光局 (公式) @visitguam\_jp · 3月10日  
今日は山口大学の学生さんがグアム政府観光局に来てくれました！  
最近では日本からのお客さんも多く見かけるようになったグアムです！

93 Like

グアム政府観光局 (公式) @visitguam\_jp · 3月8日  
目前に広がるオーシャンビュー  
こんなホテルに泊まりたい

498 Like

渡航目的は？  
What's the purpose of your visit?

229 Like

426 Like

WeeklyGUAM  
2023  
Guam  
EVENTS  
グアムの春は楽しいイベント  
が盛りだくさん！

228 Like

グアム政府観光局 (公式) @visitguam\_jp · 3月3日  
コロナ以降2回目のクルーズシップがグアムにきました！

128 Like

2023  
Guam  
EVENTS

78 Like

Visit Guam グアム政府観光局 (JP)  
WeeklyGUAM更新  
島最北部のジーゴ村でフェスタ！  
https://www.visitguam.jp/weeklypost/yigofest/  
グアム島最北部の村、ジーゴで「ジーゴ・フェスト (YIGO FEST)」というイベントが開催されました... もっと見る

46 Like

378 Like

WHERE  
IS HERE?  
ここはどこでしょう？

199 Like

グアム政府観光局 (公式) @visitguam\_jp · 3月6日  
グアムチーム  
チームキバハとチームカダオ  
グアムにあるチーム像はこれだけなのかな？  
あ！博物館前のはチーム像からしれない

79 Like

## SNS POST-HIGHLIGHTS

# JAPAN MARKETING ACTIVITIES

## YOUTUBE ADS (SNS ALWAYS ON)

#HEREWEGUAM 1-10 MAR 2023

### ■ Youtube

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
Here We Guam	598,377	348	0.06%	¥865.5	¥503.35	147,809	528,525	1.13

### WEEKLY SUMMARY

- CTR was 0.06%, CPC was ¥865, CPM was ¥503.37
- Compared to February, CTR was up about 0.02, CPC was down about ¥207, CPM was up about ¥30, and VTR was up about 0.3 points.
- Overall, Affinity TG had a higher CTR of 0.06% in March, with a CPC of ¥776.4, VTR of 26.22%, and CVTR of 24.63%, better results than Area x Age TG.

### ABOUT CREATIVE

- Gourmet & Shopping, which had been strong from the end of the year through February, was replaced by Beach & Resort and the 15-second Active version, with CTRs of 0.06% and a strong increase in distribution volume.
- VTR and CVTR remained high for Gourmet & Shopping at 57.39% and 52.42% respectively, Beach & Resort at 35.06% and 31.61%, and low for 15sec Active version at 11.32% and 11.45%.



# JAPAN MARKETING ACTIVITIES

## TIKTOK ADS

#HEREWEGUAM 1-23 FEB 2023



	impression	Reach	Reach	CPM	click	CTR	CPC	COST	FOLLOW	CPF
TOTAL	254,794	198,793	235,853	¥1,012	0	0.00%	#DIV/0!	¥257,858	1,302件	¥198

### WEEKLY SUMMARY

- The number of followers has also increased steadily to over 56,000 followers.
- In March, the CPF was 198 yen due to the renewal of creative, and we were able to acquire followers at a low unit price.
- TikTok continues to be distributed with all-targeting.

### ABOUT CREATIVE

- Available in 4 TOTAL bottles. While the response to the gourmet food creatives was not so good, other beach activities and creatives with sunset backgrounds were strong.

Creative	Impression	Reach	Video Views	CPM	click	CTR	CPC	COST	FOLLOW	CPF
	79,600	53,441	75,788	¥844				¥67,221	412件	¥163
	18,240	11,212	17,140	¥687				¥12,538	73件	¥172
	63,994	30,701	59,255	¥1,065				¥68,133	188件	¥362
	92,960	59,173	87,941	¥1,183				¥109,993	629件	¥175



# JAPAN MARKETING ACTIVITIES



## WEEKLY GUAM CHAMORU MONTH EVENT INFORMATION

March in Guam is CHamoru Month. About 500 years ago, on March 6, 1521, Magellan, on his round-the-world voyage, landed on Guam, which triggered the influx of Western culture into the ancient culture that had continued for thousands of years. This led to the influx of Western culture into an ancient culture that had existed for thousands of years, creating Guam as it is today. The Guam government has designated the month of March, which marked a major turning point in Guam's history, as Chamorro Month, and various events related to CHamoru culture and Guam are held in various locations. There are many events that tourists can easily participate in, so please join us.

Let's start with the events at The Tsubaki Tower. Twice a week, The Tsubaki Tower hosts a Chamorro dance show on its outdoor stage. There are also events such as music lessons and palm leaf weaving for guests. A pop-up fair featuring Guam brand items will also be held. In addition, a variety of CHamoru and tropical dishes will be served at dinner time in the main dining room, Casa Ocean. We hope you will enjoy the Chamorro Month at The Camellia Tower.

**Sunset Cultural Music & Dance Performance**  
 Date & Time: Every Tuesday from 5:30PM and every Saturday from 6:00PM  
 Place: Garden Pavilion, Outdoor Stage  
 Open to all

**Cultural Activities**  
 Dates, times and contents: Every Monday and Thursday at 4:30PM  
 Every Monday and Thursday from 4:30PM - Music Lesson  
 Every Sunday and Friday from 3:00PM - Cultural experience such as palm leaf weaving  
 Only guests can participate.

**Pop-up Fair**  
 Date & Time: March 12 (Sun) & 26 (Sun) 3:00PM-5:00PM  
 Place: Tasi Terrace  
 Anyone can participate in the event.

URL: <https://www.facebook.com/thetsubakitower/>

March in Guam is a great month for tourists to spend a unique time that they would not normally have the chance to experience or see. We hope you will experience Guam's proud traditional Chamorro culture and create wonderful memories.

## GLAM DIGITAL PR

### MICRONESIA MALL IN GUAM IS A MUST VISIT FOR TOURISTS! RECOMMENDED SPECIALTY STORES AND HOW TO GET THERE

Guam is a famous overseas travel destination not only for its beaches but also for its shopping, as no tariffs are imposed on imported goods and no sales tax is charged.

Because shopping is so popular, Guam has numerous shopping spots, the largest of which is the Micronesia Mall.

Micronesia Mall is a must-visit place, but you may not know what kind of stores are inside, how to get there, and so on.

In this article, the author, who has actually been to Micronesia Mall, introduces recommended specialty stores and how to get there from Tumon!

