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Celebrate Chamorro Month

Biba Mes Chamorro



GUAM

tåsi – sea, ocean

INDUSTRY REPORT

MARCH 31, 2023



GUAM VISITORS BUREAU



GUAM

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DESTINATION UPDATES



MARCH 27 / APRIL 3, 2023



PLUS
**HOW TO BEAT THE
 AIRPORT MADNESS**
 —
**THE NEW WAY
 TO CRUISE**
 —
**WHERE TO
 STAY NEXT**

time.com

Content from Global Kigyo

The Jewel at the Very Heart of the Pacific Ocean

Famed for its strategic location, Guam is also the land of passion and opportunity.

It's the tropical and cultural meeting point of the Pacific, with a rich and storied history. However, the most exciting thing about the island of Guam isn't the past, it's the bright future. A United States territory, Guam is known around the world for its strategic location and trade links, and it is welcoming the world to its shores to experience its unique attractions, for business and pleasure. This Micronesian island of 172,000 people boasts a growing economy and vibrant cultural heritage. Located just a few hours by air from Tokyo, Seoul, and Taipei, Guam has strong Asian and Micronesian connec-

tions, while also enjoying its status as an unincorporated territory of the USA. The island is known by the saying "Where America's Day Begins," given its position to the east of the closest U.S. state, Hawaii. Its blend of influences is one of its key strengths. "We still have a large local, cultural, and traditional population in Guam and we are the most developed island in Micronesia," said the Honorable Lourdes "Lou" Leon Guerrero, Governor of Guam. "I was born and raised here," Guerrero said. "My main goal is to improve the quality of life of our people."

#WeAreGuam: The Unmissable Destination



As an island of inherent natural beauty, surrounded by stunning, pristine beaches, Guam is an ideal vacation spot by any definition. When you add its location just a few hours by air from Tokyo and Seoul, and its status as a United States territory, Guam perfectly bridges both sides of the Pacific. While the tourism industry is of huge importance to the economy – responsible for one-third of private sector jobs on the island – like most destinations, it suffered a major downturn during the COVID-19 pandemic, with its East Asian customer base restricted by lockdowns.

The island is now working as hard as possible to welcome visitors back to its shores. "Despite being an American community, our economic core is Asian," said Guam Visitors Bureau President and CEO Carl T.C. Gutierrez. "Guam must develop its interconnectivity and interdependency with the broader Asia-Pacific region." In 2019,

Guam welcomed 1.6 million visitors, but with East Asian tourism currently enjoying a slower recovery rate (17–20%) than many other regions, the island's figures for the last year were just 40% of pre-pandemic levels. The tourism authorities' recovery plans include increasing marketing efforts and online sales in Japan, while forging stronger links with its fellow Micronesian islands. The Guam Visitors Bureau has also launched a program of improvements to island-wide facilities and infrastructure, and is seeking to build on its natural beauty and the opportunities that presents.

The island is also home to a series of diverse festivities taking place across different towns and villages, and a major part of the task is championing the unique cultural attractions the island boasts. "We want to sell 'Destination Guam' as a culture-centric haven, and exercise that speciality of hospitality and love for people," said Gutierrez.



The Honorable "Lou" Leon Guerrero, Governor of Guam

The people of Guam are renowned for their strength and resilience. Through a turbulent history, the island has weathered conflict, storms, and economic turmoil.

Today, the island's governor and its people are working together to transform the culture and finances of the island and usher in a new era of social mobility, improved healthcare, and strong business growth.

The United States territory's finances have been reformed, producing a recent surplus. Key plans are being implemented to support manufacturing, entrepreneurship, and farming, as well as significant moves towards providing healthcare and childcare for its people.

"I have witnessed the evolution of our island from very agrarian and rural to very well-developed," said Guam Governor Lourdes "Lou" Leon Guerrero.

"We've always known our island to be the greatest place in the world, but now the world is surely beginning to catch on," said Governor Leon Guerrero. "For decades, our growing tourism industry has encouraged the global community to see for themselves what makes our island a truly special place to live, work and visit. From our beautiful waters and landscapes to the warmth of our people and the inclusiveness of the Chamoru heritage, Guam is fast becoming a choice destination. We are ready to show the world what we have and how far we've come."

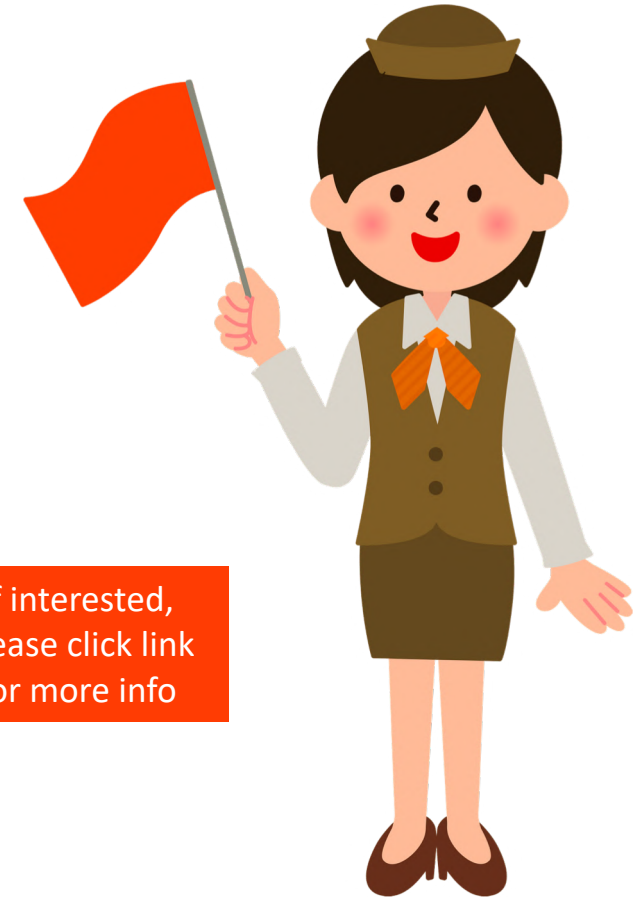
READ THE FULL FEATURE AT [TIME.COM](https://www.time.com).

TOUR GUIDE CERTIFICATION

CALL OUT FOR ENGLISH & TAGALOG SPEAKING TOUR GUIDES

- GVB monitors Guam tour guides and tour sites.
- Tour Guide Certification Program (TGC) requires the training and certification of all tour guides.
- [Guam Community College](https://www.guamvisitorsbureau.com/destination/visitor-safety-satisfaction/tour-guide-certification/gvb-tour-guide-certification) conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities.

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



If interested,
please click link
for more info

TESTING AND VACCINATION

Special Note: After March 27, 2023, Weekly Joint Information Center (JIC) releases, as they relate to COVID-19 results, will be discontinued. JIC releases will be issued only on an as needed basis. To view the most up to date COVID-19 information, including weekday surveillance summary reports, visit <http://dphss.guam.gov/covid-19/>



FREE COVID-19 COMMUNITY TESTING	
Fill out a COVID-19 Testing Patient Assessment Form ahead of time: dphss.guam.gov/covid-19-testing . Drive-through sites may close during lightning and inclement weather.	
Monday - Friday 9 a.m. by appointment	DPHSS Northern Region Community Health Center (NRCHC), Dededo 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.
Tuesday & Thursday 9 a.m. - 12 p.m.	DPHSS Southern Region Community Health Center (SRCHC), Inaláhan 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.

Predeparture Travel COVID-19 Tests

The Northern Region Community Health Center in Dededo also offers COVID-19 testing for travel predeparture needs at a minimal cost of \$40 and is limited to 10 persons a day. Payments (cash or credit card) are accepted at the (Dededo) clinic cashier's window from Monday to Friday at 8 a.m. Payments will be required on the day of testing. Patients will need to bring a copy of their receipt as proof of payment, along with a valid ID and proceed to the testing site in the NRCHC front parking lot.

