

**#InstaGuam**  
@taku0925ya



# INDUSTRY RECOVERY REPORT

NOVEMBER 11, 2022



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# DESTINATION UPDATES

# GUAM ISLAND FIESTA TOUR (GIFT)

EXPERIENCE ISLAND  
CULTURE AT THE

## *GUAM ISLAND FIESTA TOUR*

GIFT is back again! Visitors are welcomed into the homes of local families for village fiesta celebrations. They are greeted with shell leis, invited to participate in cultural activities like coconut husking and weaving and are treated to tables laden with authentic Chamorro cuisine.

Upcoming fiesta tour to be announced...



# TOUR OF GUAM

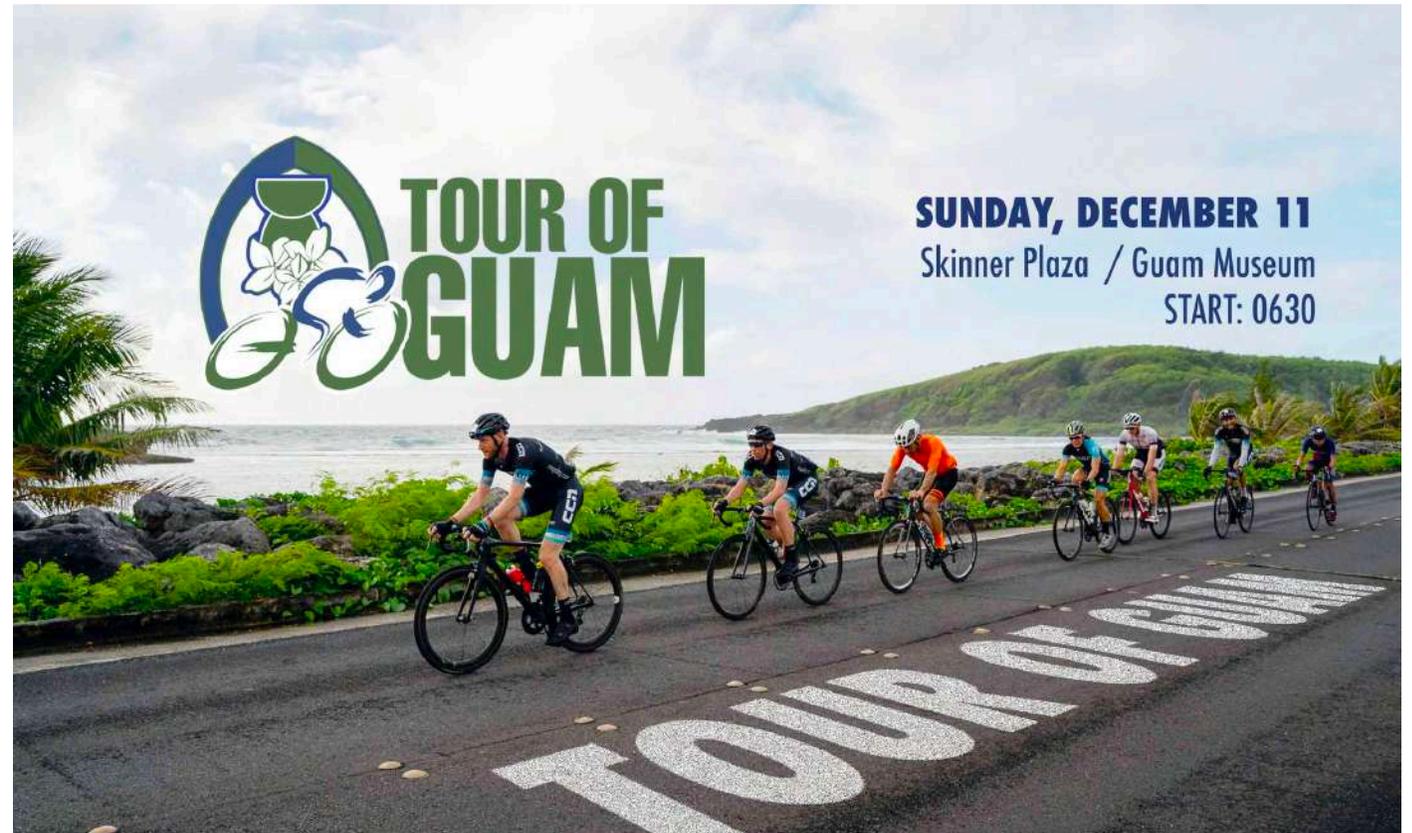
## *TOUR OF GUAM*

Stroll through our island paradise in a different way. The **Guam Cycling Federation** with the support of the **Guam Visitors Bureau** presents the **TOUR OF GUAM 2022, Sunday, December 11, 2022**. Online registration has opened with options for selecting either a short or long course.

Event by the Guam Cycling Federation.

Register today at

<https://www.tourofguam.com/register.html>



## **GUAM ELECTRONIC FORM (EDF)**

is a mandatory digital form that all arriving passengers will need to complete before entering our beautiful island. The form will be accessible up to 72 hours prior to your arrival.



1. Access and complete the form
2. Save your unique QR code
3. Present and scan it with a customs officer



## FROM OUR VICE PRESIDENT, GERALD “GERRY” PEREZ

### GVB: TOURISM MONTH SETS PACE FOR RECOVERY

Customization. Sustainability. Efficiency. These were the hot buzzwords at the Pacific Asia Travel Association Summit I attended in the United Arab Emirates during the last month.

While the travel world recovers from the most disruptive global event since World War II, “integrate and converge” is the post-COVID name of the game for the worldwide visitor industry straight into the foreseeable future.

#### **Business, travel**

Want to get away but business can’t wait? No problem! Today’s digitally savvy active travelers are bringing their work with them, taking time to grind in the midst of vacation and making moments to relax on business trips. It’s called time management in a resource-sensitive world. And technology ensures globetrotters are just a click away from booking their next optional tour or ready for that client video conference the following day while they travel.

Technology is also making it easier for accommodators to cut costs and lasso up niche outbound markets as increasingly choosy travelers and travel delegations insta-browse for the destination options that best align with their needs and values.

Increasingly aware and socially conscientious jet-setters armed with digital devices and always beset by deadlines and obligations seek safe, controllable, time-appreciative adventure while the travel service industry itself hankers for trends it can detect and understand for planning purposes.

*In addition to GVB President & CEO, former Governor Carl T.C. Gutierrez is the permit czar and chairman of the Governor’s Economic Strategy Council.*

*Send comments or questions to GVB at [communityrelations@visitguam.org](mailto:communityrelations@visitguam.org).*

**CLICK HERE**  
**FOR FULL**  
**ARTICLE**



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# MARKET INTELLIGENCE REPORT

As of November 10 and may be subject to change.



# TRAVEL PROTOCOLS

## JAPAN

### **NO QUARANTINE**

- 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)

as of 10 Nov 2022

## SOUTH KOREA

### **NO QUARANTINE**

- 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](https://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).

# TRAVEL PROTOCOLS BY MARKET

## TAIWAN

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

**Effective on October 13** (incoming flight's scheduled arrival time), arriving travelers will no longer be required to quarantine and will instead undergo a seven-day period of self-initiated prevention after arrival. Related border restrictions will also be lifted starting October 13

### REQUIREMENTS

- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://hdhq.mohw.gov.tw>.
- Those who enter Taiwan shall confirm quarantine program (book a quarantine hotel in advance; or if traveler plan to quarantine at home or a residence of their family or friends, should make sure the principle of one person per residence is met)

**Effective November 7**, Taiwan has eased more of its Covid-19 policies, including some vaccine and rapid test requirements. What has changed:

1. Quarantine protocols for Covid-19 patients
2. Close contacts of Covid-19 patients
3. Cancellation of three-shot vaccine mandate for certain venues, activities
4. No mandatory temperature checks at (most) public venues
5. Eased border restrictions for Chinese students, Hong Kong, Macau residents

Please refer <https://focustaiwan.tw/society/202211070004> for details.

## PHILIPPINES

### NO QUARANTINE

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

### FACILITY-BASED QUARANTINE

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

### REQUIREMENTS

- All arriving passengers must hold an E-Arrival Card instead of the One Health Pass to receive expedited entry processing. Click <https://onehealthpass.com.ph/OHP-NEW-DESIGN/Register.html> and register within 72 hours before departure.
- Filipino and foreign nationals aged 18 and above who have received primary series of COVID-19 vaccine, and at least one (1) COVID-19 booster shot administered at any time prior to departure do NOT need a pre-departure COVID-19 test.
- If not boosted, a negative RT-PCR test taken within 48 hours or negative antigen test taken within 24 hours prior to departure from the country of origin is required.
- Not applicable to children below 3 years old.