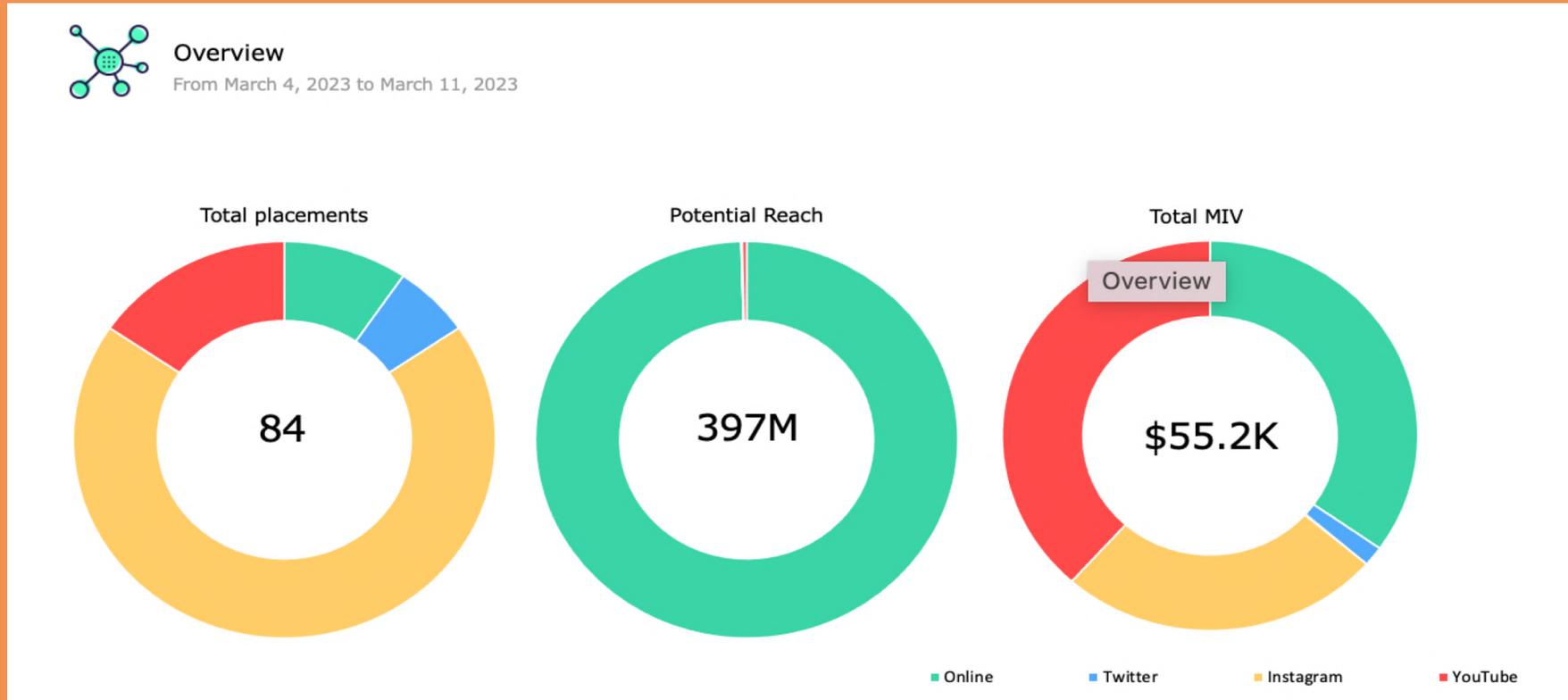
If you are wondering whether or not to go to Micronesia Mall, or if you are curious about what kind of building it is, please refer to this article.

\*Information as of February 6, 2023. Please check the website as well, as the stores, etc. may have changed by the time you visit.



## MEDIA PERFORMANCE

- Compared to last week, potential reach increased by about 150M.
- There was a lot of exposure on YouTube this week, which also increased MIV.



# SOUTH KOREA



# KOREA COVID-19 NEWS

## COVID-19 STATUS: FEB 7, 2023 – MAR 13, 2023



### HIGHLIGHT

South Korea's new COVID-19 cases remained over 4,000 showing a decrease in 6 consecutive days while the government announced to determine the lift of mask mandate in public transportations within this week.