Travel Test Available	Cost	Turn-Around Time	Hours
Standard PCR Test	\$40	1-2 days	Monday – Friday 9 a.m.

FREE COVID-19 VACCINATION CLINICS	
MONOVALENT & BIVALENT BOOSTERS AVAILABLE - Pfizer-BioNTech, Moderna, Johnson & Johnson, Novavax*	
Monday - Thursday: 9 a.m. - 11:30 a.m. By Appointment 4 p.m. - 6 p.m. Walk-in Saturday 9 a.m. - 11:30 a.m. By Appointment 2 p.m. - 5 p.m. Walk-in	DPHSS Northern Region Community Health Center (NRCHC), Dededo 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.
Monday - Friday BY APPOINTMENT ONLY	DPHSS Southern Region Community Health Center (SRCHC), Inaláhan 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.
Monday – Friday 10 a.m. - 4 p.m.	The Agana Shopping Center, 2nd Floor, Route 4, Hagátña 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.
Friday, March 31 10 a.m. - 2 p.m. or until supplies last	Barrigada Community Center 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. Free Screening for Breast and Cervical Cancer and Counseling for Hypertension Prevention
Monday, April 3 10 a.m. - 2 p.m. or until supplies last	Guam Premier Outlets (Beside Bestseller Bookstore), Tamuning 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. Free Screening for Breast and Cervical Cancer and Counseling for Hypertension Prevention
Tuesday, April 4 10 a.m. - 2 p.m. or until supplies last	Ordot-Chalan Pago Community Center, Chalan Pago 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. Free Screening for Breast and Cervical Cancer and Counseling for Hypertension Prevention
Friday, April 7 10 a.m. - 2 p.m. or until supplies last	Dededo Community Center, Dededo 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. Free Screening for Breast and Cervical Cancer and Counseling for Hypertension Prevention



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!



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	\$25
UNTIL 4/15/23	\$35

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

Register online at visitguam.com/koko

KO'KO' WEEKEND RETURNS

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).

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.





Celebrate Chamorro Month

Biba Mes Chamorro



famagu'on – kids

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@kim_gandy

MARKET INTELLIGENCE REPORT

As March 30, 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.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

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

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 continues to decrease; number of infections per 100k was 37 for Japan and 34 in Tokyo
- Total outbound seat capacity remains at 24,350; United Airlines March seat capacity 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
- GVB participated in the 35th opening of Okayama Airport, providing consultation on travel to Guam
- Shown in appendix are: 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 bounced back to over 4,000, as people adapt to post-pandemic everyday life with the relaxation of most of the Covid-19 rules coming into effect
- Free Covid-19 vaccine shots to be given once a year from October
- Eastar Jet resumed flights for turnaround with air operator certificate (AOC) approval
- March - June airline outbound seat capacity details shown in appendix: March remains 51,703; April remains 50,538; May remains 53,785; and June is 52,050
- Shown in appendix are: media monitoring - press release; SNS weekly activity; and content calendar



PHILIPPINES

- OCTA: NCR Covid-19 positivity rate up to 3.2%
- Delivery of bivalent Covid-19 jabs from COVAX on-hold: DOH
- MIAA sets new terminal assignments in NAIA starting April
- United Airlines and Philippine Airlines continue to fly daily in March 2023
- Shown in appendix: marketing activities to include assisting PAL with their first all-female flight crew on March 23rd



TAIWAN

- Online registration for MPOX vaccines to open Tuesday
- Taiwan reports 8,419 new Covid-19 cases, 43 deaths
- Taiwan to end self-initiated epidemic prevention for migrant workers
- Shown in appendix are: current airline routes for other destinations and airline updates & competitor monitoring; restrictions for entering Taiwan (effective March 20); CECC updates; social media calendar; GTO marketing activities

DETAILS ARE FOUND IN THE APPENDIX



Celebrate Chamorro Month

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ga'lågu – dog

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APPENDIX

As of March 30, 2023 and may be subject to change.



JAPAN



JAPAN COVID-19 NEWS

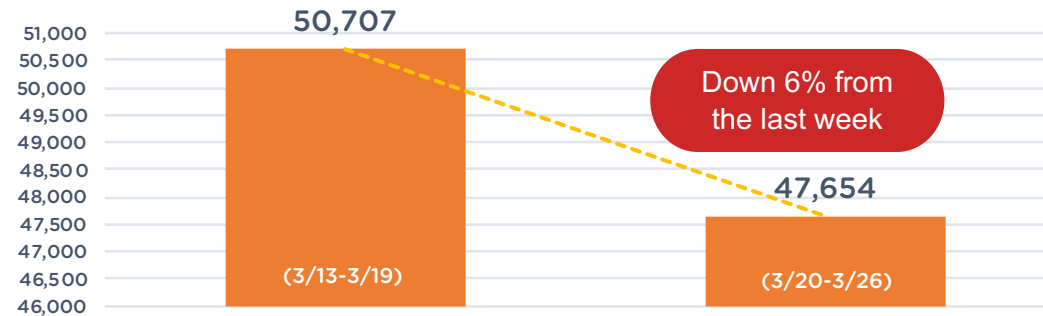
HIGHLIGHTS

- The number of infected persons has been steadily decreasing, with a total of 47,654 persons infected during the week.
- The number of infections per 100,000 population was 37 for Japan as a whole and 34 in Tokyo



A Tokyo street on March 13, 2023, the day the Japanese government lifted its mask-wearing guidelines. AP

Nationwide



Area / New cases	Mar 13-19	Mar 20-26	Changes (#) vs LW	Changes (%) vs LW
Tokyo	4,604	4,851	247	105%
Osaka	2,777	2,842	65	102%
Aichi	2,849	2,557	-292	90%
Fukuoka	1,860	1,622	-238	87%
Nationwide	50,707	47,654	-3,053	94%

Created based upon data from NHK (Japan Broadcasting Corporation)

The number of infected people per 100,000 population:

NATIONWIDE

37

TOKYO

34

Total for last 7 days

COVID-19

CASES:
33.34M

ACTIVE:
34.8%

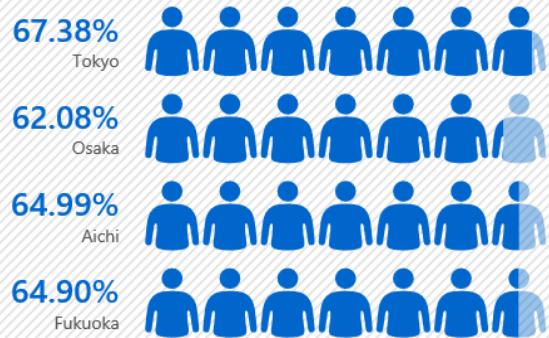
AS OF MAR 30, 2023



HIGHLIGHTS

- The progress rate for tertiary immunizations is 68.5%, 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 3RD SHOT



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

VACCINATION UPDATE

(3/24)

Total number of
vaccination:
382,949,534

1st & 2nd doses
administered:
104,684,192
(81.2%)
103,346,384
(80.3%)

Nationwide 3rd shot:
86,295,650
(68.5%)

Nationwide 4th shot :
58,270,631

ENTRY PROTOCOLS

- As of June 12, 2022, the submission of a negative PCR test certificate upon departure from Japan will no longer be required.
- Effective September 7, 2022 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, 2022, the daily entry limit was eliminated.




