

#InstaGuam
Photo credit: Kenneth Lee



INDUSTRY RECOVERY REPORT

SEPTEMBER 2, 2022



CONTENTS

3 DESTINATION UPDATES

8 TRAVEL PROTOCOLS

14 MARKET UPDATES

18 JAPAN

32 SOUTH KOREA

42 TAIWAN

51 PHILIPPINES

DESTINATION UPDATES



COVID-19 VISITOR TESTING PROGRAM



Thank you for choosing Guam as your travel destination!
You can get a free COVID-19 test before your return home.

visitguam.com/covidtest

TESTING SITES
Local residents or any visitor can qualify for this free COVID-19 testing program

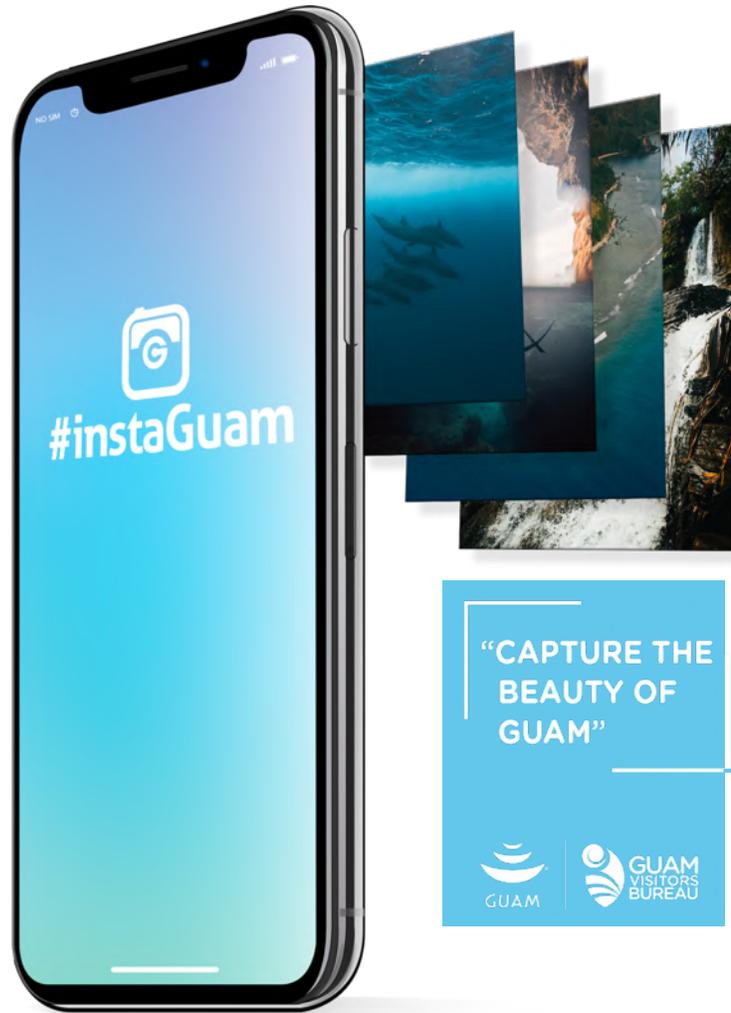
- 1 Download and complete the **COVID TEST FORM**
- 2 Provide a copy of your photo ID (passport, driver's license, or birth certificate)
- 3 Please take your test 48 hours before your departure
- 4 Proceed to the location of your choice to complete your test (testing done on a walk-in basis)
- 5 Pick up your test results within **24 - 48 hours**



Country	Type of Test Administered	Required Timeframe
South Korea	Antigen	Must test within 1 day of departure.
Japan	PCR	Must test within 72 hours of departure flight.
Taiwan*	PCR	Must test within 48 hours of departure.
Philippines**	Antigen	Must test within 24 hours prior to departure time.
	PCR	Must test within 48 hours prior to departure time.
FSM	PCR	Must test within 72 hours of departure.
U.S.A.	N/A	<i>No longer require COVID-19 testing for re-entry.</i>
CNMI	N/A	<i>No longer require COVID-19 testing for re-entry.</i>
Palau	N/A	<i>No longer require COVID-19 testing for re-entry if fully vaccinated and boosted.</i>
RMI	N/A	<i>Not open for visitors until October.</i>

*Effective on July 14, Taiwan does not require a negative PCR test results for Taiwan passport holders, ARC holders, and transit passengers in order to enter Taiwan.

**COVID-19 testing is not required if traveler is boosted (over the age of 18 years old) or fully vaccinated (12 to 17 years old). Travelers below 12 years old are not required to take a COVID-19 test if they are accompanied by a parent or guardian who is boosted.



“CAPTURE THE
BEAUTY OF
GUAM”



WEEKLY PRIZE CONTEST

GVB encourages everyone to share and submit their best photos or videos for a chance to win weekly prizes. For more on the #InstaGuam weekly contest, go to visitguam.com/instaguam.

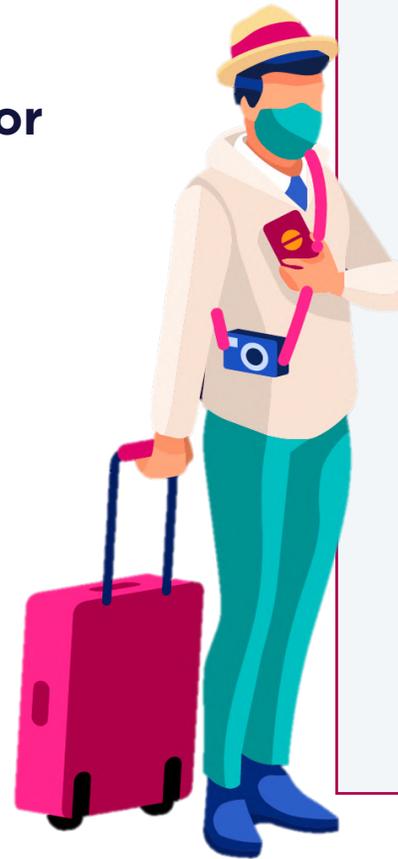


Guam Safe Travels Stamp instills a level of confidence and trust for your visitors and locals.