## COVID-19 VACCINATION STATUS: FEB 26, 2021 – MAR 13, 2023

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

**44,829,096**  
87.6% of total population  
97.5% of 18 and older  
97.0% of 60 and older

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

**44,413,247**  
86.8% of total population  
96.8% of 18 and older  
96.7% of 60 and older

### RECEIVED WINTER SEASON BOOSTER

**6,528,319**  
13.9% of total population  
14.7% of 18 and older  
32.8% of 60 and older

### COVID-19

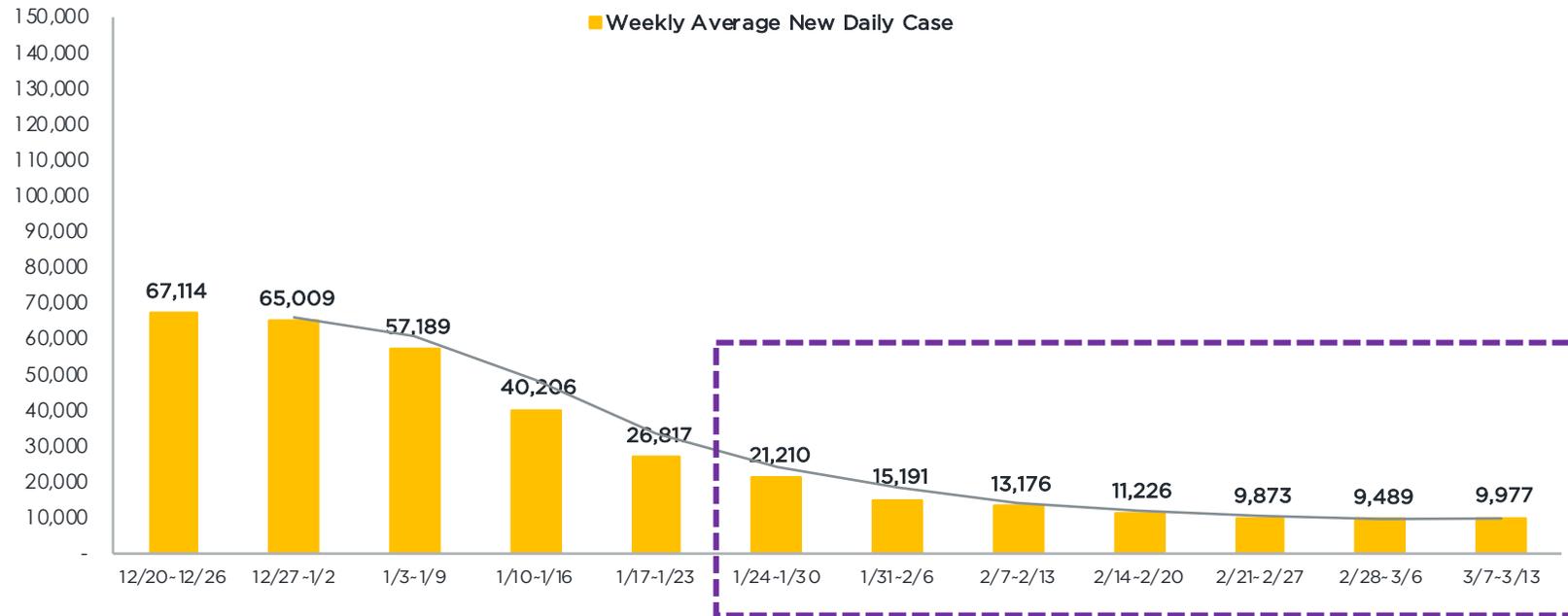
**CASES:  
30.67M**

**ACTIVE:  
0.56%**

AS OF MAR 15, 2023



## COVID-19 STATUS: COMPARISON WEEK BY WEEK



Source: Central Disaster and Safety Countermeasures Headquarters

### DAILY CASE

The number of COVID-19 daily infections are continuing its downward trend since the end of February.

### WEEKLY CASE

The weekly COVID-19 cases are remaining at a stabilized trend fostering a fully lift of mask mandate.

### MONTHLY CASE

South Korea's COVID-19 cases are continuing to show a clear decline.

### PROJECTION

Considering that the number of confirmed cases is stable despite since the removal of mask and the opening of school, health authorities expect the downward trend to continue for a while.

## TRAVEL TRADE UPDATE

### BRITAIN OKS KOREAN AIR-ASIANA AIRLINES MERGER.

Britain's antitrust regulator has approved the integration of Korean Air Asiana Airlines, saying that undertakings given by Korean Air are "appropriate" to remedy or mitigate a lessening of competition in the market.

Approved				Suspended
Date	Country	Date	Country	Country
February 2021	Turkey	February 2022	Singapore	
April 2021	Taiwan	February 2022	South Korea	Japan
May 2021	Thailand	September 2022	Australia	European Union <i>*Under in-depth investigation</i>
May 2021	Philippines	December 2022	China	
September 2021	Malaysia	March 2023	Britain	
November 2021	Vietnam			United States

# KOREA MARKET INTELLIGENCE

## MARCH AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

AIRLINES	FLIGHT NO.	DAYS	DEP TIME	ARR TIME	SEAT CAPACITY
Korean Air	KE421	DAILY	09:15	14:35	8,432
	KE423	DAILY	19:20	00:50+1	4,340
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	10,959
	LJ645	DAILY ( March 26 ~ )	08:35	14:10	1,134
<b>TOTAL</b>					<b>42,442</b>

### • B U S A N - G U A M

> Jin Air Seat Capacity Change ( Jan 26 - Mar 25 ) : 189 seats → 393 seats  
 > Jin Air Flight Schedule & Aircraft Change ( Mar 26 - Jun 30 ) : 1/D → 2/D & LJ643, LJ645 → LJ641, LJ645

AIRLINES	FLIGHT NO.	DAYS	DEP TIME	ARR TIME	SEAT CAPACITY
Jeju Air	7C3154	WED/THU/SAT/SU	21:35	02:35+1	3,402
Jin Air	LJ647	DAILY	08:30	13:30	5,859
<b>TOTAL</b>					<b>9,261</b>

TOTAL OUTBOUND SEAT CAPACITY: 51,703 SEATS

# KOREA MARKET INTELLIGENCE

## APRIL 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
	LJ645	DAILY	08:35	14:10	5,670
T'way Air	TW301	DAILY	08:30	14:00	5,670
<b>TOTAL</b>					<b>40,710</b>

### • B U S A N - G U A M

AIRLINES	FLIGHT NO.	DAYS	DEP TIME	ARR TIME	SEAT CAPACITY
Jeju Air	7C3154	WED/THU/SAT/SUN (April 21 <sup>st</sup> ~: Daily)	21:35	02:35+1	4,158
Jin Air	LJ647	DAILY	08:30	13:30	5,670
<b>TOTAL</b>					<b>9,828</b>

TOTAL OUTBOUND SEAT CAPACITY: 50,538 SEATS

# KOREA MARKET INTELLIGENCE

## MAY 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	5,670
	LJ645	DAILY	08:35	14:10	5,670
T'way Air	TW301	DAILY	08:30	14:00	5,859
<b>TOTAL</b>					<b>42,067</b>

### • B U S A N - G U A M

AIRLINES	FLIGHT NO.	DAYS	DEP TIME	ARR TIME	SEAT CAPACITY
Jeju Air	7C3154	DAILY	21:35	02:45+1	5,859
Jin Air	LJ647	DAILY	08:00	13:15	5,859
<b>TOTAL</b>					<b>11,718</b>

TOTAL OUTBOUND SEAT CAPACITY: 53,785 SEATS

# KOREA MARKETING ACTIVITIES

## GUAM NEWSLETTER

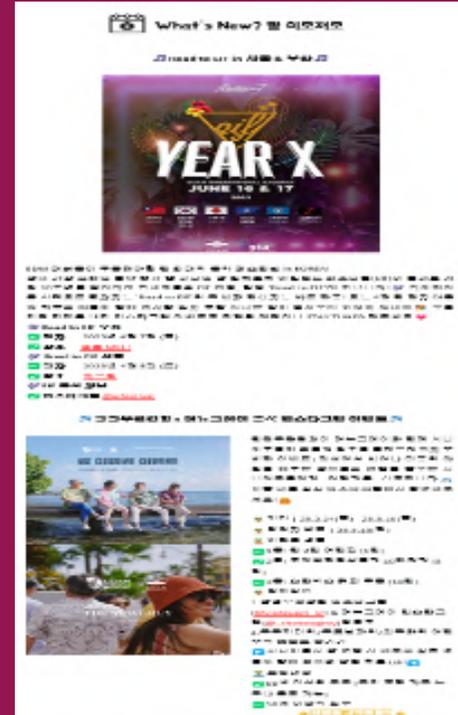
관광부관관람 뉴스레터 Vol. 4



< Agenda & Greeting >



< Guam Issues in March >



< What's new in Guam >



< Top SNS Contents of February >

## MEDIA MONITORING – GUAM NEWSLETTER VOL.4

# KOREA MARKETING ACTIVITIES



▶ Newsis



▶ Digital Times



▶ Gukje News



▶ Digital Chosun Ilbo



▶ Tour Korea



▶ Biz World



▶ Discovery News



▶ TTL News

*GVB cooperated with THENEWGREY influencers in order to develop new senior market in Guam*

## MEDIA MONITORING - PRESS RELEASE ON FEBRUARY 21

# KOREA MARKETING ACTIVITIES



Digital Times



Biz World



Discovery News



TTL News



The Joongang Daily



Jobpost



Tour Korea

Guam to host '2023 Guam History and Chamoru Heritage Day Festival'.