QUARANTINE AFTER RETURNING TO JAPAN



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	UA197	NRT	17:30 / 22:20	Daily	5,146
	Suspended until March 25, 2023	UA874	NRT	21:05 / 1:45 +1	Mon, Wed, Fri, Sat	664
	Suspended until April 8, 2023	UA865	NRT	17:25 / 22:15	Daily	-
	Available	UA136	NGO	11:20 / 15:55	Mon, Fri	1,494
	Suspended until March 25, 2023	UA172	NGO	20:50 / 1:25 +1	Daily	1,162
	Available	UA150	KIX	11:05 / 15:45	Wed, Sun	1,494
	Suspended until March 25, 2023	UA178	KIX	20:50 / 1:20 +1	Tue, Thu, Sat	498
	Available	UA166	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

Interviews with various companies

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	9,154



JAPAN MARKETING ACTIVITIES

CONSUMER EVENTS



We were invited by Okayama Prefecture to participate in an event commemorating the 35th anniversary of the opening of Okayama Airport. We look forward to continuing our friendly relationship and hope that direct flights from Okayama Prefecture to Guam will be restored in the near future.

At the event, we set up a Guam booth, where we provided consultation on travel to Guam and distributed travel agency product brochures, flyers announcing the increase in flights, and flyers about Chamorro cuisine.

On the event stage, Japanese staff gave PR speeches to promote Guam, and participants were entered into a drawing for Guam goods. In addition, a workshop was held to teach participants how to Finadene Sauce in order to introduce Chamorro cuisine.







JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- Increased number of posts, engagement and reach are on the rise.
- TikTok is gaining followers steadily due to the effectiveness of advertising.

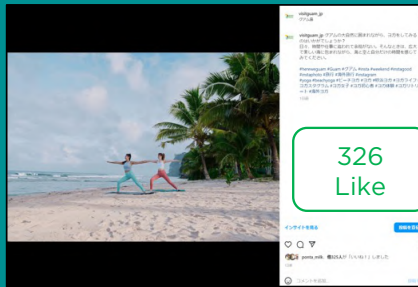
#HereWeGuam

SNS	follower		Week Reach		Week Engagement	
	18 Mar,2023	25 Mar,2023	18 Mar,2023	25 Mar,2023	18 Mar,2023	25 Mar,2023
	25,018	24,997	11,561	12,093	937	1,016
	-0.08%		4.60%		8.43%	
	24,096	24,098	3,322	3,900	294	382
	0.01%		17.40%		29.93%	
	15,642	15,664	26,930	41,632	1,893	1,720
	0.14%		54.59%		-9.14%	
	56,972	58,113	305,000	419,000	13,496	18,177
	2.00%		37.38%		34.68%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	10,591	10,089	24,644	22,947	0:02:05	0:02:01
	-4.74%		-6.89%		-3.20%	

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					

JAPAN MARKETING ACTIVITIES



SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

YOUTUBE ADS (SNS ALWAYS ON)

#HEREWEGUAM 1-24 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

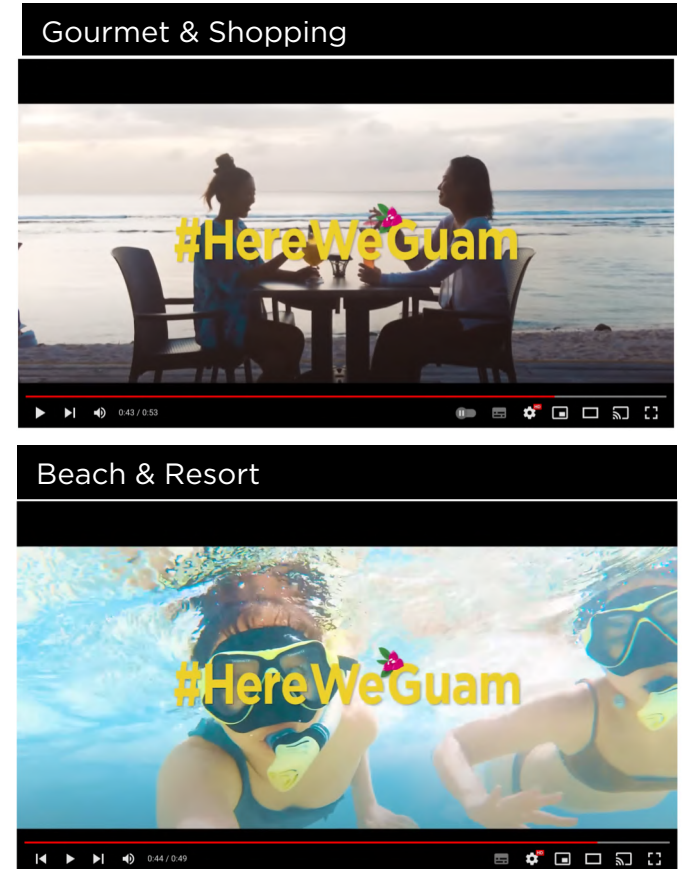
- CTR was 0.06%, CPC was ¥900, CPM was ¥507.37
- Compared to last week, CPC only went up about ¥38, but CPM is almost at the same level.

ABOUT CREATIVE

- Continuing from last week, the CTR for the 15sec Active version is strong at 0.06%.
- Beach & Resort has a CTR of 0.05% and is up at CPC ¥922, so we will review future distribution targets.

ABOUT TARGETING

- Affinity TG is performing better than Area TG, with a CTR of 0.06% and CPC ¥837.6.



JAPAN MARKETING ACTIVITIES

TIKTOK ADS

#HEREWEGUAM 1-23 FEB 2023



	Impression	Reach	Reach	CPM	click	CTR	CPC	COST	FOLLOW	CPF
TOTAL	643,249	504,621	584,548	¥972	0	0.00%	#DIV/0!	¥625,443	2,927件	¥214

WEEKLY SUMMARY

- Increased about 1,000 followers since last week
- Cost per follower was about 6 yen higher than last week. Still, we are getting followers at a very low price per follower.

ABOUT CREATIVE

- Compared to last week, gourmet videos such as 'Restaurants with a view of the beach' and '5 Gourmet Foods in Guam' were viewed more frequently.
- Continuing from last week, our video on useful items to take with you to Guam is going strong!

Creative	Impression	Reach	Video Views	CPM				
	136,940	80,295	130,539	¥846				
	69,513	36,222	65,316	¥617				
	106,268	43,442	98,073	¥1,074				
		176,346				94,873	166,401	¥1,170
		76,043				43,345	71,907	¥909
		78,308				39,112	70,948	¥984

JAPAN MARKETING ACTIVITIES

GLAM DIGITAL PR

TUMON IS THE CENTER OF GUAM TOURISM! THE AUTHOR, WHO HAS ACTUALLY TRAVELED THERE, INTRODUCES RECOMMENDED HOTELS AND SIGHTSEEING SPOTS.

Tumon, located in the center of Guam, is the center of tourism. It is the busiest area for tourists, with hotels, restaurants, shopping spots, etc. gathered here. If you are traveling to Guam for the first time, you may be wondering what kind of place Tumon actually is. Therefore, in this article, the author, who traveled to Guam in October 2022, will introduce the features of Tumon, recommended hotels, tourist attractions, and shopping spots. If you are considering a trip to Guam, please refer to this article.