# MARKETS AT-A-GLANCE

# MARKETS AT-A-GLANCE

## JAPAN

- Number of infected people has passed its peak; infections still occurring
- Fifth round of vaccination has begun, despite third round rate remaining low
- Seven major companies all resumed package tour sales
- Flight operation is as follow:
  - United: UA197 daily operation  
UA827 (except Wed), UA150 (between 10/30-12/14 Wed & Sun), UA874 (suspended between 10/30-12/14), UA136 (Mon, Fri) and UA166 (Thurs, Sun) are available; UA172 suspended until Dec 31; UA178 until Dec 1
  - JAL: suspended from Oct 1
  - Tway: suspended until Dec 31
  - JEJU: suspended until Dec 31; 7C1182 available from Dec 1, 2022 to Mar 31, 2023
- Shown in appendix are: Chamorro Food Truck and business meetings with HIS and JTB updates; HIS promotion campaign; SNS performance summary & highlights, content calendar; YouTube ads update; news pickup; social listening update; and Weekly Guam

## PHILIPPINES

- Jose Concepcion sees Covid-19 transition
- NCR positivity rate down to 8.9%, lowest since July: OCTA
- AirAsia Philippines stirs travel demand with international flights flash sale
- PAL will invest in net-zero program
- Philippine Airlines and United Airlines fly daily in November 
- Social media monitoring shown in appendix

## SOUTH KOREA

- South Korea cases recorded the highest in 7 weeks, while vaccinations with the 'improved vaccine' for those over 18 years of age has started
- Detection rate of new BA.5 subvariants in South Korea have dramatically increased, causing concerns of a resurgence this winter
- North Korea's missile provocation update in appendix
- Local airport to resume its international route since Covid-19; flights to Sydney keep increasing with the expansion of seat supply
- ✈️ • November through January airline outbound seat capacity details shown in appendix: Nov 37,266; Dec 47,789; and Jan 47,666
- Shown in appendix are: media monitoring, SNS weekly activity and content calendar

## TAIWAN

- Taiwan receives another 8,272 doses of Evusheld drug
- Covid isolation to be cut to 5 days starting Nov. 14
- Taiwan receives 600,000 doses of Pfizer-Biotech vaccine for children
- Domestic Covid cases dip to below 40,000 for 4<sup>th</sup> day in a row
- Shown in appendix are: restrictions for entering Taiwan, CECC updates, NR monitoring, and social media calendar
- Current airline routes for other destinations and air carrier updates detailed in appendix
- GTO attended 2022 Taiwan-Guam Virtual ATS Summit & the opening of Taipei International Travel Fair and met with ATO (agriculture trade office)

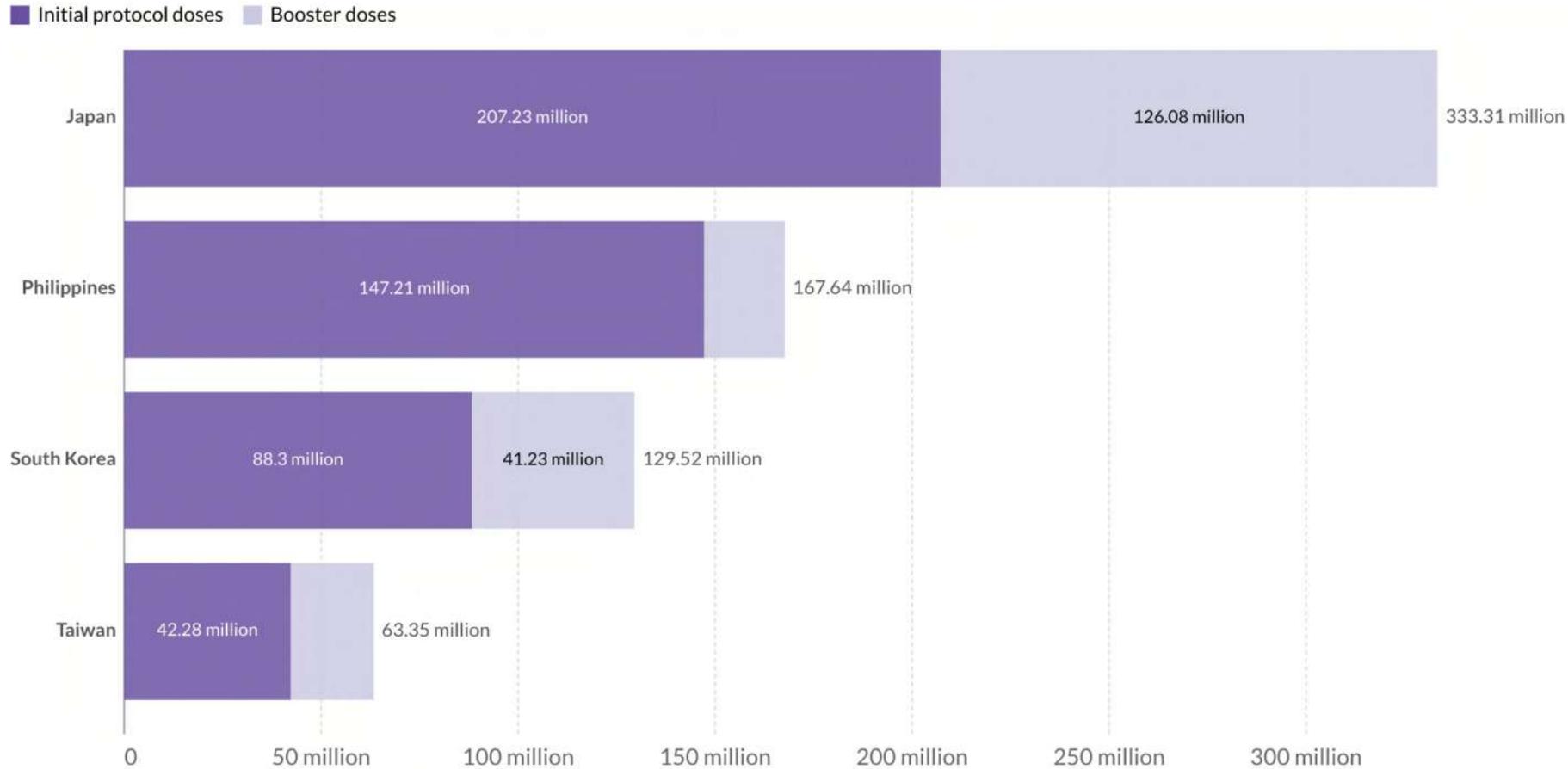
DETAILS ARE FOUND IN THE APPENDIX

# MARKETS AT-A-GLANCE

## COVID-19 vaccine initial doses and boosters administered, Nov 6, 2022

Total number of doses administered, broken down by whether they are part of the initial protocol or booster doses.

Our World in Data



Source: Official data collated by Our World in Data

CC BY

### GUAM

140,508 Fully Vaccinated

### COVID-19 CASES

■ Active ■ In-Active

### BOOSTER

■ Have yet to receive ■ Received booster

**#InstaGuam**  
@yuika00802



# APPENDIX

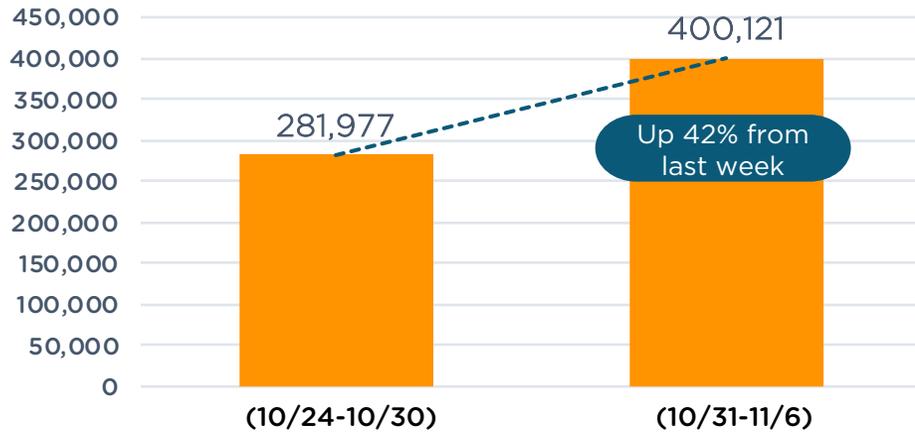
As of Nov 10, 2022 and  
may be subject to change.



# JAPAN

# JAPAN COVID-19 NEWS

## Nationwide



## HIGHLIGHTS

- Although the number of infected people has passed its peak, a certain number of cases are still occurring.
- The number of infections per 100,000 population increased by 42% from last week to approximately 400,000, 273 in Japan and 235 in Tokyo

The number of infected people per 100,000 population:

NATIONWIDE

**273**

TOKYO

**235**

Total for last 7 days

**Confirmed COVID-19**

**CASES: 22.8M**

**ACTIVE: 9.7%**

AS OF NOV 10, 2022



Area / New cases	Oct 24-30	Oct-Nov 31-6	Changes (#) vs LW	Changes (%) vs LW
Tokyo	26,953	38,892	11,939	144%
Osaka	17,243	21,867	4,624	127%
Aichi	14,330	23,154	8,824	162%
Fukuoka	7,713	9,557	1,844	124%
Nationwide	281,977	400,121	118,144	142%

Created based upon data from NHK (Japan Broadcasting Corporation)



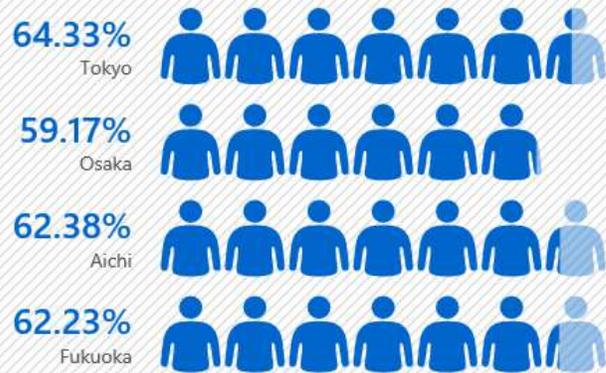
Atsushi Uemura (in wheelchair), 89, Japanese-style painter, receives the Order of Culture, Japan's top cultural award, from Emperor Naruhito at an Imperial Palace ceremony in Tokyo, on Nov. 3, 2022.

# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The progress rate for the third round of vaccination remains low, currently at 66.3%.
- Inoculation with the new vaccine corresponding to the Omicron strain began on October 13.
- The fifth round of vaccination has also begun.

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



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

as of 10 Nov 2022

## VACCINATION UPDATE (11/04)

Total number of  
vaccination:  
**332,765,256**

1st & 2<sup>nd</sup> doses  
administered:  
**104,284,044**  
**(81.4%)**  
**102,932,244**  
**(80.4%)**

Nationwide 3<sup>rd</sup> shot:  
**83,445,393**  
**(66.3%)**

Nationwide 4<sup>th</sup> shot :  
**41,715,681**

## ENTRY PROTOCOLS

### HIGHLIGHTS

- 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

## PACKAGED SALES

Seven major companies, all resumed sales

## AIRLINE OPERATION

Japan Airlines is scheduled to operate on:  
December 22, 25, 29, 30, 2022  
January 3, 5, 9, 2023



PACKAGE TOURS	FIT
<p>Sales resume for departures on JULY 1</p>	*
<p>Sales resume for departures on MAY 15</p>	*
<p>Sales resume for departures on JUNE 1</p>	*
<p>Sales resume for departures on AUG 1</p>	*
<p>Sales resume for departures on AUG 21</p>	*
<p>Sales resume for departures on JUNE 1</p>	*
<p>Sales resume for departures on APRIL 27</p>	*

AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from Jul 1, 2022 (Except Wed)	UA827	NRT	11:15 / 16:05	UA828	6:55 / 9:55	Mon, Tue, Thu, Fri, Sat, Sun	166
	Available	UA197	NRT	17:30 / 22:20	UA196	13:05 / 16:05	Daily	166
	Available from May 8, 2022 *Suspended between 10/30 - 12/14	UA874	NRT	21:05 / 1:45 +1	UA873	17:05 / 19:50	Sun	166
	Available from Aug 1, 2022 (Mon, Fri)	UA136	NGO	11:20 / 15:55	UA137	7:30 / 10:20	Mon, Fri	166
	Suspended until December 31, 2022	UA172	NGO	20:50 / 1:25 +1	UA171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed, Fri, Sun) * Between 10/30 - 12/14 (Wed & Sun)	UA150	KIX	11:05 / 15:45	UA151	7:10 / 10:10	Wed, Fri, Sun	166
	Suspended until December 1, 2022	UA178	KIX	20:50 / 1:20 +1	UA177	16:50 / 19:50	Tue, Thu, Sat	166
	Available from Aug 1, 2022 (Thu, Sun)	UA166	FUK	11:50 / 16:50	UA165	07:40 / 10:50	Thu, Sun	166
	Available from Aug 1, 2022 (Thu, Sun) Suspended from Oct.	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Thu, Sun	199
	Suspended until December 31, 2022	TW311	KIX	10:45 / 15:10	TW312	16:10 / 19:00	Daily	189
	Available from Dec 1, 2022 to Mar 31, 2023	7C182	NRT	10:05 / 15:00	7C189	16:10 / 19:00	Daily	189
	Suspended until December 31, 2022	7C3174	KIX	10:10 / 14:50	7C3173	15:50 / 18:20	Daily	189
		7C3184 (Tue)		10:10 / 14:50	7C3183 (Fri)	15:50 / 18:20		

Created based upon data from official announcements on each company's website

# JAPAN MARKETING ACTIVITIES



CHAMORU FOOD TRUCK PR  
Food trucks opened at an event in Okayama on November 5 and 6, 2022

# JAPAN MARKETING ACTIVITIES

October 25, 2023



From left to right, Yusuke Akiba, Shingo Mizushima, Osamu Yamaguchi, Akemi Aguon, Nadine Leon Guerrero, Konosuke Osa, Masato Wakasugi.

October 26, 2023



From left to right, Yusuke Akiba, Daisuke Watanabe, Sabumi Ito, Yoshihide Kusuyama, Nadine Leon Guerrero, Akemi Aguon, Masato Wakasugi, Tomoyuki Kajihara

## BUSINESS MEETING WITH HIS and JTB

Delegation to Japan had business meetings with two travel agencies.

# JAPAN MARKETING ACTIVITIES

## MARKET INFO

HIS has launched a sales promotion campaign for tours using JEJU Airlines.

**HIS JEJUair** グアム旅行支援対象商品

2022.12 → 2023.3  
有効期間 2022年10月23日 - 11月24日  
成田発 | GUH547-A

12/22よりフライト再開!  
チェジュ航空 午前発&現地夕刻発便で行く!

年末年始 設定あり  
**グアム 4日間**  
129,000円~229,000円

キャンセルサポート付  
取消料 最大10万円に補償します

LeaLea情報サイト

**グアム旅行支援はじまります!**

**Special 1** お1人様あたり ツアー代金より **5,000円 割引!**

**Special 2** 対象ホテルに宿泊すれば自由に使える **\$50または\$30分のルームクレジット付**

**JEJUair チェジュ航空 うれしい5つのポイント!**

- 1 長い滞在時間**
- 2 手荷物2個無料**
- 3 座席指定が可能**
- 4 空の旅を快適に**
- 5 成田空港第3ターミナル利用**

安心・安全にご旅行を楽しんでいただくために

**グアム旅行支援 はじまります!**

**Special 1** チェジュ航空利用ツアーがお得!  
**JEJUair** お1人様 **5,000円引!**

**Special 2** さらに! 対象ホテルに宿泊すると自由に使える **ルームクレジット付!**

※対象期間: 2022/12/22 ~ 2023/3/24 出発まで

**対象ホテル**

- ザツバキタワー → **お1人様 50ドル**
- ヒルトングアム
- ホテルニッコークアム
- リーガロイヤルグアム
- PICグアム → **お1人様 30ドル**

※5,000円引は幼児は対象外となります。ルームクレジットはベッド利用のお客様のみ対象となります。

詳しくはスタッフまで

**BENEFIT. 1**

5,000 yen discount from the tour price per person

**BENEFIT. 2**

In-house coupon provided for stays at eligible hotels  
For TSUBAKI : \$50 worth / For Hilton, Nikko, Rihga and PIC : \$30 worth

# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- Twitter followers remained strong.
- Instagram saw an increase in reach due to more new projects.

SNS	follower		Week Reach		Week Engagement	
	29 Oct,2022	5 Nov,2022	29 Oct,2022	5 Nov,2022	29 Oct,2022	5 Nov,2022
	24,237	24,223	11,195	11,439	1,096	1,171
	-0.06%		2.18%		6.84%	
	24,067	24,065	4,474	4,704	122	380
	-0.01%		5.14%		211.48%	
	15,054	15,054	22,228	22,228	644	644
	0.00%		0.00%		0.00%	
	33,061	33,010	9,100	8,841	300	378
	-0.15%		-2.85%		26.00%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	5,862	5,466	12,208	12,236	0:01:40	0:02:01
	-6.76%		0.23%		21.00%	

# JAPAN MARKETING ACTIVITIES

Nov, 2022							
Week1		1	2	3	4	5	6
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam						
Event						Food truck in OKAYAMA	
Other		Tell Us About Guam	Whreris here?	Weekly GUAM			
Week 2	7	8	9	10	11	12	13
	Mon	Tue	Wed	Thu	Fri		Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event							
Other		Tell Us About Guam	Whreris here?	Weekly GUAM			
Week 3	14	15	16	17	18	19	20
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event	Okayama (Road Show)	Osaka (Road Show)	Nagoya (Road Show)	Tokyo (Road Show)		Kashiwa Ivent	
Other		Tell Us About Guam	Whreris here?	Weekly GUAM			
Week 4	21	22	23	24	25	26	27
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event					tiktok 100 FAM		
Other		Tell Us About Guam	Whreris here?	Weekly GUAM			
Week5	28	29	30				
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event	tiktok 100 FAM						
Other		Tell Us About Guam	Whreris here?	Weekly GUAM			

# JAPAN MARKETING ACTIVITIES



615 Like



220 Like



38 Like



101 Like



37 Like



373 Like



442 Like



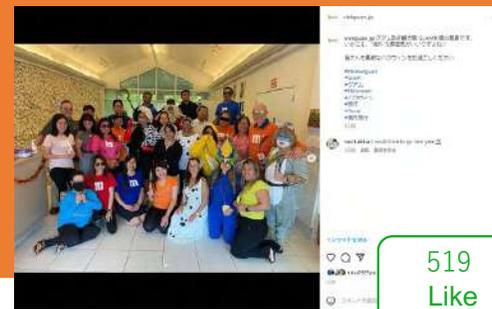
82 Like



86 Like



196 Like



519 Like



482 Like



98 Like

## SNS POST-HIGHLIGHTS

# JAPAN MARKETING ACTIVITIES

## YOUTUBE ADS STARTED

### ◆ COMPARISON OF EACH MEDIUM

Overall reach was 554,212, 40% of the target.