## MEDIA MONITORING - PRESS RELEASE ON FEBRUARY 27

# KOREA MARKETING ACTIVITIES



Newsis



Job Post



Gukje News



Digital Chosun Ilbo



Tour Korea



Biz World



Discovery News



TTL News

*GVB to expand education market by participating in 53rd International Education & Career Fair Korea 2023*

## MEDIA MONITORING - PRESS RELEASE ON MARCH 7

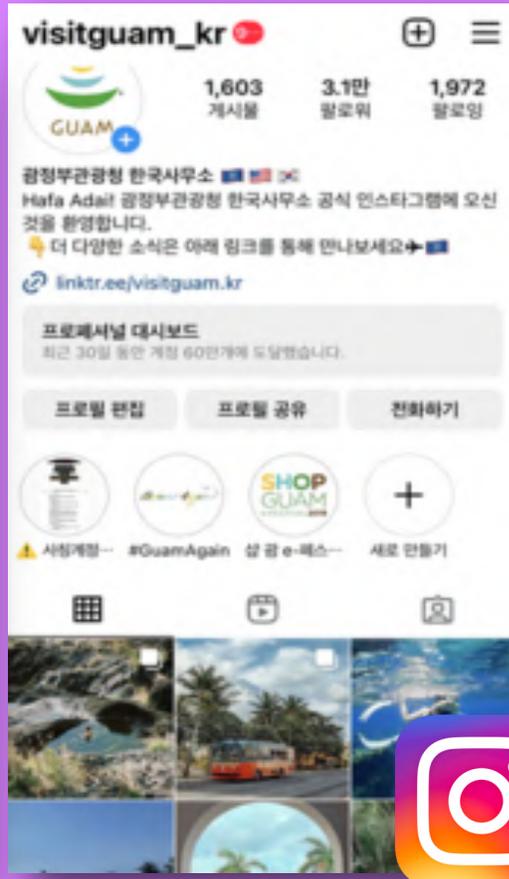
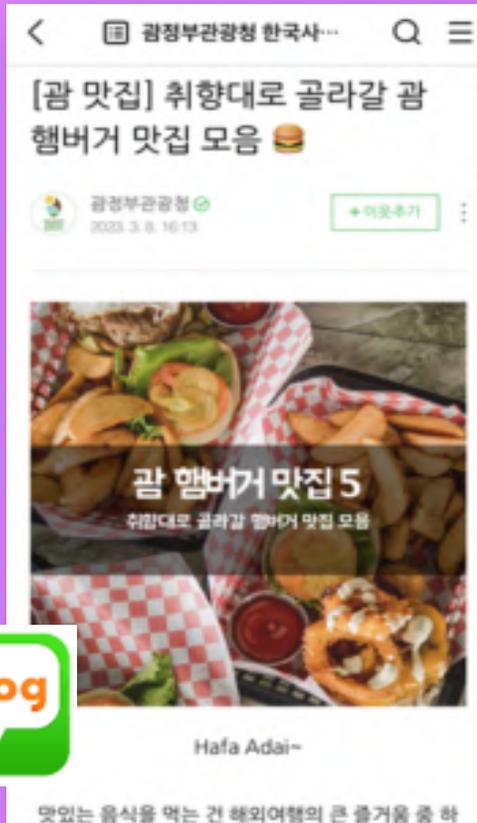


# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: FEBRUARY 27 – MARCH 3  
#GUAMAGAIN #COLOR OF GUAM: MARCH FESTIVAL IN GUAM

# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: MARCH 3 - MARCH 10  
#GUAMAGAIN #COLOR OF GUAM: HAMBURGER RESTAURANTS IN GUAM

# KOREA MARKETING ACTIVITIES

## GVB KOREA – March Content Calendar

- Information/Notice/Card News
- Guam's Scenery
- IG Reels
- Event

	Instagram Reels / Story	Naver Blog/Kakao	Instagram Feed / Facebook	EVENT
Week 1			<b>March 1</b> WEDNESDAY	<b>March 2</b> THURSDAY
			<b>Guam's Scenery</b> #ColorofGuam TheNewGrey in Guam	<b>IG Reels</b> #ColorofGuam TheNewGrey in Guam
Week 2	<b>March 5</b> SUNDAY	<b>March 6</b> MONDAY	<b>March 7</b> TUESDAY	<b>March 8</b> WEDNESDAY
		<b>Burger Restaurants</b> <b>Guam's Scenery</b> #ColorofGuam UGC	<b>Guam's Scenery</b> #ColorofGuam UGC	<b>Card News</b> #ColorofGuam Must to do Activities
Week 3	<b>March 12</b> SUNDAY	<b>March 13</b> MONDAY	<b>March 14</b> TUESDAY	<b>March 15</b> WEDNESDAY
		<b>Blog Event</b> <b>IG Event</b>	<b>Guam's Scenery</b> #ColorofGuam UGC	<b>Guam's Scenery</b> #ColorofGuam UGC
Week 4	<b>March 19</b> SUNDAY	<b>March 20</b> MONDAY	<b>March 21</b> TUESDAY	<b>March 22</b> WEDNESDAY
		<b>EIF &amp; RTEIF</b> <b>IG Event (RTEIF)</b>	<b>Guam's Scenery</b> #ColorofGuam UGC	<b>Guam's Scenery</b> #ColorofGuam UGC
Week 5	<b>March 26</b> SUNDAY	<b>March 27</b> MONDAY	<b>March 28</b> TUESDAY	<b>March 29</b> WEDNESDAY
		<b>Hotels Updates</b> <b>Guam's Scenery</b> #ColorofGuam	<b>Guam's Scenery</b> #ColorofGuam UGC	<b>Guam's Scenery</b> #ColorofGuam UGC
			<b>March 30</b> THURSDAY	<b>March 31</b> FRIDAY
			<b>Card News</b> #ColorofGuam Infinity Pools & Water Parks	<b>IG Reels</b> #ColorofGuam Weekly highlight

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

# TAIWAN



# TAIWAN COVID-19 NEWS

## TAIWAN TO END MANDATORY COVID QUARANTINE ON MARCH 20

People in Taiwan with mild COVID-19 infections will no longer have to quarantine, with effect from March 20, the Central Epidemic Command Center (CECC) said Thursday, rolling back a policy that has been in place for more than three years.

Mandatory quarantine for people with COVID-19 has been in effect in Taiwan since Jan. 15, 2020, when COVID was designated as a category 3 communicable disease.