TABLE OF CONTENTS

- Tumon is the center of Guam's sightseeing
- Timetable and access from Tumon to Guam's main destinations
 - Guam International Airport
 - Lover's Point
- Hotel Road, the main street of Tumon
- Three recommended hotels in Tumon
 - Guam Reef Hotel
 - The Tsubaki Tower
 - Pacific Islands Club Guam (PIC Guam)
- Three recommended sightseeing spots in Tumon
 - Two Lovers Point
 - Tumon Beach
 - Tagada Guam
- Recommended Shopping Spots in Tumon
 - T Galleria Guam by DFS
 - The Plaza
 - JP Superstore

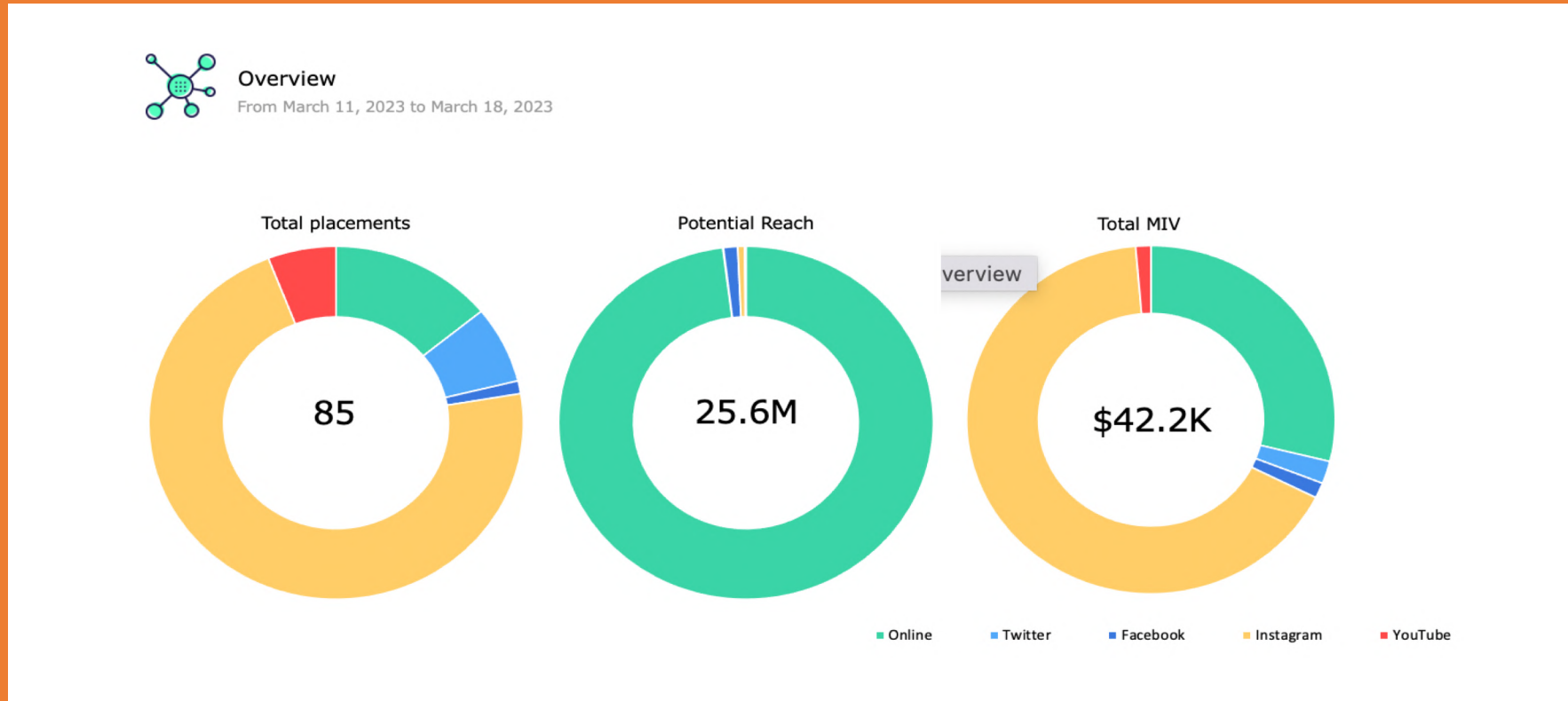


Summary: Let's focus on Tumon in Guam.

JAPAN MARKETING ACTIVITIES

MEDIA PERFORMANCE

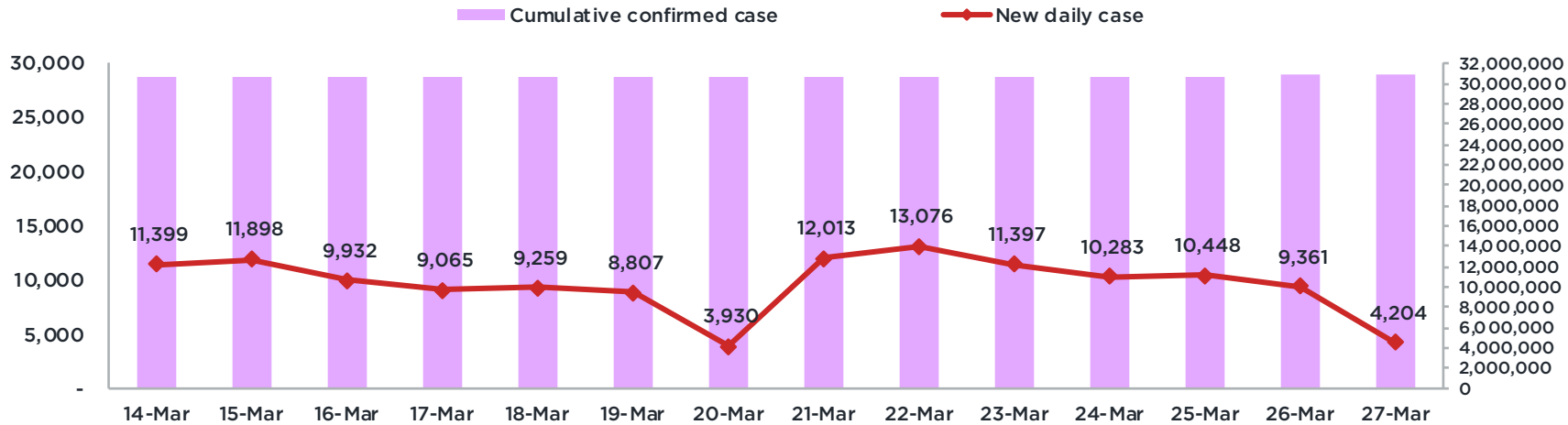
- Placements were about the same number as last week
- Reach was trending down about 10.0M from last week, probably due to the content of the article.



SOUTH KOREA



COVID-19 STATUS: MAR 14, 2023 – MAR 27, 2023



HIGHLIGHT

South Korea's new COVID-19 cases bounced back to over 4,000 from a week earlier Monday, as people increasingly adapt to post-pandemic everyday life with the relaxation of most of the COVID-19 rules coming into effect.



COVID-19 VACCINATION STATUS: FEB 26, 2021 – MAR 27, 2023

RECEIVED 1ST DOSE
44,827,812
87.6% of total population
97.6% of 18 and older
97.1% of 60 and older

RECEIVED 2ND DOSE
44,412,446
86.8% of total population
96.8% of 18 and older
96.7% of 60 and older

RECEIVED WINTER SEASON BOOSTER
6,601,237
12.9% of total population
14.8% of 18 and older
33.0% of 60 and older