APPLY
[Click here](#)

Approved businesses are featured on GVB's consumer site, visitguam.com in English, Japanese, Korean, and Chinese.

The Safe Travels Stamp certificate is renewed yearly; current certificates valid through December 31, 2022.



Go to guamvisitorsbureau.com

- Select **Tools & Resources** on the menu, then click on **Safe Travels**
- Click on the **Safe Travels Application Form** and fill in the required information
- **Upload your company logo** along with **6-10 photos** that best showcase your business
- Read and agree to the **Safe Travels Pledge** and click **Submit**

#InstaGuam

Photo credit: Queenelyn Izar



MARKET INTELLIGENCE REPORT

As of September 2 and may be subject to change.



TRAVEL PROTOCOLS

JAPAN

JAPANESE NATIONALS

NO QUARANTINE

- Traveler entering/returning to Japan from Guam (a non designated country/region) AND has received three vaccination doses AND is negative at airport is exempted from quarantine.

REQUIREMENTS

- Negative result of COVID-19 test conducted within 72 hours prior to departure (RT-PCR, LAMP, TMA, TRC, Smart Amp, NEAR, Next Generation Sequence, CLEIA/ECLIA)
<https://www.mhlw.go.jp/content/000807572.pdf> (Japanese)
<https://www.mhlw.go.jp/content/000807573.pdf> (English)
- Submit a written pledge that you will follow the Japanese authorities requirements and fill out questionnaires
- Install mobile application (MySOS, Google Maps, COCOA; travel insurance for COVID-19 related issues recommended)

QUARANTINE

Traveler entering/returning to Japan from Guam (a non designated country/region) AND *has not* received three vaccination doses is subject to a 7-day home quarantine (if the voluntary test on day 3 is negative, an exemption is made from further isolation).

Information Source:

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

https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/0000121431_00209.html

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

FOREIGN NATIONALS

(A) Foreign nationals eligible to this measure

- (1) Foreign nationals newly entering Japan for a short-term stay (less than three months) for purposes including business or employment and foreign nationals newly entering Japan for a long term stay (Except for tourist purposes)..
- (2) Foreign nationals fall under (1) and those who have receiving organizations located in Japan

**Refer to application for Visa for foreign Nationals eligible for Phased Measured toward Resuming Cross-Border Travel:*

https://www.mofa.go.jp/ca/fna/page22e_000921.html

NEW ENTRY PROTOCOL EFFECTIVE FROM AUGUST 15, 2022

- The Ministry of Foreign Affairs has announced a method by which you can always return to Japan without having to take a PCR test 72 hours before your return while in Guam if you have a negative certificate issued in Japan.

Information source:

https://www.anzen.mofa.go.jp/info/pcwideareaspecificinfo_2022C069.html

- This is a policy unique to a destination where short stays of three days and two nights or four days and three nights are possible, but it is a welcome sign that overseas travel within three to four hours of Japan will become far more common than in the past, and that the frontiers of domestic and international travel demand will be widened.

SOUTH KOREA

NO QUARANTINE

- Korea lifted the seven-day quarantine mandate for all travelers entering from abroad, regardless of whether they have been vaccinated or not, from June 8, in order to reduce economic damage and inconvenience as the virus situation has stabilized.
- Unvaccinated nationals (including unvaccinated children 6-11 years old) are no longer required to self-quarantine for seven (7) days as of June 8.

REQUIREMENTS

- South Korea lifts its current pre-travel COVID-19 test requirement for inbound travelers from September 3, 2022.
- Self Administered tests are not accepted
- All travelers must take a PCR test within one day of arrival in Korea.
- Foreigners must register their travel information, and a [negative PCR test result to KDCA's website Q-Code after entering Korea. https://cov19ent.kdca.go.kr/](https://cov19ent.kdca.go.kr/)
 - ❖ *Korean nationals should also register Q-Code in order to shorten the time for inspection upon entry to Korea*

TAIWAN

QUARANTINE

- All travelers are required to undergo a 3-day quarantine and a 4-day self-initiated epidemic prevention following the end of quarantine.

REQUIREMENTS

- All travelers (aside from Taiwanese passport, ARC residents, and transiting passengers for international flights) have to take a PCR who arrive at an airport in Taiwan must present a certificate of a negative COVID-19 RT-PCR test taken within two days (calendar days) prior to the flight schedule time to the airline staff.
- Passengers from the U.S. (included Guam), Canada, New Zealand and Australia will be tested for COVID-19 upon arrival in Taiwan using a **saliva test** rather than a nasal swab.
- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://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)

[Click here for more info](#)



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

PHILIPPINES

NO QUARANTINE

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

REQUIREMENTS

- All arriving passengers must register to [One Health Pass portal](#) within 48 hours prior to departure.
- Filipino and foreign nationals aged 18 and above who have received primary series of COVID-19 vaccine, and at least one (1) COVID-19 booster shot administered at any time prior to departure do NOT need a pre-departure COVID-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.
- Self-monitor for any sign or symptom until the 7th day from arrival.