CTR was 0.06%, the same result as last time, but CVTR was 19.95%, showing a trend toward better user response. the short delivery period.

### ◆ DISTRIBUTION STATUS

This time, distribution was divided into Affinity TG, CustomApp TG, Retargeting TG, and Custom URL TG. CustomApp and Custom URL are registered apps and sites of OTAs and travel agencies, and are distributed to users who have visited similar apps and sites. We are distributing to users who have visited similar apps and sites.

Currently, Retargeting has the highest viewership rate at 37.87%, followed by CustomURL at 30.18%, Custom APP at 24.28%, and Affinity TG at 22.25%.

### ◆ REGARDING VIDEO MATERIALS

Currently, we are waiting for bumper materials, so we are distributing the video from the previous HereWeGuam video.

Beach & Resort has been viewed the most, while Gourmet & Shopping has a 25% view rate of 56.71%, 50% view rate of 48.41%, 75% view rate of 44.6%, and 100% view rate of 42.42%, which is considerably higher than other creatives, and these figures are comparable for all campaigns (TG). Considering that the average 100% viewership rate for campaigns other than Gourmet & Shopping is 9.04%, we believe that this is the creative that best matches the user's current image of travel.



## NEWS PICKUP



グアムは日本から約5時間半で行くことができるリゾートで、小さなお子様も行きやすい旅先として長年多くのお客様がご旅行されております。今年では日本とグアムの初航航から55年という節目の年であり、更に注目が高まっております。日本の入国における規制の緩和を受け、徐々に海外旅行が回復する傾向にある中、新たな施策として、お子様連れのご旅行が検討しやすいよう、グアム行きツアーにおける幼児0円キャンペーンを開始します。現在実施中の「グアム旅行支援」適用商品と組み合わせれば、更にお得にグアムの旅をお楽しみいただけます。

### キャンペーン概要

お申込み期間：2022年11月1日（火）～2023年2月3日（金）

対象出発日：2022年11月10日（木）～2023年3月31日（金）

対象商品：HISグアムツアー（Ciaoパッケージツアーのみ）

※幼児とは、日本帰着日に0歳～2歳未満で、航空座席とホテルのベッドを使用しないお子様です。

※大人2名様にあたり幼児1名様までが無料対象です。

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

【グアム旅行支援 適用商品一例】 ※来店予約限定

グアム旅行支援 1. ツアー代金より5,000円割引

グアム旅行支援 2. 対象ホテル滞在でルームクレジット \$50又は\$30付



<https://news.goo.ne.jp/article/tabizine/trend/tabizine-502449.html>

### GUAM TRAVEL PRICE FOR INFANTS 0 YEN CAMPAIGN STARTS! HIS SUPPORTS CHILDREN'S OVERSEAS DEBUT

(HIS), headquartered in Minato-ku, Tokyo, announces the launch of a campaign offering a 0 yen travel fee for infants who newly apply for a tour to Guam with a departure date in Japan between November 10, 2022 (Thursday) and March 31, 2023 (Friday).

Guam is a resort that is only about 3.5 hours from Japan, and many customers have been traveling to Guam for many years as a destination that is easy for small children to visit. This year marks the 55th anniversary of the first flight between Japan and Guam, and the island is attracting even more attention. With the gradual easing of restrictions on entry into Japan and the gradual recovery trend in overseas travel, we are launching a new campaign to make it easier for customers to consider traveling with their children by offering a 0 yen infant discount on tours to Guam. By combining this campaign with the current "Guam Travel Assistance" products, you can enjoy an even more economical trip to Guam.

#### CAMPAIGN OUTLINE

Application period: Tuesday, November 1, 2022 - Friday, February 3, 2023  
Eligible Departure Dates: Thursday, November 10, 2022 - Friday, March 31, 2023  
Eligible products: HIS Guam tours (Ciao package tours only)

Infants are defined as children who are between the ages of 0 and 2 years old on the date of return to Japan and who do not occupy an airline seat or hotel bed. Up to one infant per two adults is eligible for free of charge.

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

Example of applicable products for Guam Travel Assistance】 ※Only for in-store reservations

Guam Travel Assistance 1. 5,000 yen discount off the tour price  
Guam Travel Assistance 2. \$50 or \$30 room credit for stays at participating hotels

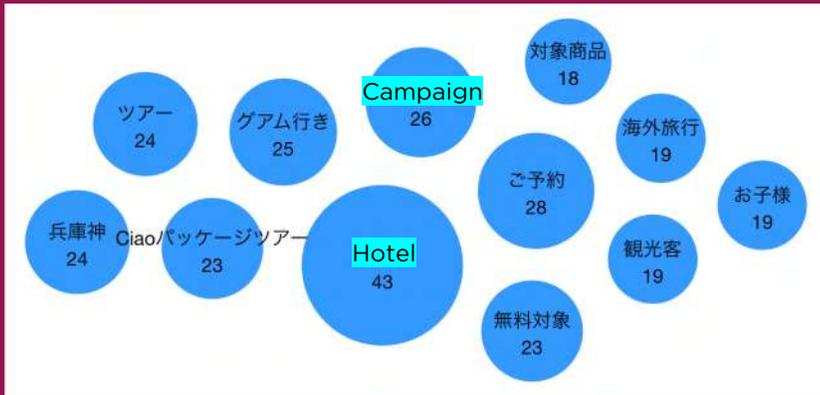
Departure from Narita in the morning and local departure in the evening  
Stay at PIC hotel with water park 4 days in Guam  
From 149,000 yen (trip price/adult/per person/per double occupancy/including fuel surcharge) Child discount (2-12 years old/no bed): 20,000 yen discount from adult price, infant price: 0 yen

Jiji Press v. japanese - JP  
Nov 1  
Potential reach: 22.9M  
MIV: \$3.9K

# JAPAN MARKETING ACTIVITIES

## SOCIAL LISTENING

- The Tsubaki Tower's promotion shown the highest buzz word among Guam related key words



- The Tsubaki Tower, an all-room ocean view hotel in Guam, launches a promotion in Japan. Win a two-night stay coupon with breakfast for next use during the year-end and New Year's holidays.



When Halloween is over, get ready for Christmas



Information on traveling to Guam now

# SOUTH KOREA



# KOREA COVID-19 NEWS

## COVID-19 STATUS: OCT 25 - NOV 07, 2022



### HIGHLIGHT

South Korea's new coronavirus cases recorded the highest in 7 weeks as of Monday, while vaccinations with the 'improved vaccine' for people over 18 years of age has started today.

## COVID-19 VACCINATION STATUS: FEB 26, 2021 - NOV 7, 2022



**FULLY IMMUNIZED**  
**44,692,654**  
*87.1% of total population*  
*96.6% of 18 and older*  
*95.9% of 60 and older*

**BOOSTER SHOT**  
**33,668,884**  
*65.6% of total population*  
*75.2% of 18 and older*  
*90.2% of 60 and older*

**2<sup>nd</sup> BOOSTER SHOT**  
**7,557,634**  
*14.7% of total population*  
*44.1% of 60+ and eligible pax*

Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot	2nd Booster Shot
AstraZeneca	11,078,128 (24.6%)	9,244,702 (20.7%)	2,598 (TBD)	21 (TBD)
Pfizer	25,488,546 (56.5%)	27,092,719 (60.6%)	22,606,243 (67.1%)	6,157,799 (81.5%)
Janssen	1,517,738 (3.4%)	1,517,738 (3.4%)	26,968 (0.1%)	40 (TBD)
Moderna	6,815,332 (15.1%)	6,641,501 (14.9%)	10,908,965 (32.4%)	899,628 (11.9%)
NOVAVAX	134,594 (0.3%)	110,354 (0.2%)	114,631 (0.3%)	498,960 (6.6%)
etc. (WHO-authorized)	88,090 (0.2%)	85,526 (0.2%)	9,269 (TBD)	24 (TBD)
<b>Total:</b>	<b>45,122,610</b>	<b>44,692,654</b>	<b>33,668,884</b>	<b>7,557,634</b>