COVID-19

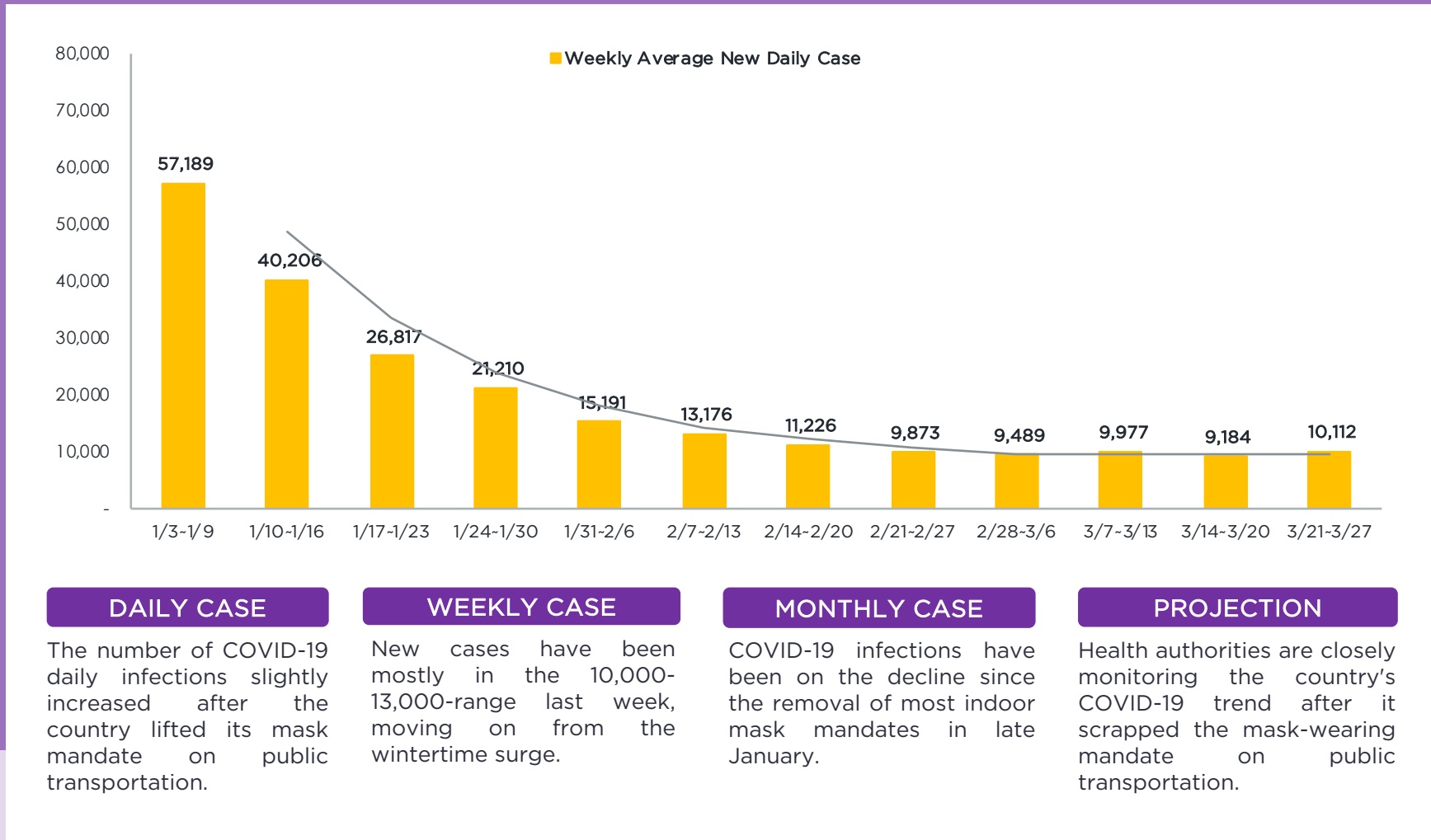
CASES:
30.8M

ACTIVE:
0.56%

AS OF MAR 30, 2023



COVID-19 STATUS: COMPARISON WEEK BY WEEK



Source: Central Disaster and Safety Countermeasures Headquarters

DAILY CASE

The number of COVID-19 daily infections slightly increased after the country lifted its mask mandate on public transportation.

WEEKLY CASE

New cases have been mostly in the 10,000-13,000-range last week, moving on from the wintertime surge.

MONTHLY CASE

COVID-19 infections have been on the decline since the removal of most indoor mask mandates in late January.

PROJECTION

Health authorities are closely monitoring the country's COVID-19 trend after it scrapped the mask-wearing mandate on public transportation.

SPECIFIC ISSUES IN KOREA

FREE COVID-19 VACCINE SHOTS TO BE GIVEN ONCE A YEAR FROM OCTOBER.

The government will offer free COVID-19 vaccinations to all Korean nationals and residents with foreign registration numbers in the final quarter of the year to better control the spread of the disease. The vaccine will likely be offered once a year for free, similar to flu shots.

Free jabs will be offered to everyone in October and November in an effort to prevent high-risk groups from getting seriously ill or dying. The current nationwide vaccination drive ends on April 8, but people who need vaccinations before going abroad can get their jabs in hospitals or clinics.



TRAVEL TRADE UPDATE

EASTAR JET RESUMED FLIGHTS FOR TURNAROUND WITH AIR OPERATOR CERTIFICATE (AOC) APPROVAL.

Upon receipt of an AOC from the Ministry of Land, Infrastructure and Transport on last February, Eastar Jet resumed its flights on March 26 starting with domestic GMP-CJU route after a three-year hiatus due to the COVID-19 pandemic, with a focus on putting its business back on track.

Easter Jet is planning to increase the number of its chartered planes to 10 from the current three by the end of this year and inject planes into international routes to Japan, China, and Southeast Asian countries in the second half depending on travel demand.



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
TOTAL					42,442

• 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
TOTAL					9,261

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
TOTAL					40,710

• 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 st ~: Daily)	21:35	02:35+1	4,158
Jin Air	LJ647	DAILY	08:30	13:30	5,670
TOTAL					9,828

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
TOTAL					42,067

• 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
TOTAL					11,718

TOTAL OUTBOUND SEAT CAPACITY: 53,785 SEATS

KOREA MARKET INTELLIGENCE

JUNE 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
TOTAL					40,710

• 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	5,670
Jin Air	LJ647	DAILY	08:00	13:15	5,670
TOTAL					11,340

TOTAL OUTBOUND SEAT CAPACITY: 52,050 SEATS

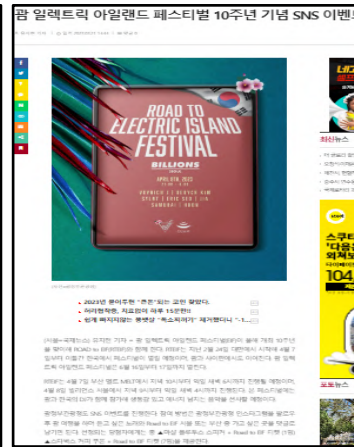
KOREA MARKETING ACTIVITIES



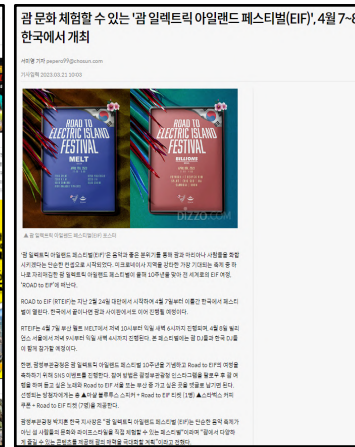
Newsis



Digital Times



Gukje News



Digital Chosun Ilbo



Tour Korea



Biz World



Discovery News

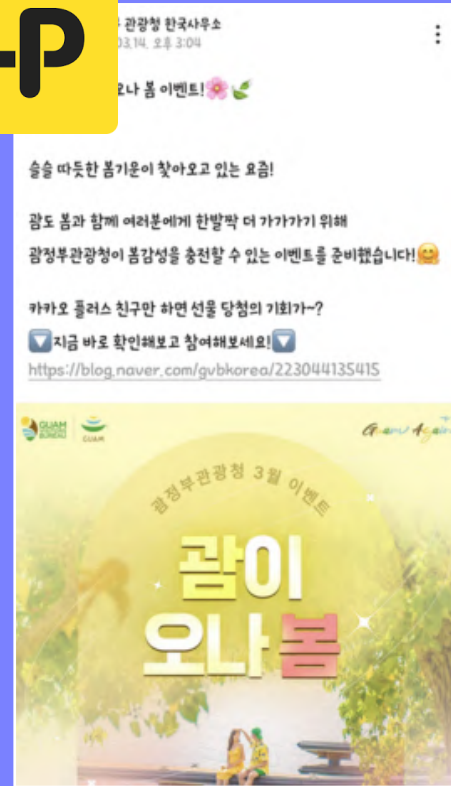


The Korea Travel Times

Guam's Road to Electric Island Festival to be held in Seoul & Busan

MEDIA MONITORING - PRESS RELEASE ON MARCH 21

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: FEBRUARY 20-24

#GUAMAGAIN #COLOR OF GUAM: SPRING EVENT OF GUAM VISITORS BUREAU & UGC CONTENTS

KOREA MARKETING ACTIVITIES

관광부관광청 한국사...