At a press briefing on Thursday, the CECC said that as the COVID-19 situation in Taiwan has been easing, the reporting of mild or asymptomatic infections, as well as the current mandatory five-day quarantine for infected individuals, will be phased out from March 20.

When the new regulations take effect, people who obtain a positive rapid test will no longer have to confirm their results via a telemedicine appointment, and instead, they will simply be asked to monitor their health for a period of 10 days, CECC spokesman Lo Yi-chun said.



## TAIWAN TO LOOSEN COVID-19 PROTOCOLS FOR MIGRANT WORKER ENTRY

Taiwan will loosen its COVID-19 prevention protocols for the entry of migrant workers, the Ministry of Labor (MOL) said Wednesday, after rights groups rallied in Taipei last month to demand that the government overturn what they called discriminatory measures.

According to an MOL statement, starting from March 15, incoming migrant workers will still need to sleep in one-person bedrooms during their seven-day self-health disease prevention periods, but it will not be mandatory for the rooms to have toilets if the workers can clean and disinfect the bathroom and toilet shared with others after each use.

Current border regulations for migrant workers require them to sleep in a one-person bedroom with a toilet during the self-health disease prevention period, otherwise the worker needs to go to a hotel.



### COVID-19

CASES:  
10.20M

ACTIVE:  
2.08%

AS OF MAR 15, 2023



## MASK-WEARING PERSISTS DESPITE LIFTING OF TAIWAN'S ON-CAMPUS MANDATE



Habit, a sense of security and fear of illness were just some of the reasons given for continued mask-wearing on the first day since face coverings became optional at schools and universities across Taiwan.

Despite masks now only being mandatory on school buses and at on-campus health centers, most students seen in Taipei on Monday were still opting to wear them.

According to Pan Tzu-ling, principal of the Taipei Municipal Beizheng Junior High School, students are used to the habit, and only a few of them will take their masks off when exercising.

In order to prevent "mask bullying," Pan told CNA that teachers have already been informed ahead to educate their students about respecting personal choices and that no decision shall be forced upon them.

## ON-CAMPUS MASK MANDATE TO BE RELAXED ACROSS TAIWAN FROM MONDAY

The mask mandate imposed on campuses and educational institutions across Taiwan will be relaxed on Monday, enabling students to attend classes indoors without masks for the first time in over 800 days.

According to Central Epidemic Command Center (CECC) spokesperson Lo Yi-chun, the continued drop in Taiwan's COVID-19 cases, even after the 228 Memorial Day extended weekend, means that the relaxing of the mask mandate in schools will go ahead as planned on March 6.



Starting Monday, students will be allowed to decide whether or not to wear a face mask in classrooms, as the mandatory mask rules are eased in schools at all levels, kindergartens, preschools, afterschool institutions and cram schools.

However, students will still have to wear masks inside campus-health centers and when taking school buses and shuttle buses, according to the CECC.

# TAIWAN COVID-19 NEWS

Regulations on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals  National Immigration Agency Ministry of the Interior (Starting Feb. 7 2023 Taipei Time)				
Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement	
R.O.C. (Taiwan) Nationals	Departure from any international port	Yes	1. Travelers who test positive abroad are required to wait over 5 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures <sup>*note1</sup>	
Traveler Type	Credentials		Eligible to Enter Taiwan?	Requirement
Foreign Nationals	Holders of ARC	<ul style="list-style-type: none"> <li>ARC means R.O.C. (Taiwan) Resident Certificate</li> </ul> 1. Open to all purposes of entry 2. Migrant workers must also hold re-entry permits	Yes	1. Travelers who test positive abroad are required to wait over 5 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures <sup>*note1</sup>
	Non-ARC holders	1. Nationals of the visa-exempt entry scheme announced by Ministry of Foreign Affairs <sup>*note2</sup> 2. Travelers who hold R.O.C. (Taiwan) Visa <sup>*note2</sup>		
<b>Note:</b> <ol style="list-style-type: none"> <li>All travelers are required to undergo a 7-day self-initiated epidemic prevention. Travelers who have experienced any suspected COVID-19 symptoms in the 14 days before arrival should voluntarily report their symptoms to a Taiwan <a href="#">Centers for Disease Control</a> quarantine officer at the airport/port. Such travelers should cooperate in undergoing a saliva test. All travelers are required to follow other regulations and instructions announced by Taiwan Centers for Disease Control.</li> <li>For Visa-exempt entry scheme, Landing Visa, e-Visa, or general Visa application, please visit <a href="#">Bureau of Consular Affairs website</a> for details. For Travel Authorization Certificate for nationals from Southeast Asian countries (Conditional Visa-Free Entry) Application, please visit National Immigration Agency website.</li> <li>Migrant workers should follow instructions by <a href="#">Ministry of Labor</a>. Students should follow instructions by <a href="#">Ministry of Education</a>.</li> </ol>				

## RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

Effective March 20, mild COVID-19 cases exempt from reporting, isolation and follow "0+n policy of self-health management" instead; Taiwan to relax other relevant epidemic prevention measures

CECC reported that as the coronavirus situation at home and abroad continues to subside, it will adjust the case reporting definition for COVID-19, effective March 20, 2023.

The case reporting definition will be changed to: individuals with COVID-19 who meet the criteria for COVID-19 complications (moderate and severe illness) will be required to report their illness and undergo isolation for treatment. Individuals with COVID-19 who have mild or no symptoms do not need to report their positive tests or undergo isolation if they test positive for COVID-19. However, individuals with mild or no symptoms are advised to observe the "0+n self-health management scheme".

With steady easing of COVID-19 measures, Taiwan to adjust test time rule for arrivals during their 7-day period of self-initiated prevention from Feb. 7

CECC announced that it will adjust the rapid test time rule specified in the Self-initiated Prevention Directions starting on February 7. The CECC will remove the requirements that arrivals should take a rapid test on the day of arrival or the first day of their self-initiated prevention period and provide a negative test result taken within two days before going out.

Arrivals will only need to "take an at-home rapid test when they develop symptoms during their self-initiated prevention period."