### Confirmed COVID-19

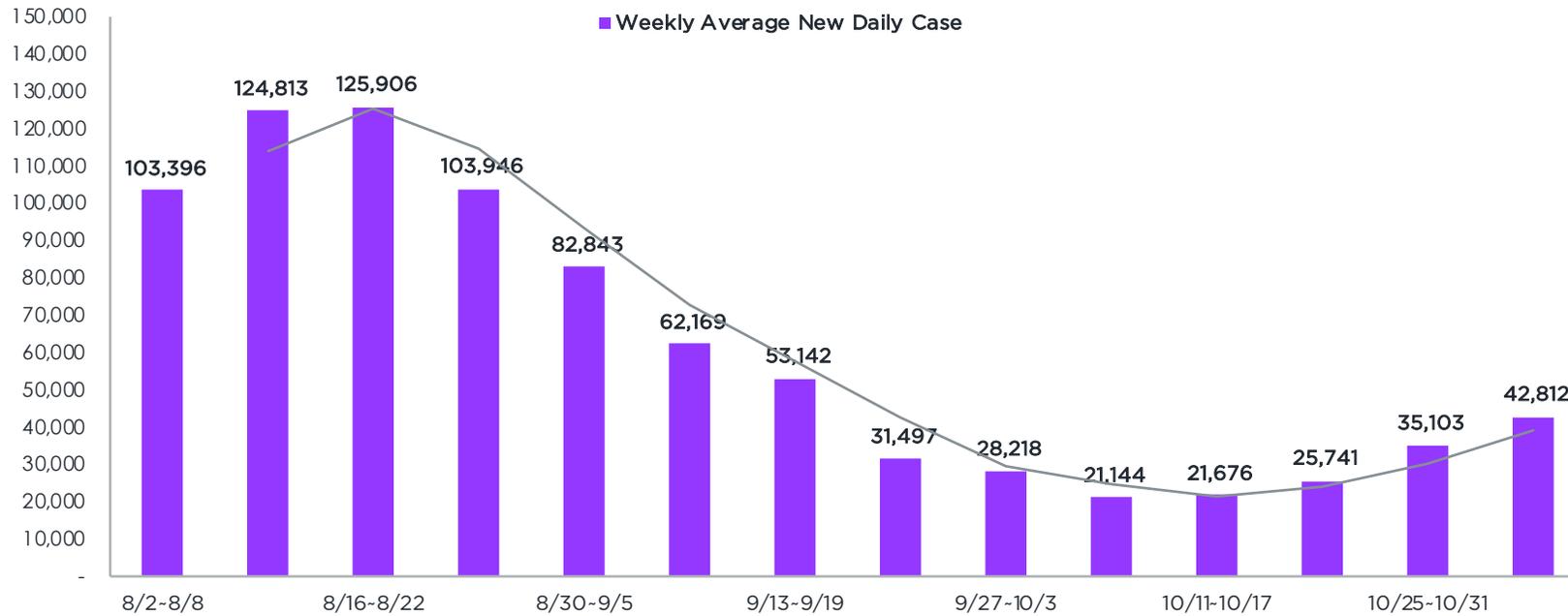
### CASES: 25.92M

### ACTIVE: 2.6%

AS OF NOV 10, 2022



## COVID-19 STATUS: COMPARISON WEEK BY WEEK



### DAILY CASE

The phase of daily increase in confirmed cases has slowed slightly while concerns over a virus resurgence this winter is still maintaining.

### WEEKLY CASE

The continued downward trend of COVID-19 cases has turned to a slight increase for the last 4 weeks in a row.

### MONTHLY CASE

The detection rate of new BA.5 subvariants in South Korea have dramatically increased over the past weeks, increasing concerns over a possible resurgence due to emerge of new subvariants this winter

### PROJECTION

The health authorities have warned of the resurgence in infections around December, and some experts say the country would experience a fresh wave as early as November.

Source: Central Disaster and Safety Countermeasures Headquarters

## NORTH KOREA'S MISSILE PROVOCATION

### NORTH KOREA ESCALATING TENSIONS BY FIRING MISSILES TO SOUTH KOREA'S TERRITORY

North Korea fired more than 20 ballistic and other missiles on November 2<sup>nd</sup>, one of which landed in South Korean territory for the first time since the 1950-53 Korean War.

North Korea also said it will take sustained, resolute and overwhelming practical military measures in response to joint military drills of South Korea and the United States amid speculation that Pyongyang may carry out another nuclear test just before or after the US midterm elections.



### NK'S MISSILE PROVOCATION DEEPENS MILITARY RIVALRY ON KOREAN PENINSULA

North Korea's ramped up missile provocations last week highlight the deepening divide between the West and Pyongyang's allies China and Russia, building more tension on the Korean Peninsula.

Last week's provocation prompted the United Nations Security Council to hold an emergency council session to discuss ways to handle the multiple sanctions violations by Pyongyang but failed to draw a unified voice to hold North Korea liable for its violations.

## TRAVEL TRADE ISSUES

### LOCAL AIRPORT TO RESUME ITS INTERNATIONAL ROUTE FOR THE FIRST TIME SINCE COVID-19

Cheongju Airport will launch a regular flight departing to Da Nang on January 11, 2023, after the two years of suspension since the COVID-19 outbreak. With this resumption, it will help revitalize the airport and enhance the travel convenience of local users which currently has no international flight routes.

Meanwhile, Fly Gangwon has also opened its Yangyang-Narita route for the first time on October 30, while waiting for its first mid/large-size aircraft introduction on November 7.



### FLIGHTS TO SYDNEY KEEP INCREASING WITH THE EXPANSION OF SEAT SUPPLY

T'way Airlines will take its first step in long-haul operations for the first time since its foundation by acquiring the right to operate the Incheon-Sydney route, which will begin on December 23.

Jetstar, a LCC owned by Qantas Group, also began operating the Incheon-Sydney route starting from November 2<sup>nd</sup>, which will be operated three times a week.

# KOREA MARKET INTELLIGENCE

## NOVEMBER 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	8,160
Jeju Air	7C3102	DAILY	09:10	14:30	5,670
	7C3106	DAILY	20:10	01:35+1	5,670
Jin Air	LJ643	DAILY	09:35	14:50	5,670
T'way	TW301	WED/THU/SAT/SUN	08:20	13:55	3,213
<b>TOTAL</b>					<b>28,383</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	02:35+1	5,670
Jin Air	LJ647	WED/THU/SAT/SUN	08:30	13:30	3,213
<b>TOTAL</b>					<b>8,883</b>

TOTAL OUTBOUND SEAT CAPACITY: 37,266 SEATS



# KOREA MARKET INTELLIGENCE

## DECEMBER 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	WED/THU/SAT/SUN ( December 21- 4/w )	19:35	00:50+1	1,904
Jeju Air	7C3102	DAILY	09:10	14:30	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	5,859
T'way Air	TW301	WED/THU/SAT/SUN ( December 23- daily )	08:20	13:55	4,158
<b>TOTAL</b>					<b>32,071</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	02:35+1	5,859
Jin Air	LJ773	DAILY	08:30	13:30	5,859
<b>TOTAL</b>					<b>11,718</b>

TOTAL OUTBOUND SEAT CAPACITY: 43,789 SEATS



# KOREA MARKET INTELLIGENCE

## JANUARY 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	WED/THU/SAT/SUN	19:35	00:50+1	4,080
Jeju Air	7C3102	DAILY	09:10	14:30	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	5,859
T'way Air	TW301	DAILY	08:20	13:55	5,859
<b>TOTAL</b>					<b>35,948</b>

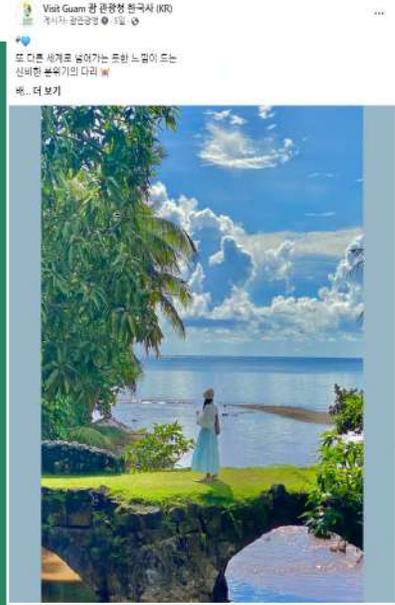
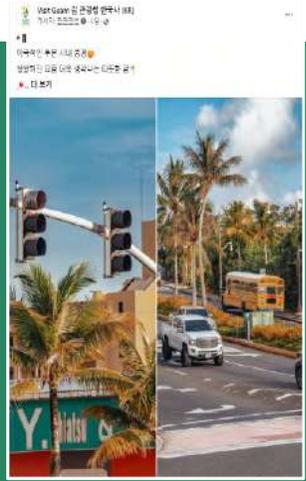
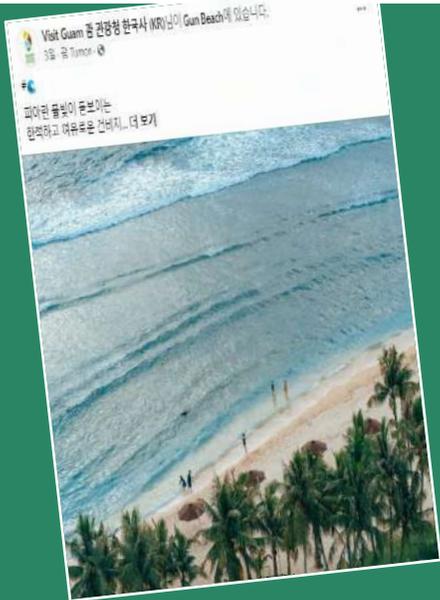
### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:35+1	5,859
Jin Air	LJ773	DAILY	08:30	13:30	5,859
<b>TOTAL</b>					<b>11,718</b>

TOTAL OUTBOUND SEAT CAPACITY: 47,666 SEATS



# KOREA MARKETING ACTIVITIES



- Contents not uploaded on Naver Blog and Kakao page due to the Itaewon-Halloween accident's condolence period.
- Contents will be normally updated starting from November 07.