괌 일렉트릭 아일랜드 페스티벌 (EIF) in 서울 & 부산

관광부관광청 2023. 3. 21. 9:40

Hafa Adai~

오늘은 조금 색다른 소식로 돌아왔습니다!

괌에서 6월 열리게 되는 괌 최대의 음악 페스티벌 중 하나인 '괌 일렉트릭 아일랜드 페스티벌', 일명 'EIF'가 개최 10주년을 맞아 전세계로의 여정에 떠나는데요!

바로 Road To EIF!

4월 이번 행선지는 바로 한국으로 서울의 클럽에서 각각 괌 DJ들과 한국 DJ들이

visitguam_kr

1,613 게시물 3.1만 팔로워 1,946 팔로잉

관광부관광청 한국사무소 Hafa Adai! 관광부관광청 한국사무소 공식 인스타그램에 오신 것을 환영합니다. 더 다양한 소식은 아래 링크를 통해 만나보세요

linktr.ee/visitguam.kr

프로페셔널 대시보드 최근 30일 동안 계정 54만개에 도달했습니다.

프로필 편집 프로필 공유 전화하기

SHOP GUAM

사칭계정... #GuamAgain 샵 괌 e-페스... 새로 만들기

in 부산 & 서울

괌에서 6월 열리게 되는 괌 최대의 음악 페스티벌 중 하나인 '괌 일렉트릭 아일랜드 페스티벌', 일명 'EIF'가 개최 10주년을 맞아 전세계로의 여정에 떠나는데요!

바로 Road To EIF!

4월 이번 행선지는 바로 한국으로 부산과 서울의 클럽에서 각각 괌 DJ들과 한국 DJ들이 함께하는 볼륨과 볼륨이 펼쳐진다는 사실!!

또한 한국에서 진행되는 것을 기념하여 관광부관광청이 공연 티켓과 깜짝 선물을 내건 이벤트도 준비하였으니 꼭 확인해보셔야겠죠?

지금 바로 확인해보세요!

<https://blog.naver.com/gvbkorea/223050921383>

Facebook posts and photos:

- Post 1: EIF Seoul & Busan event announcement with photos of a woman in a yellow dress.
- Post 2: Photo of a couple embracing in a field.
- Post 3: Photo of a food stall with 'ICE CREAM' and 'HOS' signs.
- Post 4: Photo of a food stall with 'ICE CREAM' and 'HOS' signs.
- Post 5: Photo of a food stall with 'ICE CREAM' and 'HOS' signs.

SNS WEEKLY ACTIVITY: MARCH 20 - MARCH 24
 #GUAMAGAIN #COLOR OF GUAM: ROAD TO ELECTRIC ISLAND FESTIVAL IN SEOUL & BUSAN

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			March 1 WEDNESDAY	March 2 THURSDAY
			Guam's Scenery #ColorofGuam TheNewGrey in Guam	IG Reels #ColorofGuam TheNewGrey in Guam
Week 2	March 3 FRIDAY	March 4 SATURDAY	Guam's Scenery #ColorofGuam UGC	
	March 5 SUNDAY	March 6 MONDAY	March 7 TUESDAY	March 8 WEDNESDAY
Week 3	March 9 FRIDAY	March 10 SATURDAY	Card News #ColorofGuam Must to do Activities	IG Reels #ColorofGuam Weekly highlight
	March 11 SATURDAY	Burger Restaurants	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC
Week 4	March 12 SUNDAY	March 13 MONDAY	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam GuaminYellow
		Blog Event	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam GuaminYellow
Week 5	March 14 TUESDAY	March 15 WEDNESDAY	Guam's Scenery #ColorofGuam GuaminYellow	IG Reels #ColorofGuam Weekly highlight
	March 16 THURSDAY	March 17 FRIDAY	Guam's Scenery #ColorofGuam GuaminYellow	IG Reels #ColorofGuam Weekly highlight
Week 6	March 18 SATURDAY	March 19 SUNDAY	Guam's Scenery #ColorofGuam GuaminYellow	IG Reels #ColorofGuam Weekly highlight
		RTEIF	Guam's Scenery #ColorofGuam GuaminYellow	IG Reels #ColorofGuam Weekly highlight
Week 7	March 20 MONDAY	March 21 TUESDAY	Guam's Scenery #ColorofGuam UGC	Card News #ColorofGuam Infinity Pools & Water Parks
	March 22 WEDNESDAY	March 23 THURSDAY	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight
Week 8	March 24 FRIDAY	March 25 SATURDAY	Card News #ColorofGuam Burger Restaurants	
	March 26 SUNDAY	March 27 MONDAY	Hotels Updates	
Week 9		Guam's Scenery #ColorofGuam GuaminYellow	Card News #ColorofGuam Burger Restaurants	
		Guam's Scenery #ColorofGuam GuaminYellow	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Weekly highlight

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

TAIWAN



ONLINE REGISTRATION FOR MPOX VACCINES TO OPEN TUESDAY

Taipei, March 20 (CNA) Online registration for 2,500 MPOX vaccines to be administered in Taiwan's six largest cities on Thursday will open at 3 p.m. Tuesday, according to the Centers for Disease Control (CDC).



CDC Deputy Director-General said that the publicly-funded pre-exposure prophylaxis (PREP) vaccines for MPOX, previously known as monkeypox, would be administered at one hospital each in Taipei, New Taipei, Taoyuan, Taichung, Tainan and Kaohsiung.

The vaccines would be available to two high-risk groups - those who have not received an MPOX jab as a form of post-exposure treatment, and individuals with a history of sexually transmitted diseases, or who have had sexual contact with multiple partners or sex workers.

TAIWAN REPORTS 8,419 NEW COVID-19 CASES, 43 DEATHS



The number of local infections reported Sunday, 8,209, represented a decline of 7.4 percent compared with the same day the previous week, according to the CECC.

Starting Monday, the reporting of mild or asymptomatic COVID-19 infections in Taiwan, as well as the current mandatory five-day quarantine for infected individuals, will be phased out.

However, the CECC cautioned that people who are confirmed as having contracted COVID-19 before Monday are still required to observe the mandatory five-day quarantine protocol.

COVID-19

CASES:
10.24M

ACTIVE:
1.03%

AS OF MAR 30, 2023



Taiwan exempts reporting and isolation for mild COVID-19 cases starting 20 March 2023

TAIWAN TO END SELF-INITIATED EPIDEMIC PREVENTION FOR MIGRANT WORKERS

Taipei, March 17 (CNA) Migrant workers no longer be forced to stay in individual rooms for seven days upon arrival in Taiwan under new COVID-19 prevention guidelines effective March 20, the Ministry of Labor said Friday.

In addition, prevention measures related to the MOL's Foreign Worker Introduction Program will also be dropped on March 20, meaning protocols for migrant workers arriving in Taiwan will be the same as those pre-pandemic, the ministry said.



Currently, migrant workers arriving in Taiwan must observe a seven-day "self-health disease prevention period," during which they are required to sleep in separate rooms but can share a bathroom. Restrictions on individuals with mild COVID-19 infections will also be dropped on March 20.

According to the MOL, for social welfare category migrant workers arriving in Taiwan before March 20, employers can apply with the ministry for a 50 percent subsidy to cover the cost of accommodation during the seven-day self-health disease prevention period.