FACILITY-BASED QUARANTINE

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

- Negative RT-PCR test taken within 48 hours or negative Antigen test taken within 24 hours prior to departure from the country of origin. Not applicable to children below 3 years old.
- Facility-based quarantine until the release of the negative results, testing will be on the 5th day.
- Shall self-monitor for any sign or symptom until the 14th day from arrival.

OTHER MARKETS

PALAU

REQUIREMENTS (as of 01 July 2022, Directive No. 100-22)

- All travelers **must be fully vaccinated** against COVID-19, except those under 18 years of age.
- At least 14 days must have passed from second dose of vaccine; vaccines must be approved by US Food and Drug Administration or the World Health Organization (exception Medigen).
- If you are vaccinated for COVID-19, you DO NOT NEED to provide a negative COVID-19 test before entering Palau.
- All travelers are advised to practice social/physical distancing, wear a mask over the nose and mouth when within six feet of others, and avoid large indoor gatherings for fourteen (14) days prior to travel to the Republic.
 - Unvaccinated individuals under 18 years of age must adhere to above requirements.

ISOLATION & QUARANTINE

- Any person proven or strongly suspected to be infected with COVID-19 shall be isolate for a period deemed necessary by MHHS at a government designated facility or at home at the discretion of the Director of Public Health.
 - The isolation rooms of Belau National Hospital shall be reserved for infected persons in need of critical care.
- Any person determined to have been in close contact with someone with COVID-19 shall self-monitor for a period of 10 days and follow guidelines as deemed necessary by the Ministry of Health.

THAILAND

REQUIREMENTS (as of 01 July 2022)

- All travelers aged 18 and older must be fully vaccinated against COVID-19 with an approved vaccine at least 14 days before travel to Thailand OR present a negative RT-PCR or professional ATK (antigen) COVID-19 test result issued within 72 hours before departure.
 - If unvaccinated traveler does not present negative test, traveler will be required to pay for and take a COVID-19 test on-site.
 - Travelers aged 5-17 unaccompanied must get vaccinated with at least one dose of an approved vaccine at least 14 days before traveling to Thailand OR present a negative COVID-19 test result issued no more than 72 hours before departure. (*exempted if traveling with parents that meet requirement). Under 6 years are exempt from test.
- Medical insurance and “Thailand Pass” not required.
- Masks are not required.
- All travelers must undergo entry screening including body temperature check and presentation of documents.

MARKETS AT-A-GLANCE

MARKETS AT-A-GLANCE

JAPAN

- Number of infected people has passed its peak and is trending slightly downward
- For overseas travel of 3 days or less, a negative certificate prior to departure from Japan will be valid
- PCR testing prior to entry into Japan exempted on condition of 3 vaccinations, effective Sept 7, 2022
- Refer to appendix for resumption of package, agent-organized tours
- **Flight operation is unchanged:**
 - United: UA197 daily operation
 - UA827 (except Wed) and UA150 available from July 1; UA874 available from May 8; UA136 and UA166 available from Aug 1; UA172 and UA178 now suspended until Oct 1
 - JAL: available from Aug 1
 - Tway: now suspended until Oct 1
 - JEJU: now suspended until Oct 1
- Shown in appendix are: travel agent co-op ad; news pickups; SNS performance summary and posts; content calendar; social listening updates; and Weekly Guam

PHILIPPINES

- COVID-19 reproduction number in NCR down to 0.99 - OCTA
- PAL plans to seek government help to make air travel more affordable
- Domestic travel recovery nearing 100%; PH ready for rising demand
- U.S. Embassy in the Philippines updates shown in appendix
- **Philippine Airlines and United Airlines fly daily in September** ✈️
- Social media monitoring shown in appendix

SOUTH KOREA

- Daily confirmed cases recorded under 45,000 as of Monday, the lowest in 5 weeks; the government is planning to discuss a plan to adjust quarantine policies within this week.
- Comparison of weekly COVID-19 cases shown in appendix
- South Korea lifts its current pre-travel COVID-19 test requirement for inbound travelers from September 3
- ✈️ • **September through November airline outbound seat capacity details shown in appendix: Sept 32,022, Oct 38,132, and Nov 42,201**
- Shown in appendix are: SNS weekly activity, media monitoring and content calendar