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

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

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

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



## COMPETITORS

**JAPAN:** Japan to Make COVID-19 Test Fees Out-of-Pocket: The Japanese government is planning to make fees for COVID-19 testing and outpatient treatment out-of-pocket in principle after downgrading the classification of the coronavirus disease, it was learned Thursday. The government is expected to formally adopt the plan as early as March 10 after coordinating with local authorities. Currently, medical expenses for COVID-19, including testing fees and hospitalization costs, are fully covered by public funds under the infectious disease law. Under the law, the government is set to lower the classification of COVID-19 to the same level as seasonal influenza on May 8. (Mar 2)

**HAWAII:** Hawaii tourists might have to pay a 'green fee' for visiting the island's landmark spots: Hawaii is considering introducing a tourism "green fee" for people visiting key landmarks and locations to safeguard the state's natural beauties—and the proposal is getting strong local support. Last year, Hawaii Gov. Josh Green campaigned on creating a "climate impact fee" of about \$50 per tourist as they enter Hawaii. (Mar 9)

**HONG KONG:** Airline websites swamped as Hong Kong ticket giveaway takes off: People hoping to take advantage of a Hong Kong scheme to give away half a million free airline tickets faced hours-long online queues on Wednesday, as the Asian financial hub bids to woo tourists back. The city last month launched a campaign to reboot its reputation as "Asia's world city", after years of strict pandemic-related travel restrictions and a crackdown on sometimes violent pro-democracy protests. On Wednesday, Hong Kong became one of the last places in the world to drop its outdoor mask mandate, which city leader John Lee said was a sign that it was "resuming normalcy". (Mar 1)

**FIJI:** Fiji welcomes new flights and product in 2023: A new direct route from Vancouver began operating in late February with Fiji Airways, with flights from Hong Kong and Japan anticipated to resume from April. As the luxury market grows, One & Only will open a new resort in the Yasawa Islands, which is anticipated to debut this year. Operator Awesome Adventures will also launch a new five-star catamaran. VOUE HUB is a new cultural experience showcasing Fijian performing artists in a 450-seat circus tent. It is the first experience of its kind in the destination and the only venue in Fiji where visitors can see traditional Fijian concepts and stories being told. (Mar 2)

## STARLUX OPTIMISTIC ABOUT MARKET PROSPECTS AHEAD OF U.S. FLIGHT LAUNCH

Starlux Airlines Co., the newest international carrier in Taiwan, on Wednesday expressed optimism about its market prospects ahead of its launch of direct flights to Los Angeles, its first destination outside of Asia. Booking rate for the first quarter this year is expected to average 60 percent to 70 percent, with the momentum likely to last into the second quarter, Starlux spokesman Nieh Kuo-wei told a press event held to mark the carrier's launch of a co-branded credit card with Taiwan-based E.Sun Bank. According to recent data from Taiwan's Civil Aeronautics Administration, StarLux recorded a 69.94 percent ridership in January, compared with an average of 76.66 percent of all Taiwanese carriers. Nieh added that among the most popular routes are those serving Bangkok, Macau and Singapore, as well as several in northeast Asia. While Starlux did not unveil booking rates for the Taipei-Los Angeles service, the airline said all four first-class seats on the route's maiden flight on April 26 -- each costing around NT\$440,000 (US\$14,326) for a round-trip flight -- were snapped up within an hour of online sales opening on Feb. 14. (Mar 1)

# TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
 <b>CHINA AIRLINES</b>	3/10 Solomon Lee, General Manager	<ul style="list-style-type: none"> <li>Regarding the resumption of direct flights to Guam, China Airlines General Manager Mr. Lee said that the main considerations for resumption flight to different destination priority are: customer source, transit pax demands and cargo demands, revenue and profit.</li> <li>They will continue to evaluate that, also review the demand of cargo and transit pas and inbound pax.</li> </ul>
	3/10 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> <li>Regarding the resumption of direct flights to Guam, Eva Air Executive Vice President Mr. Wang said that the main considerations include capacity and revenue benefits, as well as crew manpower.</li> </ul>
	3/10 Simon Liu, Chief Strategy Officer	<ul style="list-style-type: none"> <li>STARLUX will have a total of 22 charter flights to Guam from April to June. (Charter by Lion Travel )</li> <li>Starlux Chief Strategy Officer Mt. Liu said that STARLUX will fully support the Guam charter flights from April to June, and the regular flights will continue to be evaluated in the future.</li> </ul>

## 2023 GLOBAL TRAVEL FORECAST

- Date: Mar 6
- GTO was invited to participate in the "2023 Tourism Economy Forum-2023 Global Travel Forecast" held by "Xin Media" under Lion Travel Group
- The forum discussed the recovery of global tourism and the future of the tourism industry, and invited Taipei City Mayor and New Taipei City Mayor to attend the forum.



## ASOA SPRING BANQUET WITH MoFA

- Date: Mar 9
- ASOA Monthly Meeting in March discussed projects in the following months, including Bio Asia, Bio Forum, Food Taipei, etc.
- ASOA President Felix expressed the appreciation to MoFA's strong support so that many events can proceed smoothly. MoFA shared that it is because of ASOA's efforts in holding trade events, many more state offices intend to set up rep offices in Taiwan now. Hopefully the co-op relationship between MoFA and ASOA can continue.
- Each office shared some updates to MoFA. Felix shared Guam's progress in Taiwan market:
  - FDI: Fintech company, Airtree, Honhui Group, Lion Travel Guam Office are have their targets in Guam.
  - Culture: Austronesian Group Guam events in March & August to highlight MICE promotion.
  - Flight: Charter Flights, aim to resume direct flight
  - Publicity: TVBS episodes, YouTuber, media exposure, media gathering, etc.
- MoFA responded that they are more than happy to learn the efforts each office made to connect Taiwan and the US. MoFA and Ministry of Education in Taiwan works closely since education is their main focus now especially to promote K-12 bilingual education in Taiwan. Each state government will be important to MoFA to capture more opportunities in this field. MoFA will also consider a better sponsorship for ASOA.



## AIRLINE UPDATES



### CHINA AIRLINES

- Operating March-April

### 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 (Daily)
- TPE to Seattle (five flights per week)
- TPE to Kuala Lumpur, Paris, Brisbane (four flights per week)

### STARLUX AIRLINES

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

## NR MONITOR

For the past week (Mar 4 - Mar 10), a total of 35 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 32
- Social Media: 3

### 雄獅攜星宇獨家推關島包機 4月啟航 7小時賣逾百組

民眾網 2023/03/09 11:34(21小時前)