AIRLINE UPDATES

CHINA AIRLINES

- Operating March-May

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



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



National Immigration Agency
Ministry of the Interior

(Starting Mar. 20 2023 Taipei Time)

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

Traveler Type	Credentials		Notes
Foreign Nationals	Holders of ARC	<ul style="list-style-type: none"> ARC means R.O.C. (Taiwan) Resident Certificate <ol style="list-style-type: none"> Open to all purposes of entry Migrant workers must also hold re-entry permits 	<ol style="list-style-type: none"> Travelers who have experienced any COVID-19 symptoms should voluntarily contact quarantine stations. Such travelers should cooperate with health assessments and follow necessary instructions. For Visa-exempt entry scheme, Landing Visa, e-Visa, or general Visa application, please visit Bureau of Consular Affairs website for details. For Travel Authorization Certificate for Nationals from Southeast Asian Countries (Conditional Visa-Free Entry) Application, please visit National Immigration Agency website.
	Non-ARC holders	<ol style="list-style-type: none"> Nationals of the visa-exempt entry scheme announced by Ministry of Foreign Affairs ^{*note2} Travelers who hold R.O.C. (Taiwan) Visa ^{*note2} 	

RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

TAIWAN COVID-19 NEWS

Effective March 27, regular rapid testing measures to end for residential care institutions for the physically, regular rapid testing measures at other residential care institutions extended until April 30, with one rapid test required every week for care recipients

The government-funded regular rapid testing measures in these institutions will be extended until April 30, 2023. Care recipients will take a rapid test every week. (one test each week for persons with mental or physical disabilities, persons with dementia, and people aged 2-18, and no tests for children under 2 years of age).

They need to take a rapid test if symptoms develop, while individuals under two years of age will receive a PCR test if symptoms develop.

- Third wave of Omicron infections continues to subside with average of 109 new domestic cases per day after new measures implemented on March 20; CECC confirms 81 new cases of Omicron subvariants
- All of these cases were domestic. This average number of moderate to severe cases per day was slightly lower than the daily average of 119 cases in the month prior to the implementation of the new epidemic prevention scheme.
- The CECC pointed out that there were a total of 81 cases of Omicron subvariants detected over the last week. Of these cases, 27 were domestic.
- The dominant strain circulating in Taiwan remains to be BA.2.75, followed by BA.2 and BA.5. A cumulative total of 30 cases of XBB.1.5 have been confirmed, of which three are domestic and 27 are imported.
- Pfizer/BioNTech COVID-19 vaccine available again for individuals under 18 as their first dose; those who have not completed their primary series vaccination can receive this vaccine
- With immediate effect, the Pfizer/BioNTech vaccine is available again for infants, children, and adolescents as their first dose and for individuals 5 years of age and older as any subsequent dose.
- The CECC reminds people who have not completed their primary series vaccination or subsequent doses that this vaccine is an option for COVID-19 vaccination again.



Pedestrians in Taipei. CNA photo March 13, 2023



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

COMPETITORS

Thailand: The Department of Airports (DOA) plans to spend 50 billion baht on the development of seven new regional airports in Thailand, in Nakhon Pathom, Bueng Khan, Mukdahan, Kalasin, Phayao, Phatthalung and Satun provinces, reports Daily News. The department wants to boost connectivity and provide more travel options for Thais and foreign tourists. New airports around Thailand's lesser-known locations have been in the pipeline for years but faced delays due to the pandemic. Now, the department is making good progress. (Mar 21)

Korea: Colorful flowers adorning Seoul's old palaces are just around corner as spring has officially arrived in Seoul in the middle of March. The Royal Palaces and Tombs Center of Cultural Heritage Administration on Tuesday announced that the spring blossoms in the royal palaces will peak from late March to early April, forecasting blossoms of cherry, apricot, plum and weeping cherry to kick off the season on Thursday. The palace authority chose three places for best flowers in Seoul's Joseon-era palaces: Amisan Garden of Gyeongbokgung, Nakseonjae of Changdeokgung and Okcheonggyo bridge in Changgyeonggung. (Mar 21)

Hong Kong: In spite of depressed demand for business travel to Hong Kong in 2022, it remained the most expensive location in the region and was the 16th most expensive location globally, according to ECA International. Globally, New York remains the most expensive location in the world for business travel. The average business trip to Hong Kong costs an overall total of USD 520 per day. This was one of the findings of the latest Daily Rates research published by ECA International, the world's leading provider of knowledge, information and software for the management and assignment of employees around the world. (Mar 21)




Japan: The cherry blossom season in Japan usually starts in late March to early April, but this year, the Sakura (cherry blossom) season came a bit early. Japan has recently announced the official start of the cherry blossom season. The blooming of cherry blossoms, also known as Sakura, is a highly anticipated event in Japan and attracts many tourists from around the world. This viewing of the cherry blossoms is a tradition in Japan, and it is called hanami. During hanami, people gather with friends, family and colleagues in parks, gardens, and other outdoor spaces to enjoy picnics and admire the beautiful cherry blossoms. (Mar 19)

TAIWAN'S PURPLE FLOWER FESTIVAL TO ENCOURAGE SLOW LIVING LIFESTYLE

Taiwan's first European-style Jourdeness Castle has launched a dreamy "Purple Flower Festival" until April 30. Located in Chiayi, Jourdeness Castle went viral after it opened in October. Skincare manufacturer Jourdeness Cooperation spent NT\$3 billion (US\$98 million) on building fountains, the castle, and other facilities. The ongoing two-month-long, purple-themed festival features thousands of hydrangeas and lavenders. It has already attracted over one million visitors in March, according to the venue. (Mar 16)



TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
 CHINA AIRLINES	3/17 Solomon Lee, General Manager	<ul style="list-style-type: none"> • No updates for this week (Mar. 18 - Mar. 24) after confirming with China Airlines • Regarding the possibility of the resumption of direct flights to Guam, Mr. Lee said that due to the shortage of the fleet and manpower, it is still under evaluation.
	3/17 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> • No updates for this week (Mar. 18 - Mar. 24) after confirming with Eva Air • Regarding the resumption of direct flights to Guam, Mr. Wang said that at present, the company will focus on long routes and Northeast Asian routes, high-revenue destinations with cargo, transit and business needs, and the number of aircraft and crews is limited, so there is currently no plan to resume direct flights to Guam yet.
	3/17 Joyce Pan, Manager	<ul style="list-style-type: none"> • STARLUX will have a total of 22 charter flights to Guam from April to June. (Charter by Lion Travel) • Lion Travel had informed there will possibly be additional charter flights in July (not confirmed yet) • Regarding the resumption of the Guam flight, Mrs. Pan said that STARLUX has been discussing and will continue to be evaluated in the future.

TAIWAN MARKETING ACTIVITIES



NEW TAIPEI ASSOCIATION OF TRAVEL AGENTS ANNUAL SPRING PARTY

- Date: Mar 21
- Guam exchanged a total of 16 business cards during the event. Guam greeted NTATA Chairman Lin and a travel agency is interested in opportunities for allowing Taiwan K-12 students to go to Guam for performances or cultural exchange since they need an international stage.
- Travel Quality Assurance Association Chairman shared that a significant number of disputes in traveling business is monitored in March, and it can be regarded as an index for overseas tourism resumption.
- Guam met up with airlines representatives to discuss the direct flight challenges, CI Sales Manager Kevin Lin responded that they don't have enough flights and crews to resume all the routes, since the business travelers to Guam are relatively less, they can't have Guam in top priority but they definitely will resume the Guam route as soon as they are able to. BR Sales Agent Nicker Chang also responded that they still have many routes on their resuming schedule, and Guam is also in the list.



TAIWAN MARKETING ACTIVITIES

NATIONAL IMPORTERS AND EXPORTERS CHAMBER OF COMMERCE OF TAIWAN SPRING PARTY

- Date: Mar 22
- Felix was invited by National Importers and Exporters Chamber of Commerce of Taiwan as GTO director to attend the party for discussion on possible opportunity for MICE promotion and investment cooperation
- Met up with NIECT chairmen Mr. Wang and other representatives from all cities to exchange the thoughts on cooperation



(From left to right)
Managing director of TATRA Mr. Wang
Director of New Mexico State Mr. Ethan Chen
Director of Montana state Ms. Mei-Mei Wang

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

分享 f LINE t



TAIWAN MARKETING ACTIVITIES

ANTOR - ASIA TRAVEL CHANNELS PROMOTION OPPORTUNITY

- Date: Mar 23
- Asia Travel Channels, a Taiwanese TV show, is planning to visit a foreign destination for shooting, thus invited ASOA members to the meeting to explore more promotion opportunities.
- GTO shared the successful experience of Super Taste TV Show on Guam with Asia Travel and other ASOA members.
- Inspired by the successful case, Asia Travel would like to have further discussion once they have gotten their plan more integrated.