TAIWAN

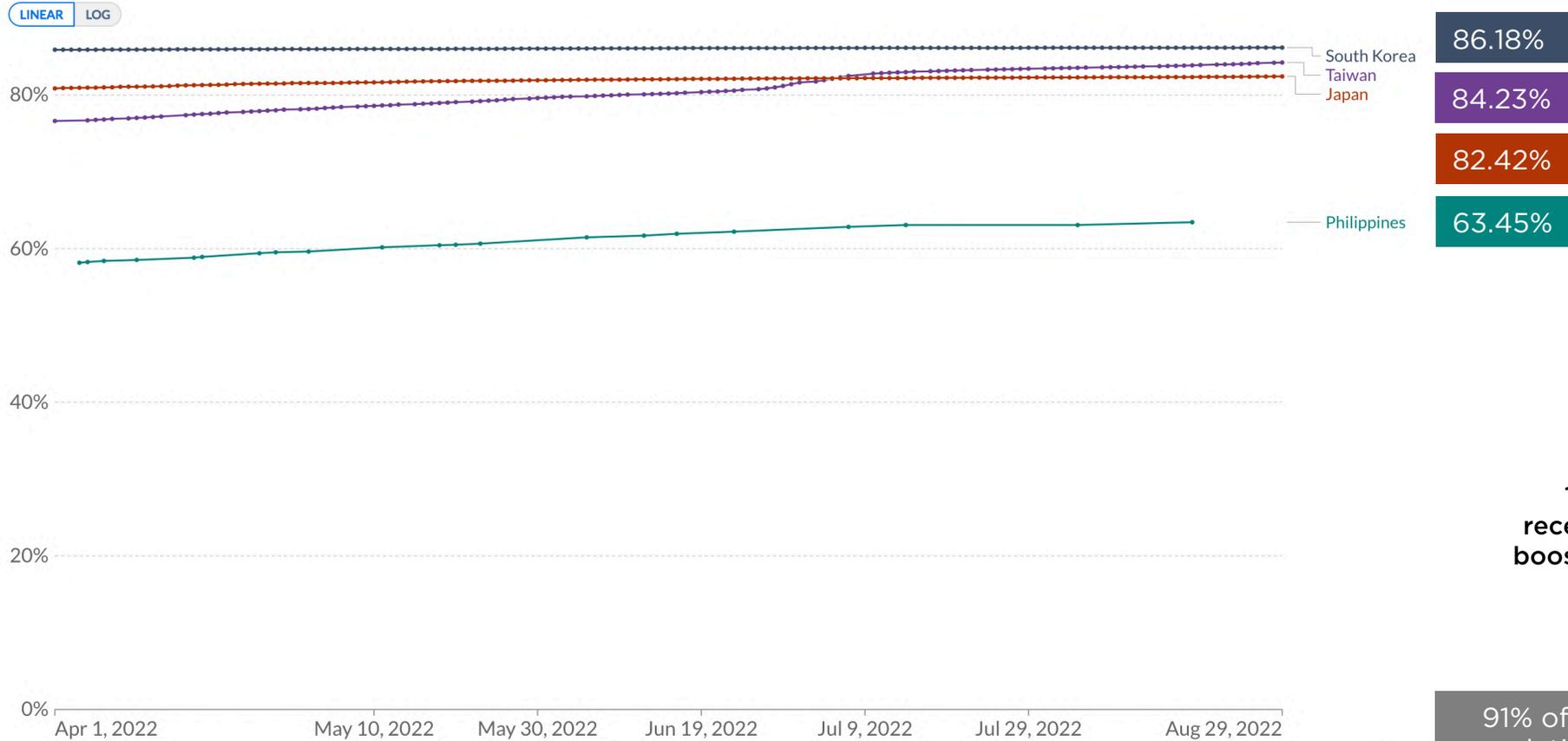
- Taiwan plans to open borders in late September
- Second-generation Moderna vaccines expected to arrive in October
- Omicron subvariant-induced outbreak forecast to peak earlier
- Taiwan rolls out Moderna second shots for young children
- Border opening dependent on BA.5 COVID cases
- Shown in appendix are: restrictions for entering Taiwan, CECC updates, NR monitoring, and social media calendar
- Current airline routes for other destinations shown in appendix
- GTO met with West Virginia Rep Ricky Lee and International Director Steve Spence; participated in the annual forum of Taiwan Globalization's new eastward strategy, was visited by Wonderland Adventure Co., attended CIP farewell party for Palau ambassador, and met with AmCham

DETAILS ARE FOUND IN THE APPENDIX

MARKETS AT-A-GLANCE

Share of people who completed the initial COVID-19 vaccination protocol

Total number of people who received all doses prescribed by the initial vaccination protocol, divided by the total population of the country.



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

Increase of vaccinated people have slowed down in the source markets.

GUAM

139,921 Fully Vaccinated

COVID-19 CASES

99.22% In-Active
0.78% Active

BOOSTER

50% Have yet to receive
50% Received booster

17.4% received 2nd booster shots

91% of total population fully vaccinated

CC BY

APPENDIX

As of Sept 2, 2022 and
may be subject to change.

#InstaGuam
Photo credit: Coleen Balent



JAPAN



JAPAN COVID-19 NEWS

HIGHLIGHTS

- The number of infected people has passed its peak and is trending slightly downward
- The number of infections per 100,000 population was 1,132 in Japan and 1,054 in Tokyo, down 12% from last week to approximately 1.34 million.



The number of infected people per 100,000 population:

NATIONWIDE

1,132

TOKYO

1,054

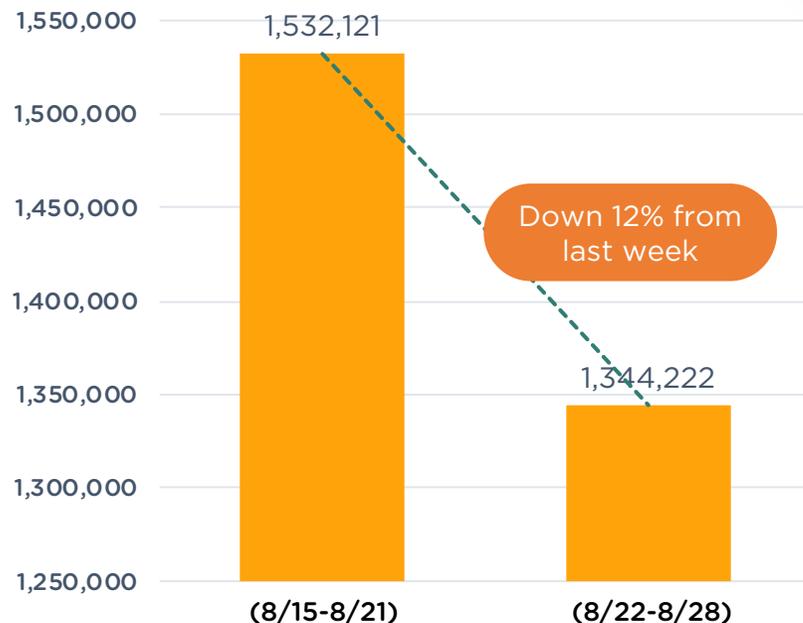
Total for last 7 days

**Confirmed
COVID-19**

**CASES:
18.77M**

**ACTIVE:
9.89%**

Nationwide



Area / New cases	August 15-21	August 22-28	Changes (#) vs LW	Changes (%) vs LW
Tokyo	181,248	136,811	-44,437	75%
Osaka	139,052	110,902	-28,150	80%
Aichi	104,487	91,437	-13,050	88%
Fukuoka	82,967	72,103	-10,864	87%
Nationwide	1,532,121	1,344,222	-187,899	88%