雄獅攜手星宇航空，獨家推出關島包機商品。雄獅提供

### 陳盈連與關島大學商學暨公共行政學院 Roseann Jones等校方人員餐敘

2023-03-04 駐關島台北經濟文化辦事處提供



# TAIWAN MARKETING ACTIVITIES

Social Media March Content Calendar							Accommodations
							Service
							Shopping
							Attractions/Activities/Festival
							Restaurants
							Guam Scenery
Week 1	SUNDAY	MONDAY	TUESDAY	1-Mar-23 WEDNESDAY	2-Mar-23 THURSDAY	3-Mar-23 FRIDAY	4-Mar-23 SATURDAY
				Mes CHamoru 2023 Event Promotion	x	Guam History	Biba Mes CHamoru Event Lucky Draw
				Accommodations - Guam Crowne Plaza Resort	x		
Week 2	5-Mar-23 SUNDAY	6-Mar-23 MONDAY	7-Mar-23 TUESDAY	8-Mar-23 WEDNESDAY	9-Mar-23 THURSDAY	10-Mar-23 FRIDAY	11-Mar-23 SATURDAY
	Guam History and CHamoru Heritage	Biba Mes CHamoru Event Lucky Draw		Guam KO'KO' Kids Fun Run	x	Guam Scenery 1	2023 Guam Q&A graphic
	Biba Mes CHamoru Event Lucky Draw				x		
Week 3	12-Mar-23 SUNDAY	13-Mar-23 MONDAY	14-Mar-23 TUESDAY	15-Mar-23 WEDNESDAY	16-Mar-23 THURSDAY	17-Mar-23 FRIDAY	18-Mar-23 SATURDAY
		Charter Flights Promotion (Pre-Heat)		Attractions - Guam History Museum	Crab Festival	x	Guam KO'KO' Road Race
Week 4	19-Mar-23 SUNDAY	20-Mar-23 MONDAY	21-Mar-23 TUESDAY	22-Mar-23 WEDNESDAY	23-Mar-23 THURSDAY	24-Mar-23 FRIDAY	25-Mar-23 SATURDAY
	Guam Scenery 2	Charter Flights Promotion (Pre-Heat)		Attractions - Latte Stone Park	x	Charter Flights Promotion Lucky Draw Event	Activities - CHamoru Traditional Dance
Week 5	26-Mar-23 SUNDAY	27-Mar-23 MONDAY	28-Mar-23 TUESDAY	29-Mar-23 WEDNESDAY	30-Mar-23 THURSDAY	31-Mar-23 FRIDAY	SATURDAY
		Charter Flights Promotion (Pre-Heat)	Restaurants - The Beach Restaurant & Grill		x	Activities - Electric Island Festival	

# PHILIPPINES



## FILIPINOS EAGER TO TRAVEL AS OPTIONS GO DIGITAL, BOOKING APP SAYS

More Filipinos are eager to travel as the tourism industry goes digital and destinations ease restrictions, online booking platform Klook said. The Travel Pulse study said 75 percent of Filipinos are also willing to spend for travel “to make the most out of post-pandemic experiences,” according to Michelle Ho, general manager for Klook Philippines and Thailand, at a media briefing in Makati.

The study analyzes consumer travel trends based on data gathered from Klook, an app and website offering accommodations, entertainment, dining, transportation and tour packages.

“Travel has become even more accessible to consumers now that more people are becoming digital-savvy, and we believe this digital transformation is contributing greatly to the acceleration of tourism growth in the region,” Ho said.

As of posting, Klook has over 3.8 million active users and more than 300 partner merchants with 600 offerings across 21 cities in the Philippines. The study showed that Klook users in the Philippines are inclined towards travel to neighboring countries like Singapore, Japan, and Hong Kong due to proximity and no-visa requirement.

## GVB: USINDOPACOM STRATEGY WARRANTS VISA WAIVERS FOR FILIPINOS

Guam Visitors Bureau (GVB) President and CEO Carl TC Gutierrez announced that the bureau will use the United States Indo-Pacific Command’s overriding defense objectives in Guam and the Philippines as leverage to push Washington, DC for visa waivers for Filipinos seeking to visit Guam and the Commonwealth of the Northern Mariana Islands.



The US Department of Homeland Security’s Guam-CNMI Visa Waiver Program currently allows the passport holders of a dozen nations visa-free access to the unincorporated US territory of Guam and the US Commonwealth of the Northern Mariana Islands. Although most visa-waivered countries on the list are in the Pacific, the Philippines have yet to become eligible. But Gutierrez asserts that US immigration security concerns have long been outmoded by traveling Filipinos’ status as educated upper-middle-income earners with rapidly falling overstay rates and high-tech ePassports outfitted with RFID tags. In other words, social and economic freedom has given rise to higher standards of living befitting travel without visas if not to the US mainland then at least to nearby Guam and the Northern Marianas, which all fall within the same archipelago.

## MARKET INTELLIGENCE



### Manila-Guam-Manila

- Daily

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

PR111 Depart GUM 05:30 / Arrive MNL 07:25



### Manila-Guam-Manila

- Daily

UA184 Depart MNL 22:55 / Arrive GUM 04:45

UA183 Depart GUM 20:00 / Arrive MNL 21:50

## DOT lifts proof-of-vaccination, mask requirements, and other COVID-related rules for guests of tourism establishments.

LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	
OPEN	OPEN	OPEN	
CONFIRMED	7 DAY ROLLING AVE	DEATHS	FULLY VACCINATED
4,077,109 35,282 per million	+126 ▲ +16% vs prev week	66,160 572.5 per million	74,044,290 64.07% of pop.

Source: Cases - John Hopkins University (2023-03-07). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2023-03-02). Retrieved from OurWorldInData.org



## DOH: 8-M COVID-19 VACCINES TO EXPIRE FROM MARCH-OCT

Around 8 million Covid-19 vaccines will expire from March to October this year, a health official bared Tuesday. In a media briefing, Department of Health officer in charge Maria Rosario Vergeire noted that there are 15.3 million jabs that are expected to expire.

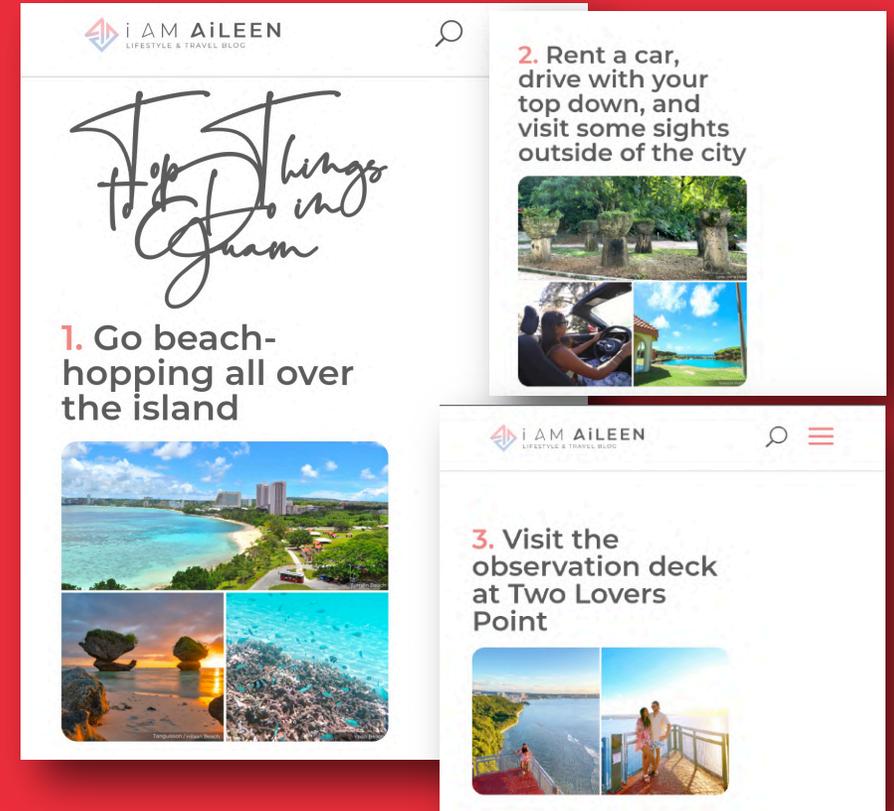
“Tatanggalin natin ‘yung almost 7 million na inaantay pa po natin ang decision ng FDA [Food and Drug Administration] together with the manufacturers who have applied kung ma-re-re-extend natin ‘yung shelf life nila (We will remove the almost seven million for which we’re awaiting the decision of FDA together with the manufacturers who have applied, if their shelf life could be re-extended),” she said.