AMCHAM TAICHUNG MONTHLY DINNER & SPEECH EVENTS

- Date: Mar 23
- GTO invited as one of the two ASOA members to the event to give a 20-min presentation about MICE.
- Felix introduced current business and opportunities on Guam to the audience.
- 30 AmCham members participated in the event and exchanged opinions in business and industry field.

as of 30 Mar 2023

NR MONITOR

For the past week (Mar 18 – Mar 24), a total of 55 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 55
- Social Media: 0



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



OCTA: NCR COVID-19 POSITIVITY RATE UP TO 3.2%



The seven-day positivity rate for the coronavirus disease 2019 (Covid-19) in the National Capital Region (NCR) increased to 3.2 percent as of March 18.

Over Twitter, independent monitoring group OCTA Research fellow Dr. Guido David said on Monday that the region's positivity rate the previous week (March 11) was lower at 2.2 percent.

"The positivity rates in NCR and other major provinces and regions remained LOW at less than 5 percent," David said.

These provinces include Batangas, 1.7 percent; Bulacan, 1.3 percent; Cavite, 3.5 percent; Cebu, 2.7 percent; Iloilo, 1.2 percent; Laguna, 1.7 percent; Negros Occidental, 1.4 percent; Pampanga 2 percent; and Pangasinan 2.5 percent.

However, positivity rates increased in Davao del Sur, 5.7 percent from last week's 5.2 percent; Misamis Oriental, 17.1 percent from 11.1 percent; and South Cotabato, 13.2 percent from 10.5 percent.

DELIVERY OF BIVALENT COVID-19 JABS FROM COVAX ON-HOLD: DOH

The delivery of bivalent coronavirus disease 2019 (Covid-19) vaccines donated by the COVAX Facility has been put on hold as the contract is still under review, a health official said Tuesday.

In a media forum, Department of Health (DOH) Officer in Charge Maria Rosario Vergeire said the Office of the Solicitor General and the Department of Justice are still reviewing the agreement. Earlier, the DOH said the 1,002,000 million doses of Pfizer's bivalent jabs from the COVAX Facility would arrive by the third or fourth week of March.

She noted "one of the more concrete ways" to secure Covid-19 vaccines would be the stipulations under the proposed creation of the Center for Disease Prevention and Control. The DOH is also coordinating with the Office of the President and other agencies to find other ways so the transaction could proceed.

As of March 16, more than 78.4 million Filipinos have been fully vaccinated, including 7.2 million senior citizens, 10.2 million adolescents, and more than 5.6 million children. More than 23.8 million individuals have received their first booster dose and almost 4.4 million have received their second booster shot.

Cebu Pacific set to reach 129% of pre-COVID network and capacity in its Cebu hub in Jun.

LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	CONFIRMED	7 DAY ROLLING AVE	DEATHS	FULLY VACCINATED
OPEN	OPEN	OPEN	4,078,994 35,298 per million	+157 ▲ +45% vs prev week	66,272 573.5 per million	- 0.00% of pop.

Source: Cases - John Hopkins University (2023-03-21). Retrieved from OurWorldInData.org



PHILIPPINES MARKET INTELLIGENCE

AIRLINES

Flight Advisory



Manila-Guam-Manila

- Daily

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

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

UNITED

A STAR ALLIANCE MEMBER

ADVISORY



Manila-Guam-Manila

- Daily

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

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

▶ SUPER DEALS TO MANILA

ROUNDTrip ALL-IN FARES			
ROUTE		ECONOMY CLASS	BUSINESS CLASS
Origin	Destination	As low as	As low as
Guam	Manila	USD 389	USD 909
Guam	Cebu (via Manila)	USD 509	USD 1,139
Guam	Davao (via Manila)	USD 539	USD 1,179

Booking Period: Book now until December 31, 2023

Travel Period: January 1-March 15, 2023 / July 1-December 10, 2023

CHANGES IN PAL'S MANILA (NAIA) TERMINALS

UPDATED! Travel Advisory

Starting April 16, 2023, Philippine Airlines flights to and from Hanoi, Ho Chi Minh City (Saigon), Phnom Penh, and Singapore will depart from and arrive at **Terminal 1** of Manila's Ninoy Aquino International Airport (NAIA), along with PAL flights to the United States, Guam, Canada and Bali.

Please check the flight terminal assigned to your flight before proceeding to the airport, to ensure a hassle-free departure and arrival.

To Guam (GUM)

Flight N°.	Departure	Arrival	Aircraft	Frequency	To/From
UA 184*	22:25	04:25 ⁺¹	B737	Mon/Wed/Thurs/Sat/Sun	MNL
UA 192	22:40	02:30 ⁺¹	B737	Tues/Fri	ROR
UA 192	03:10	06:10	B737	Wed/Sat	MNL

*UA184 - 23:50 / 06:10 ⁺¹ - Tues/Fri

From Guam (GUM)

Flight N°.	Departure	Arrival	Aircraft	Frequency	To/From
UA 183	19:15	21:10	B737	Daily	MNL
UA 193	18:55	22:55	B737	Tues/Fri	ROR
UA 193	20:55	22:55	B737	Tues/Fri	MNL



MIAA SETS NEW TERMINAL ASSIGNMENTS IN NAIA STARTING APRIL

The Manila International Airport Authority (MIAA) on Sunday announced the new terminal assignments at the Ninoy Aquino International Airport (NAIA) amid the second phase of its Schedule & Terminal Assignment Rationalization (STAR) program.

According to the MIAA in a statement, under the STAR program, international flights will be reassigned to Terminals 1 and 3, where there is a wider selection of food and retail stores for passengers.



GVB welcomed PR 110 passengers on Thursday, March 23, 2023 with a Guam-seal shaped roskette cookie and leis & gift bags for the crew.

We also supported their media crew, as PAL will include Guam footage in their travelogue.

IN CELEBRATION OF WOMEN'S HISTORY MONTH

The A.B. Won Pat International Airport Authority, together with Philippine Airlines commemorated Women's History Month with an outreach event highlighting PAL's ALL-FEMALE flight crew.

Philippine Airlines had their historic all-female crew fly into Guam on Thursday, March 23, 2023 and depart on Friday, March 24, 2023. The crew included two airline captains, a first officer, five in-flight crew and one in-flight trainee.

First officer Lilybeth Tan Ng is also PAL's Assistant VP of Flight Operations and wife of PAL President Stanley Ng.

It was an honor for GVB to be a part of this wonderful event!

PAL PR110 FIRST TIME ALL-FEMALE CREW FLIGHT

PHILIPPINES MARKETING ACTIVITIES

Page Insights

Mar 22 - Mar 28 Last 7 days

Post Reach 3,499 1.9k	Post Engagements 146 40	New Page Likes 5 1
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Posts published in the last 7 days.

TOP ENGAGING POSTS

	Philippine Airlines oper...	Reach 1K	Engagement 58
	We're proud to welcome ...	Reach 886	Engagement 30
	Discover the wonders of t...	Reach 146	Engagements 6

Insights

Last 30 Days Feb 27 - Mar 28

Overview

You reached **+44.6%** more accounts compared to Jan 28 - Feb 26

Accounts reached	5,760	+44.6%
Accounts engaged	635	+129%
Total followers	4,910	+0.8%

visitguamph



Post Insights

March 10 at 3:45 PM

141 7 12 7

Overview

Accounts reached	2,055
Accounts engaged	153
Profile activity	51

Reach

2,055

Account insights

5,760 accounts reached in the last 30 days
3,702 are non-followers

Followers Non-Followers

MARKETING ACTIVITY:
SOCIAL MEDIA