SNS WEEKLY ACTIVITY: OCTOBER 31 - NOVEMBER 4  
 #GUAMAGAIN: NAMDALEEMAX FAMILY IN GUAM

# KOREA MARKETING ACTIVITIES

## GVB KOREA - November Content Calendar

Information/Notice/Card News		Guam's Scenery	IG Reels	Event			
Instagram Reels / Story	Naver Blog/Kakao	Instagram Feed / Facebook	EVENT				
Week 1		November 1 TUESDAY	November 2 WEDNESDAY	November 3 THURSDAY	November 4 FRIDAY	November 5 SATURDAY	
		Guam's Scenery #Guam Again UGC	Guam's Scenery #Guam Again Tumon	Guam's Scenery #Guam Again Guam Beach	Guam's Scenery #Guam Again UGC		
Week 2	November 6 SUNDAY	November 7 MONDAY	November 8 TUESDAY	November 9 WEDNESDAY	November 10 THURSDAY	November 11 FRIDAY	November 12 SATURDAY
		NAVER Blog Event Information #GuamAgain Guam Hotel (Crown Plaza)	IG Event	Notice #ColorofGuam Guam in Blue	Information #ColorofGuam Guam in Blue (Sky Diving)	IG Reels #ColorofGuam Guam in Blue (Guam Beach Highlight)	
Week 3	November 13 SUNDAY	November 14 MONDAY	November 15 TUESDAY	November 16 WEDNESDAY	November 17 THURSDAY	November 18 FRIDAY	November 19 SATURDAY
		Guam in different colors Guam's Scenery #ColorofGuam Guam in Blue Image	Card News #ColorofGuam (Cover image will be Blue)	Guam's Scenery #ColorofGuam Guam in Blue Image	Notice #ColorofGuam Guam in Green	IG Reels #ColorofGuam Guam in Green	
Week 4	November 20 SUNDAY	November 21 MONDAY	November 22 TUESDAY	November 23 WEDNESDAY	November 24 THURSDAY	November 25 FRIDAY	November 26 SATURDAY
		Underwater Activities Guam's Scenery #ColorofGuam Guam in Green Image	Guam's Scenery #ColorofGuam Guam in Green	Guam's Scenery #ColorofGuam Guam in Green	Card News #ColorofGuam (Cover image will be Green)	Notice #ColorofGuam Guam in Pink	
Week 5	November 27 SUNDAY	November 28 MONDAY	November 29 TUESDAY	November 30 WEDNESDAY			
		Instagram Event Notice IG Event (Color Image will be pink)	Guam's Scenery #ColorofGuam Guam in Pink	Guam's Scenery #ColorofGuam Guam in Pink Image			

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

# TAIWAN

# TAIWAN COVID-19 NEWS

## TAIWAN RECEIVES ANOTHER 8,272 DOSES OF EVUSHELD DRUG

Taiwan has taken delivery of another shipment of the Evusheld drug for immunocompromised people who are at high risk of contracting severe COVID-19, the Central Epidemic Command Center (CECC) said Thursday.



The shipment of 8,272 Evusheld doses arrived in Taiwan on Tuesday, and their safety and efficacy are now being medically evaluated, Lo Yi-chun, head of the CECC's Medical Response Division, said at a press briefing.

The government had placed a total order for 10,000 doses of Evusheld, a preventive antibody therapy that has shown neutralizing activity against the Omicron BA.2, BA.2.12.1, BA.4, and BA.5 subvariants of the COVID-19 virus and is authorized for emergency use, he said.



## COVID ISOLATION TO BE CUT TO 5 DAYS STARTING NOV. 14: CECC

Taiwan has decided to cut the self-isolation period for people who test positive for COVID-19 starting Nov. 14 but has yet to decide if people who have COVID-19 will be able to vote in the Nov. 26 local elections, according to the Central Epidemic Command Center (CECC).

People with COVID-19 in Taiwan will only have to isolate for five days instead of the current seven and the self-health management protocol will no longer be required if they test negative after the five-day period, said CECC head Victor Wang on Wednesday.

The isolation period was reduced to five full days under the CECC's new "5+n" COVID-19 policy because people who have the disease will no longer be infectious to others after five days, whether or not they test positive or negative at the end of the period, Wang said.

Those who do test positive for COVID-19 at the end of the five-day period, however, will still have to observe the self-health management protocols for a maximum of seven days, Wang said.

Confirmed  
COVID-19

CASES:  
7.93M

ACTIVE:  
7.9%

AS OF NOV 10, 2022

## TAIWAN RECEIVES 600,000 DOSES OF PFIZER-BIONTECH VACCINE FOR CHILDREN



Taiwan took delivery Monday of a shipment of about 600,000 doses of the Pfizer-BioNTech COVID-19 vaccine for children aged between 6 months and 4 years old, according to the Central Epidemic Command Center (CECC).

The 624,000 Pfizer-BioNTech doses arrived at Taoyuan International Airport on Monday morning, and were transferred to a cold chain logistics center to undergo inspection, CECC spokesperson Chuang Jen-hsiang said at a press briefing.

The new batch of vaccine doses expires on April 30, 2023, Chuang added. According to the CECC, the vaccine for children aged between 6 months and 4 years old will be administered in three 0.2 milliliter doses.

A minimum interval of 21 days between the first two doses will be required, and recipients will have to wait at least another eight weeks before receiving a third shot.

## DOMESTIC COVID CASES DIP TO BELOW 40,000 FOR 4TH DAY IN A ROW



Taiwan reported 31,500 new domestic COVID-19 infections Sunday, marking the fourth consecutive day with fewer than 40,000 cases, according to the Central Epidemic Command Center (CECC).

The latest domestic infection count represented a 3 percent drop from Saturday and a decline of about 10.8 percent from the same day the previous week. The critical factor determining whether domestic cases of the Omicron BA.5 subvariant were in fact falling from their plateau would be if cases between Oct. 23 and Oct. 29 fell by around 10 percent.

According to CECC statistics, more than 230,000 BA.5 cases were confirmed during the week, down 9.9 percent from the previous week from Oct. 16 to Oct. 22, confirming that cases were in fact declining.

Unlike the domestic BA.2 outbreak earlier this year that saw a sharp rise in cases, the number of BA.5 cases increased slowly and was expected to decrease slowly as well, Chuang said, adding that the caseload is likely to drop by less than 10 percent next week.

## Regulations on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting Oct. 13 2022 Taipei Time)

Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement
R.O.C. (Taiwan) National	Departure from any international port	Yes	1. Travelers who test positive abroad are required to wait over 7 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 National	Holder 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 worker must also hold re-entry permit.	Yes	1. Travelers who test positive abroad are required to wait over 7 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures <sup>*note1</sup>
	Non-ARC holder <ol style="list-style-type: none"> <li>National of the visa-exempt entry scheme announced by Ministry of Foreign Affairs <sup>*note2</sup></li> <li>Traveler who holds R.O.C (Taiwan) Visa <sup>*note2</sup></li> </ol>		

**Note:**

- 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 [Centers for Disease Control](#) 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.
- For Visa-exempt entry scheme, Landing Visa, e-Visa, or general Visa application, please visit [Bauer 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.
- Migrant workers should follow instructions by [Ministry of Labor](#). Students, should follow instructions by [Ministry of Education](#).



Oct. 13 2022  
National Immigration Agency  
Ministry of the Interior

## RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

CECC lowers COVID-19 travel notice for all countries/regions to Level 2: Alert, effective October 13, 2022; travelers should practice enhanced precautions

On October 12, the Central Epidemic Command Center (CECC) announced that the COVID-19 travel notice for all countries/regions will be lowered to Level 2: Alert, effective 00:00 on October 13, 2022.

On September 29, CECC announced that, in response to the gradual relaxation of border restrictions, it will adjust the quarantine policy for arriving travelers.

Effective on October 13 (incoming flight's scheduled arrival time), arriving travelers will no longer be required to quarantine and will instead undergo a seven-day period of self-initiated prevention after arrival. Related border restrictions will also be lifted starting October 13.

## *Adjustment details are listed below.*

1. Quarantine period: Quarantine will be ended, the day of arrival counts as Day 0. A seven-day period of self-initiated prevention will be required.
2. Rapid testing using at-home rapid test kits:
  - 4 rapid test kits will be given to all arriving passengers aged two and over.
  - Passengers take a rapid antigen test on the day of arrival or the first day of the self-initiated prevention period (D0/D1).
  - Arriving travelers should take a rapid test and produce a negative result within two days before going out during the self-initiated prevention period.
3. Arriving travelers will no longer be required to make a health declaration on the Quarantine System for Entry before arrival and to have a mobile phone with a Taiwanese number.