# PHILIPPINES MARKETING ACTIVITIES



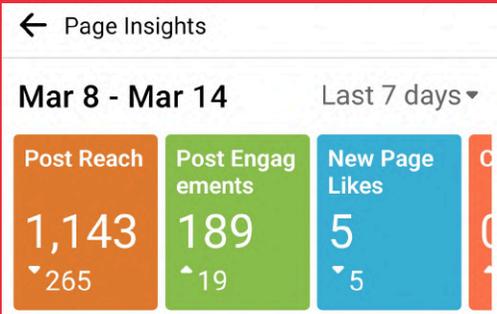
GVB brought award-winning solo female travel blogger Aileen Adalid from the Philippines to Guam for a FAM visit. Please click link and read about her trip experience. Share! It is a great travel guide.

<https://iamaileen.com/things-to-do-in-guam/>

A screenshot of a travel blog post. The header features the 'i AM AILEEN LIFESTYLE & TRAVEL BLOG' logo. The main title is 'TOP 10 THINGS TO DO IN GUAM FOR FIRST-TIME VISITORS (TRAVEL GUIDE & TIPS)'. Below the title, it says 'BY AILEEN ADALID | THINGS TO DO, GUAM | 0 COMMENTS'. There is a 'TRENDING' tag with a red arrow pointing right, containing the text 'Drive, Fly & Fl'. The breadcrumb trail reads 'HOME » BLOG » TRAVEL & ADVENTUR'. The main text begins with 'Guam is a small tropical island destination in Micronesia that's arguably overshadowed by its popular'. The background image shows a tropical beach with palm trees and a blue sky.A screenshot of a travel blog post. The header features the 'i AM AILEEN LIFESTYLE & TRAVEL BLOG' logo and a search icon. The title is 'Top Things to Do in Guam' written in a cursive font. The first item is '1. Go beach-hopping all over the island' with a large image of a tropical beach. The second item is '2. Rent a car, drive with your top down, and visit some sights outside of the city' with two smaller images: one of a car and one of a landscape. The third item is '3. Visit the observation deck at Two Lovers Point' with two images of the observation deck. The breadcrumb trail reads 'HOME » BLOG » TRAVEL & ADVENTUR'. There is a search icon and a menu icon in the top right corner.

## TRAVEL BLOGGER FAM VISIT

# PHILIPPINES MARKETING ACTIVITIES



Page Insights

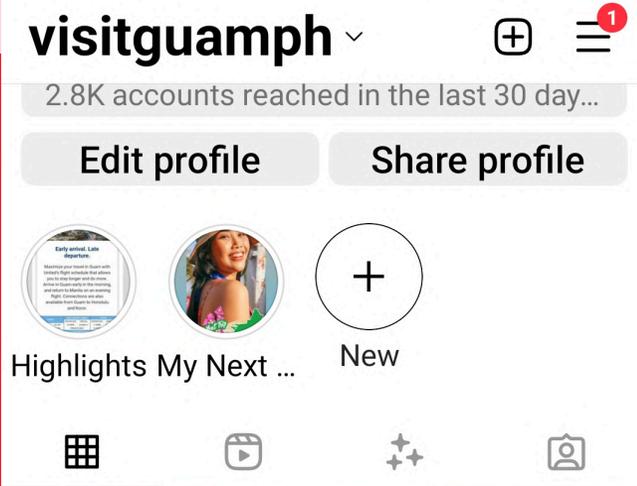
Mar 8 - Mar 14 Last 7 days

Post Reach 1,143 ▼265	Post Engagements 189 ▲19	New Page Likes 5 ▼5
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Posts published in the last 7 days. SEE MORE

**MOST ENGAGING POSTS**

	With just 3.5 hours away ... March 10	Reach 726 Engagement 38
	Immerse yourself in G... March 13	Reach 492 Engagement 16
	Si yu'os ma'as e' (thank you...) March 10	Reach 183 Engagement 10



visitguamph

2.8K accounts reached in the last 30 day...

Edit profile Share profile

Highlights My Next ... New

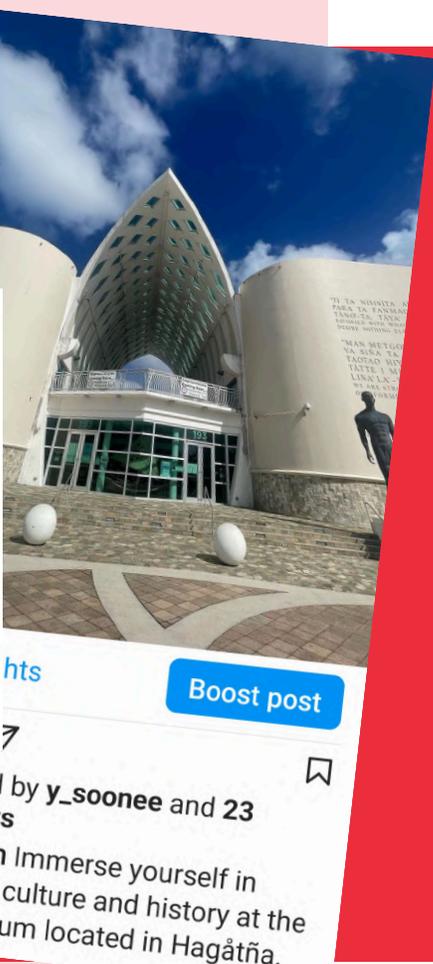


Account insights See all

2,867 accounts reached in the last 30 days  
980 are non-followers



Followers Non-Followers



Boost post

Liked by y\_soonee and 23 others

visitguamph Immerse yourself in Guam's rich culture and history at the Guam Museum located in Hagåtña.

MARKETING ACTIVITY:  
SOCIAL MEDIA