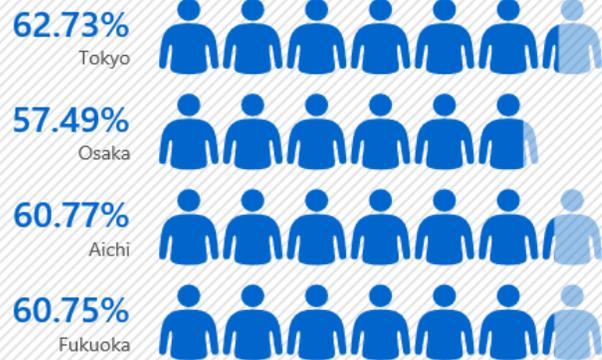
Created based upon data from NHK (Japan Broadcasting Corporation)

AS OF AUG 31, 2022

HIGHLIGHTS

- The progress rate for the third dose of vaccination is still low, currently at 64.1%.
- With the relaxation of waterfront measures, the PCR test will be exempted upon return to Japan on the condition that three vaccinations are given. This is expected to promote the third dose of vaccination.

NATIONWIDE 3RD SHOT



VACCINATION UPDATE (8/26)

Total number of
vaccination:
311,980,293

1st & 2nd doses
administered:
104,071,794
(82.2%)
102,663,653
(81.1%)

Nationwide 3rd shot:
81,235,468
(64.1%)

Nationwide 4th shot :
24,009,378
(-%)

ENTRY PROTOCOLS

HIGHLIGHTS

- The Ministry of Foreign Affairs of Japan has lowered the level of its "Overseas Travel Safety Information" to "Level 1."
- The government has raised the daily entry limit to 20,000 people since June 1. For those returning from low-risk areas such as North America (including Guam), there is no inspection upon arrival and no waiting period, regardless of whether or not there is a vaccination certificate.
- **PCR testing (negative proof) within 72 hours prior to local departure remains mandatory.**
- **From June 12, submission of a negative PCR test certificate upon departure from Japan will no longer be required.**

VALID FOR ENTRY INTO JAPAN FROM GUAM FROM JUNE 1



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

ENTRY PROTOCOLS

For overseas travel of 3 days or less, a negative certificate prior to departure from Japan will be valid.

- On August 15, the Ministry of Health, Labor and Welfare revised the operation of the COVID-19 negative certificate required upon return to Japan from overseas.
- The Ministry has revised the practice so that a certificate obtained in Japan before leaving Japan is considered valid as long as the specimen was collected within 72 hours prior to leaving the destination country.
- If your scheduled flight is delayed and you will be leaving the country beyond the expected 72 hours, you do not need to reacquire the specimen as long as the new flight is within 24 hours beyond the 72 hours from the date and time of specimen collection.

72hrs

EXAMPLE ITINERARY

Friday	10:00 A.M. 5:00 P.M. 10:00 P.M.	PCR TEST Departure from Japan to Guam Arrival in Guam
Saturday	ALL DAY	In Guam
Sunday	ALL DAY	In Guam
Monday	7:00 A.M. 10:00 A.M.	Departure from Guam to Japan Arrival in Japan

ENTRY PROTOCOLS

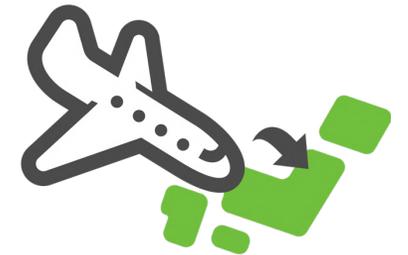
PCR testing prior to entry into Japan Exemption on condition of 3 vaccinations, effective Sep. 7, 2022.



Effective from September 7, 2022

➤ Exemption from pre-entry PCR testing for 3 vaccinations

- On August 24, Prime Minister Kishida announced in an online interview with reporters that he would conditionally exempt Japanese citizens from PCR testing prior to entry into Japan, effective September 7.
- The new corona test within 72 hours, which is required upon entry into or return from Japan, will be exempted on the condition that the person has already received three doses of the vaccine.