# TAIWAN MARKET INTELLIGENCE

## AIRLINE UPDATE *Current Routes*

### CHINA AIRLINES

- Routes scheduled for November - December

### EVA AIR

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

### STARLUX AIRLINES

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



### CHINA AIRLINES

### NOV-DEC OPERATION SCHEDULE

LOCATION						
North America	Southeast Asia		Europe	Oceania	Northeast Asia	China
Los Angeles	Bangkok	Ho Chi Minh City	Amsterdam	Sydney	Nagoya	Beijing
Ontario	Singapore	Hanoi	Frankfurt	Melbourne	Tokyo	Shanghai
San Francisco	Jakarta	Manila	London (Heathrow)	Auckland	Osaka	Xiamen
Vancouver	Kuala Lumpur	Phnom Penh		Brisbane	Fukuoka	Chengdu
New York	Penang	Yangon			Seoul	Hong Kong
	Palau					

# TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
	<p>10/21 Solomon Lee, General Manager</p>	<ul style="list-style-type: none"> <li>CI said that although group travel has seen a slow recovery, FIT has grown around 25 % since the quarantine was lifted on 10/13.</li> <li>They will continue to monitor the situation to see if market buying will gradually recover after the International Travel Fair (11/4 - 7).</li> <li>With the efforts of GTO, there are currently 6 Key travel agents (Including Southeast Travel and LINE travel) who are initially willing to cooperate with airlines to conduct charter flights for the winter vacation under the premise of reasonable prices.</li> <li>They estimate that the number of tourists during the winter vacation and the Lunar New Year will grow.</li> <li>CI head office has officially received the proposal and is currently in review.</li> </ul>
	<p>10/14 Amy Cho, Junior Vice President</p>	<ul style="list-style-type: none"> <li>Eva Air said that the recovery of overseas tourism still sees opportunity. The reasons include that domestic tourism still has government subsidies until the end of the year.</li> <li>Due to the concern about the pandemic in Taiwan and abroad, the increase in flights has yet to see a significant increase.</li> <li>The current trend of overseas travel is mainly with small group travel between families.</li> </ul>
	<p>10/14 Hanna Lee, Manager</p>	<ul style="list-style-type: none"> <li>Starlux mentioned that the focus of the first wave of routes will be Japan and existing routes, in hopes to regain tourism traction.</li> <li>Group tours may initially focus on small groups between families and friends.</li> <li>They will continue to seek market feedback from travel partners for adjustments.</li> </ul>

# TAIWAN MARKETING ACTIVITIES

## 2022 TAIWAN-GUAM VIRTUAL AGRICULTURE, TECHNOLOGY, SUSTAINABILITY (ATS) SUMMIT

- Date: Oct 30
- GTO was invited to participate in the online summit organized by College of Natural and Applied Sciences (CNAS) and University of Guam (UOG), the topic of discussion was Smart Technology in Agriculture and had a signing ceremony between Taoyuan and Guam Farmers' Association.



## OPENING CEREMONY OF TAIPEI INTERNATIONAL TRAVEL FAIR

- Date: Nov 4
- GTO was invited to participate in the opening ceremony of ITF, and kicked off the ceremony with the president, ambassadors/offices of foreign countries in Taiwan, city government officials.



## AGR/ATO COOPERATOR MEETING

- Date: Nov 1
- GTO was invited by the ATO (Agriculture trade office) to participate in this meeting. During the meeting, it was mentioned that Taiwan is an important market for American agricultural products. The promotion plan were also discussed and GTO interacted with the staff of ATO and AIT.

## NR MONITOR

For the past week (Oct 28 - Nov 4), a total of 12 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 72
- Social Media: 0

### 桃市農會與關島農會簽署農業MOU 鄭文燦盼促進農業交流及強化雙邊關係

記者黃家榮 / 桃園報導 © 2022-10-31 19:13



### 桃園與關島農會簽署合作備忘錄 強化產官學交流

本文共575字



2022/11/01 13:45:30

中央社 台北1日電  讚 0

駐關島辦事處與關島政府昨天合辦「2022年台灣—關島農業科技永續高峰會」，桃園市農會與關島農會簽署了農業合作備忘錄。辦事處發布新聞稿指出，這有助於強化台灣與關島農業夥伴關係。

關島總督古蕾露 (Lourdes A. Leon Guerrero)、副總督譚里諾 (Joshua F. Tenorio)、外交部北美司長徐佑典、桃園市鄭文燦市長及駐關島辦事處處長陳盈連均出席見證。

陳盈連致詞時表示，本次高峰會除了促成桃園市農會及關島農會簽署農業合作備忘錄之外，台灣大學、中興大學、屏東科技大學、台灣師範大學、台東大學及元智大學等6所大專院校的農業及理工學院，也分別與關島大

# TAIWAN MARKETING ACTIVITIES

Social Media November Content Calendar							Stockholder:
							Safe-Certified Accommodations
							Safe-Certified Service
							Safe-Certified Shopping
							Attractions and Activities
							Safe-Certified Restaurants
							Guam Scenery
Week 1	MONDAY	1-Nov-22 TUESDAY	2-Nov-22 WEDNESDAY	3-Nov-22 THURSDAY	4-Nov-22 FRIDAY	5-Nov-22 SATURDAY	
		Guam Scenery 1		x	ITF Promotion	ITF Promotion	
Week 2	6-Nov-22 SUNDAY	7-Nov-22 MONDAY	8-Nov-22 TUESDAY	9-Nov-22 WEDNESDAY	10-Nov-22 THURSDAY	11-Nov-22 FRIDAY	12-Nov-22 SATURDAY
Activities - Micronesia Divers Association, Inc.		Transportation on Guam	Restaurants - Marble Slab Guam	x	Guam Scenery 2		
ITF Promotion	ITF Promotion			x		#JustGuam Promotion	
Week 3	13-Nov-22 SUNDAY	14-Nov-22 MONDAY	15-Nov-22 TUESDAY	16-Nov-22 WEDNESDAY	17-Nov-22 THURSDAY	18-Nov-22 FRIDAY	19-Nov-22 SATURDAY
Accommodations - Lotte Hotel Guam		Transportation on Guam		x	Activities - Pacific Islands Club Guam	Guam Scenery 3	
#JustGuam Promotion	#JustGuam Promotion	#JustGuam Promotion	#JustGuam Promotion	#JustGuam Promotion	#JustGuam Promotion	#JustGuam Promotion	
Week 4	20-Nov-22 SUNDAY	21-Nov-22 MONDAY	22-Nov-22 TUESDAY	23-Nov-22 WEDNESDAY	24-Nov-22 THURSDAY	25-Oct-22 FRIDAY	26-Oct-22 SATURDAY
Super Taste Promotion	Super Taste Promotion	Super Taste Promotion	Restaurants - Rootz Hill's Grill House	x	Guam Scenery 4		
				Happy Thanksgiving!	Happy Thanksgiving!	Happy Thanksgiving!	
Week 5	27-Nov-22 SUNDAY	28-Nov-22 MONDAY	29-Nov-22 TUESDAY	30-Nov-22 WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Accommodations - Leo Palace Resort Guam		Service - IHS Corporation	Guam Scenery 5				
Happy Thanksgiving!	Happy Thanksgiving!						

# PHILIPPINES

## CONCEPCION SEES COVID-19 TRANSITION

The Philippines appears headed to a transition from the Covid-19 pandemic, Go Negosyo founder Jose Maria "Joey" Concepcion 3rd said, as cases remain manageable and hospitalizations low.

Concepcion made the statement as he joined medical experts and health executives in assessing the way forward for the Philippines after almost three years of the Covid-19 pandemic at the recent Go Negosyo town hall "Sustaining Public Health and Immunity for Nation-Building."

In his remarks, the Go Negosyo founder said that the overall strategy is now tending toward shifting the responsibility to the people, and supporting efforts through a host of responses from the private sector. Concepcion said vaccinations must continue, especially as the country's economy faces strong headwinds.

"Whatever health initiatives we have done in the past, we should continue ... we'll eventually transition to a government buying the vaccine for us as we move to a more manageable Covid situation," he said.



## Philippines eases entry restrictions for unvaccinated tourists; ART now allowed instead of PCR.

LOCKDOWN STATUS

OPEN

INBOUND TRAVEL

OPEN

OUTBOUND TRAVEL

OPEN

CONFIRMED

4,011,026

34,710 per million

7 DAY ROLLING AVE

+937 ▼

-23% vs prev week

DEATHS

64,291

556.3 per million

FULLY VACCINATED

-

0.00% of pop.

Source: Cases - John Hopkins University (2022-11-07). Retrieved from OurWorldInData.org

## NCR POSITIVITY RATE DOWN TO 8.9%, LOWEST SINCE JULY: OCTA

The positivity rate, or the number of persons testing positive for Covid-19, in the National Capital Region (NCR) went down to 8.9 percent, the lowest this year since July 4. In a televised public briefing on Monday, OCTA Research Group fellow Dr. Guido David said other Covid-19 numbers in the NCR also went down along with its positivity rate.