JAPAN MARKET INTELLIGENCE

PACKAGED SALES

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>Suspended until AUG 21</p>	*
 <p>Sales resume for departures on JUNE 1</p>	*
 <p>Sales resume for departures on APRIL 27</p>	*

AIRLINE OPERATION



AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from Jul 1, 2022 (Except Wed)	UA827	NRT	11:15 / 16:05	UA828	6:55 / 9:55	Mon, Tue, Thu, Fri, Sat, Sun	166
	Available	UA197	NRT	17:30 / 22:20	UA196	13:05 / 16:05	Daily	166
	Available from May 8, 2022	UA874	NRT	21:05 / 1:45 +1	UA873	17:05 / 19:50	Sun	166
	Available from Aug 1, 2022 (Mon, Fri)	UA136	NGO	11:20 / 15:55	UA137	7:30 / 10:20	Mon, Fri	166
	Suspended until October 1, 2022	UA172	NGO	20:50 / 1:25 +1	UA171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed, Fri, Sun)	UA150	KIX	11:05 / 15:45	UA151	7:10 / 10:10	Wed, Fri, Sun	166
	Suspended until October 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)	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Thu, Sun	199
	Suspended until October 1, 2022	TW311	KIX	10:45 / 15:10	TW312	16:10 / 19:00	Daily	189
	Suspended until October 1, 2022	7C3174	KIX	10:10 / 14:50	7C3173	15:50 / 18:20	Daily	189
		7C3184 (Tue)		10:10 / 14:50	7C3183 (Fri)	15:50 / 18:20		

JAPAN MARKETING ACTIVITIES



TRAVEL AGENT CO-OP AD

FALL WEDDING TOUR FAIR

As for Guam, GoGo campaign is underway to upgrade rental clothes for 55,000 yen.

選ばれる5つの理由 キャンペーン エリアから探す ウエディングフォト 帰国後パーティー 卒花レポート

JTBウエディング 秋のウエディング祭り 2022

期間限定のお得なプランが勢揃い!早い者勝ち!
新規でお申し込みの方が対象となります。
数に限りがありますので、売り切れの際はご了承ください。

お申し込み期間：2022年8月25日(木)～10月11日(火)

プレミアムプラン 沖縄 ハワイ グアム・バリ島

Autumn festival JTBウエディング
秋のウエディング祭り2022

対象申込期間：2022年10月～2023年3月 お申し込み期間：2022年8月25日(木)～10月11日(火)

最大10%OFF

2022年10月～12月申込期間/予約申込
最大 ¥320,000
最大OFF ¥30,000

2023年1月～3月申込期間/予約申込
最大 ¥390,000
最大OFF ¥30,000

最大 ¥186,500 OFF

GUAM
JEWEL BY THE SEA
RENEWAL OPEN
ジュエル・バイ・ザ・シー
2021年秋リニューアルオープン

プランに含まれる内容

基本挙式代金 2022年申込：¥180,000 / 2023年申込：¥190,000	+	衣装代金 PL-C/W/BL/SS & PL-C/W/BL/SS	+	新郎ヘアセット&メイク 2022年申込：¥40,000 / 2023年申込：¥45,000	+	ポートフォリオアルバム 2022年申込：¥40,000 / 2023年申込：¥45,000
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ビーチフォト撮影 パーティメニューII 金フリードリンク

嬉しい2大特典

お子様と一緒に招待券
GoGo! GUAMキャンペーン特典
レンタル衣装アップグレード
最大55,000円分プレゼント

リゾートウエディング 最も華式もJTB



JAPAN MARKETING ACTIVITIES

VISITGUAM.JP – ADDED RELAXATION OF ENTRY PROTOCOL



- On August 24, 2022, relaxation of entry protocols was announced. As of September 7 (Wed.), the submission of a negative certificate upon return to Japan will be exempted on the condition that the applicant has been vaccinated with three doses of the novel coronavirus vaccine. For the latest information, please visit the Ministry of Health, Labour and Welfare's "Water Border Control Measures" page.



<https://www.visitguam.jp/>

JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- Instagram had more Follower than usual week. There were more video posts, which earned a different reach than usual.
- Twitter follower growth is also strong.

SNS	follower		Week Reach		Week Engagement	
	20Aug,2022	27Aug,2022	20Aug,2022	27Aug,2022	20Aug,2022	27Aug,2022
	23,519	23,575	12,529	13,520	926	679
	0.24%		7.91%		-26.67%	
	24,040	24,042	8,142	7,378	881	1,088
	0.01%		-9.38%		23.50%	
	14,509	14,560	68,193	38,770	3,559	1,485
	0.35%		-43.15%		-58.27%	
	26,388	26,352	55,100	19,900	1,860	898
	-0.14%		-63.88%		-51.72%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	7,697	8,427	18,312	18,814	0:01:56	0:01:48
	9.48%		2.74%		-6.90%	

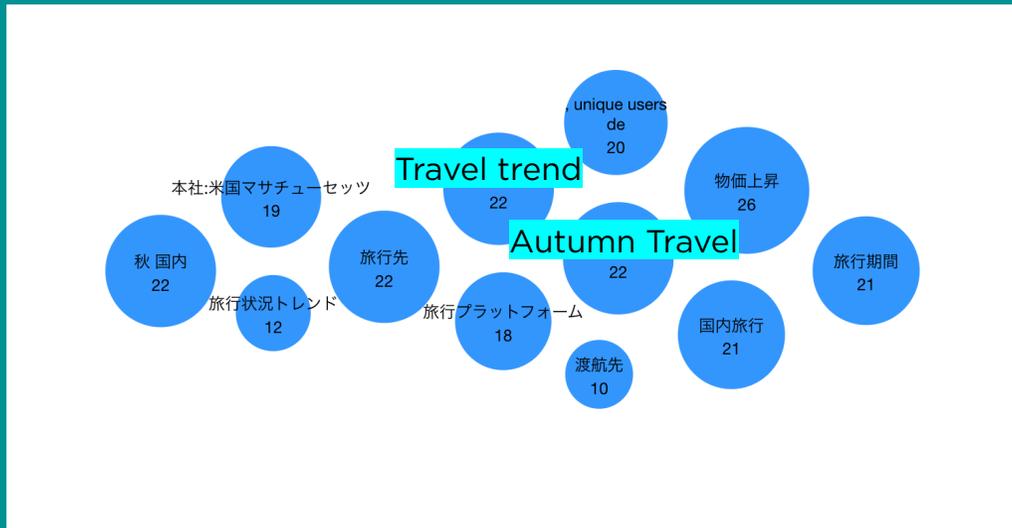
JAPAN MARKETING ACTIVITIES

SNS POST- HIGHLIGHTS

Post Content	Likes
#hereweguam (General & Shopping)	348
#hereweguam (Sports and Activities)	283
#hereweguam (Vacance)	382
#hereweguam (Working & Environment)	270
General landscape photo	590
Jack's restaurant	64
BAMBINO restaurant	69
PLEASE DO NOT FEED THE CHICKEN sign	121
Meat counter	109
Coffee shop	68
Nature landscape	142
Interior shop	91
Exterior shop	98
Official announcement text	89
Student labor poster	95
Street scene	78

JAPAN MARKETING ACTIVITIES

- Tripadvisor conducted travel intention / where to go research across 6 countries, including Japan
- Autumn 2022 popular foreign destinations: Guam ranked #7 after Korea
- Autumn 2022 Foreign destinations with strong recovery trends: Guam ranked #2 after Italy



22件 · 日付順で並べ替える

@DIME JPN · Aug 26 · 10:15 pm

トリップアドバイザー、2022年秋の旅行動向を調査

世界最大の旅行プラットフォーム「Tripadvisor(R)」(トリップアドバイザー、本社：マサチューセッツ州ニューダム、NASDAQ：TRIP、CEO：マット・ゴールドバーグ、日本語版サイト：www.tripadvisor.jp)は、日本を含む世界6カ国の旅行者への意識調査[...]

の**人気観光地** ホノルル(アメリカ) バンコク(タイ) パリ(フランス) シンガポール ロンドン(イギリス) ソウル(韓国) タモン(**グアム**) ローマ(イタリア) ニューヨークシティ(アメリカ) ロサンゼルス(アメリカ) 2022年秋 回復傾向が強い国内の**観光**

みんなのライフハック
@DIME

SOCIAL LISTENING

JAPAN MARKETING ACTIVITIES

NEWS PICKUP

<https://news.yahoo.co.jp/articles/1b561264642d6a6177ed3a3a20e8ec1ff7678388>

EDIYA Coffee to Expand into Guam "to Explore Future Overseas".

EDIYA Coffee, Korea's largest coffee franchise, has announced its full-scale expansion overseas. Rather than sticking to competition in the Korean market, which is already considered to be in a red alert, the company decided that it would be more realistic to seek new sources of growth overseas. The company also set a goal of realizing its dream of producing K-coffee mix (instant coffee), which Dongseo Foods' MAXIM had failed to achieve, based on a coffee production plant it established with an investment of 40 billion won in Pyeongtaek City, Gyeonggi Province.

At a press conference held at the Dream Factory, a coffee production plant in Pyeongtaek City, EDIYA Coffee Chairman Moon Chang-gi said that "the Korean market is already saturated," and that the company plans to open its first store in Guam by the end of the year to enter the global market.

Asahi Shinbun - JP
Aug 25
Potential reach: 69.3M
MIV: \$5.8K



The screenshot shows a Yahoo! Japan news article from August 25, 2023. The headline is "EDIYAコーヒー、グアム進出 「海外で将来性を探る」" (EDIYA Coffee, Guam Expansion "Exploring Future Overseas"). The article text discusses the company's expansion strategy, mentioning its investment in a production plant in Pyeongtaek, Korea, and its goal to enter the global market by the end of the year. It also notes that the Korean market is saturated and that the company is seeking new growth sources overseas. The article includes a photo of a coffee production facility and a quote from Chairman Moon Chang-gi. The page also features a sidebar with related news items and a "NIWAKA BRIDAL COLLECTION" advertisement.

JAPAN MARKETING ACTIVITIES

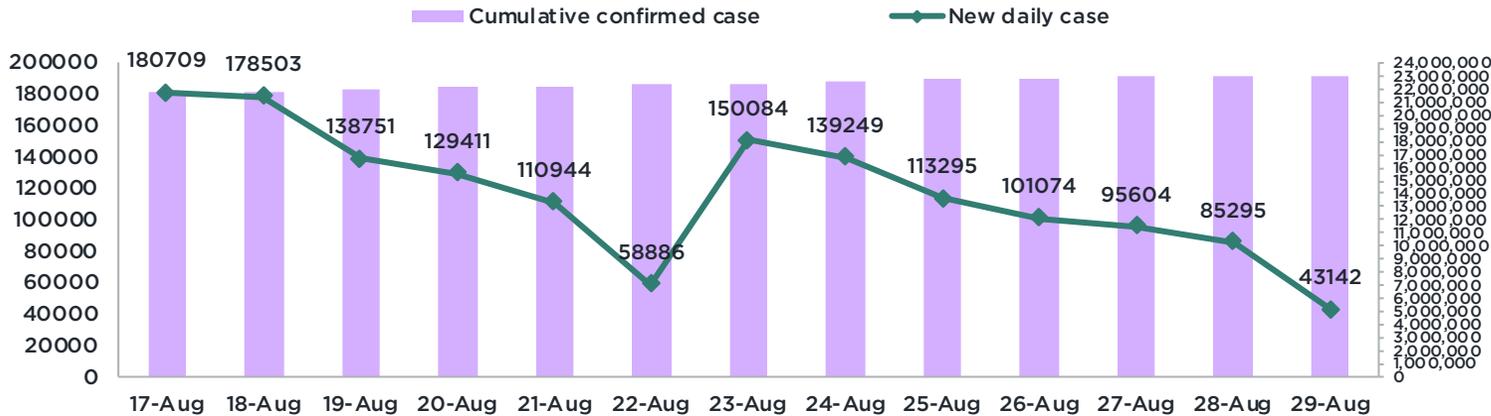
Aug, 2022							
Week1	1	2	3	4	5	6	7
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / 55 campaign						
Event	Go Go ! Guam Roadshow 2022						
Other			tiktok: #Hereweguam	Weekly GUAM		TabiTabi sama-zu ONAIR	
Week 2	8	9	10	11	12	13	14
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event							
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week 3	15	16	17	18	19	20	21
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event							
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week 4	22	23	24	25	26	27	28
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event							
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week5	29	30	31				
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event							
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		