The seven-day average of cases in the region decreased to 210 per day; average daily attack rate, 1.46; reproduction number or number of persons a case could infect, 0.68; growth rate, -38 percent; and healthcare utilization rate, 28 percent.



# PHILIPPINES MARKET INTELLIGENCE



## AIRASIA PHILIPPINES STIRS TRAVEL DEMAND WITH INTERNATIONAL FLIGHTS FLASH SALE



AirAsia Philippines zoomed in on its international routes, slashing its prices for its overseas flights, as low as Php 411 until November 6<sup>th</sup>. AirAsia Philippines' domestic flight frequency in its Manila hub is back to pre-pandemic levels, ushering full resumption of international travel demand come 2023.

The low-cost airline recently achieved 100% of its pre-pandemic domestic flight frequency in its Manila hub, which is believed to be a prelude to the fast recovery of demand in the international travel scene. The monthly load factor of AirAsia Philippines for its ASEAN destinations averaged 80% in Q3 of this year. The number is expected to rise before end-year, especially with the increase of AirAsia's frequency to some of its international routes.

AirAsia Philippines Chief Executive Officer Ricky Isla shares: 'We are determined to achieve 100% of our pre-pandemic flight frequency to international destinations by the first half of 2023. Having observed the high travel confidence of Filipinos in the new normal in our own domestic operations, we are optimistic that with more relaxed border protocols abroad, we will see outbound tourism rebound significantly by early next year. We aim to propel this with promos that further make our flights attainable.'

## PAL WILL INVEST IN NET-ZERO PROGRAM

Legacy carrier Philippine Airlines (PAL) is investing in a carbon reduction program that will enable it to attain net zero carbon emissions by 2050.

PAL President and COO Stanley K. Ng said the initiative is part of the flag carrier's commitment to supporting international agreements for climate action, including the Paris Agreement and the Glasgow Climate Pact. "Our net zero initiative comes at a crucial time for the international aviation industry, which is seeking to further lessen its environmental impact in response to the global scientific community's clarion call against irreversible climate change," he said. As such, PAL is "investing in an all-out carbon reduction program as part of a multi-year commitment to combat the worldwide scourge of climate change."

The carrier's net zero goal will be "holistic and comprehensive," covering both flight and ground operations. Already, PAL has started shifting to renewable energy for the electricity supply of its major offices and working on the potential use of sustainable aviation fuel to power its fleet of high-technology aircraft.

**Philippine Airlines**  
The Heart of the Filipino

### PHILIPPINES

NOW OPEN FOR TRAVEL

TRAVEL RULES AND REQUIREMENTS FOR ALL INBOUND FLIGHTS

**Fully Vaccinated Passengers**

- For Filipinos and Foreigners – 15 years and older
  - Proof of vaccination – Traveler must present any of the following:
    - WHO International Certificate of Vaccination and Prophylaxis
    - VaccCert
    - National or state-digital certificate of the foreign government
    - Other proofs of vaccination permitted by the IATF
  - Pre-departure COVID-19 testing for fully-vaccinated passengers shall no longer be required

**Unvaccinated, Partially Vaccinated, or whose vaccination status cannot be validated**

- For Filipinos and Foreigners – 15 years and older
  - Laboratory-based Antigen Test Result – should be taken within 24 hours prior departure
    - A traveler who fails to present a valid COVID-19 test shall undergo rapid antigen test upon arrival
    - If tested positive, traveler is subject to the isolation and quarantine protocols of IATF
  - For those who will be able to present a valid negative Antigen test will no longer be required to complete a facility-based quarantine

**Children Traveling to the PH**

- Below 15 Years Old
  - Accompanied
    - Minor travelers shall follow the quarantine protocols of the parent/s or guardian/s
  - Unaccompanied
    - Minor travelers shall follow the protocols applicable to an adult traveler

**Reminders before you fly**

- Secure the required Travel & Health Documents of your destination
- Bring your own pen and hand sanitizer
- Wear a face mask at all times

JUST SEARCH #flyPAL101

**Philippine Airlines**

# PHILIPPINES MARKET INTELLIGENCE

## COUNTRY

Philippines



## VISA SERVICES

U.S. Embassy Manila has resumed all routine visa services. Wait times for interviews are longer than before the pandemic, except for immediate relatives. For nonimmigrant visas, the embassy is prioritizing applicants with urgent travel needs. Click [here](#) for more info. Also see our [Guide to Immigrating from The Philippines](#).

October 19, 2022

Travel Advisory

eARRIVAL CARD to replace One Health Pass in PH

Attention: Passengers traveling to the Philippines

A new electronic ARRIVAL CARD (“eARRIVAL CARD”) has officially replaced the One Health Pass (OHP) as an entry requirement for arrival in the Philippines.

This new eARRIVAL CARD is easier to fill out and requires less information, in line with a decision by Philippine health authorities to simplify the arrival process.

To avoid long lines at the airport, we highly encourage you to fill out the eARRIVAL CARD within 72 hours prior to departure from your country of origin.

If you are unable to do so before departure, personnel from the Philippine Bureau of Quarantine (BOQ) and airport staff will assist you in completing and uploading the eARRIVAL CARD upon your arrival in the Philippines.

Other arrival protocols remain the same and follow Resolution 168 of the Philippine Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF-EID).

For more information, visit <https://www.onehealthpass.com.ph/>.



PAL FLIGHTS FOR OCTOBER AND BEYOND

Advisory No. 264

as of 03 NOV 2022 4:30 PM

Manila-Guam-Manila

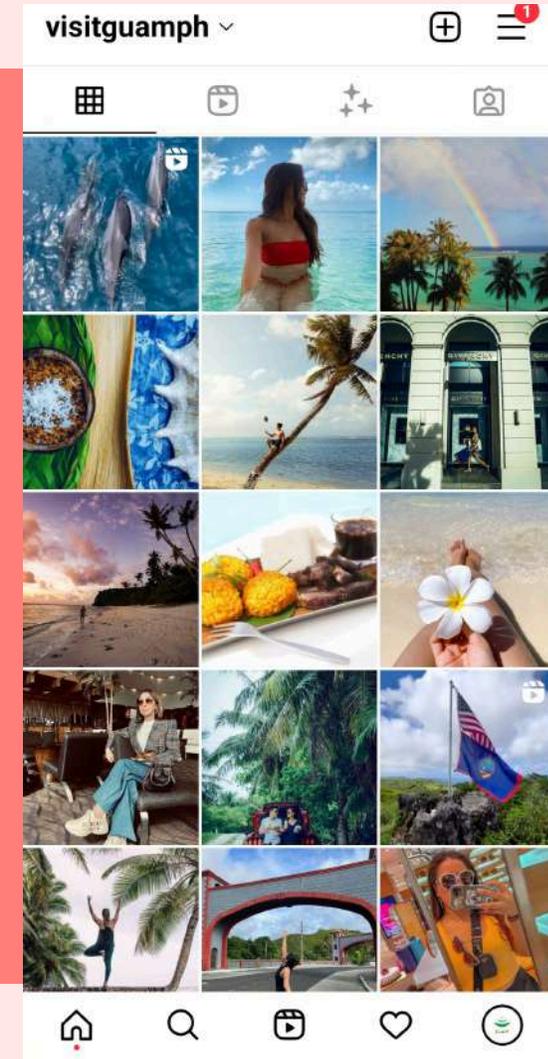
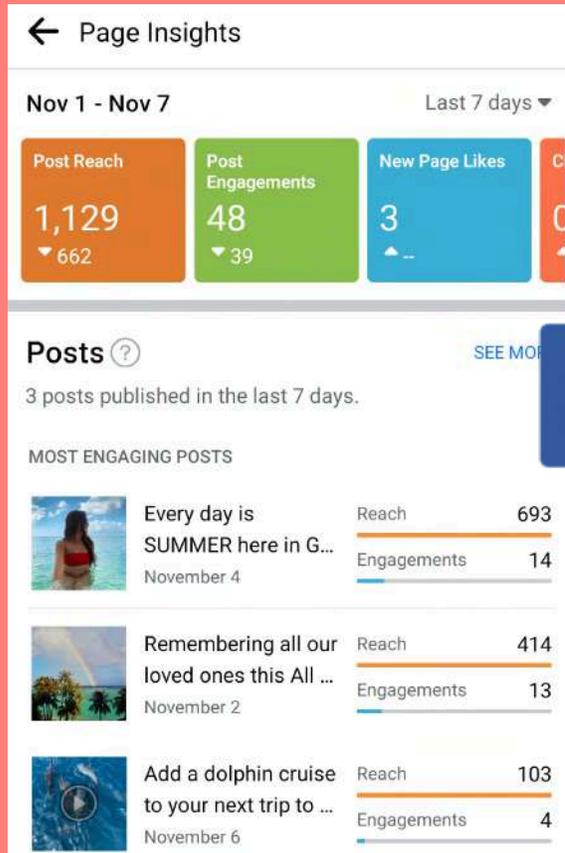
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# PHILIPPINES MARKETING ACTIVITIES



MARKETING ACTIVITY:  
SOCIAL MEDIA