SOUTH KOREA



KOREA COVID-19 NEWS

COVID-19 STATUS: AUGUST 17 - AUGUST 29, 2022



HIGHLIGHT

South Korea's daily confirmed cases recorded under 45,000 as of Monday, the lowest in 5 weeks. Meanwhile the government is planning to discuss a plan to adjust quarantine policies within this week.

Confirmed COVID-19

CASES: 23.25M

ACTIVE: 8.64%

AS OF AUG 31, 2022



COVID-19 VACCINATION STATUS: FEB 26, 2021 - AUGUST 29, 2022

FULLY IMMUNIZED

44,665,868
 87.0% of total population
 96.6% of 18 and older
 95.9% of 60 and older

BOOSTER SHOT

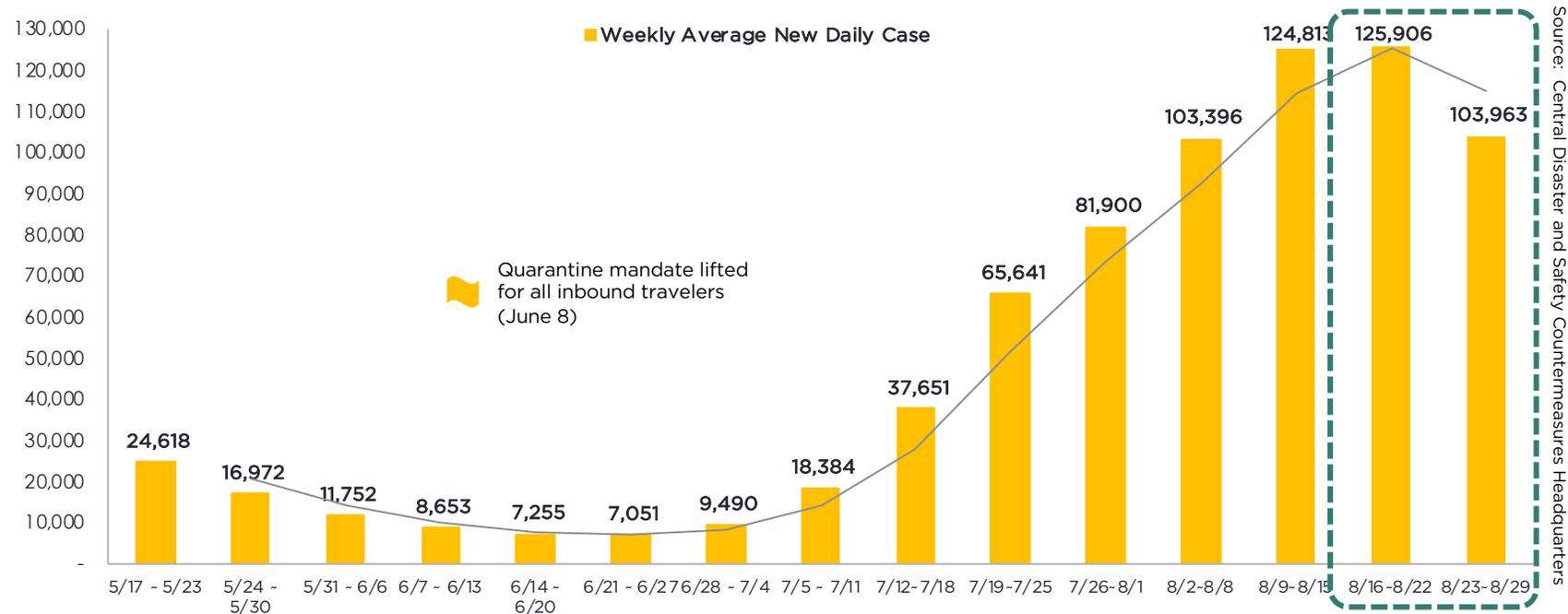
33,548,750
 65.4% of total population
 75.0% of 18 and older
 90.1% of 60 and older

2nd BOOSTER SHOT

7,109,720
 13.9% of total population
 42.5% of 60+ and eligible pax

Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot	2nd Booster Shot
AstraZeneca	11,077,588 (24.6%)	9,244,176 (20.7%)	2,431 (TBD)	18 (TBD)
Pfizer	25,478,274 (56.5%)	27,075,349 (60.6%)	22,520,716 (67.1%)	5,828,841 (82.0%)
Janssen	1,517,180 (3.4%)	1,517,180 (3.4%)	26,946 (0.1%)	35 (TBD)
Moderna	6,814,469 (15.1%)	6,640,441 (14.9%)	10,894,572 (32.5%)	825,627 (11.6%)
NOVAVAX	129,787 (0.2%)	104,668 (0.1%)	95,582 (0.3%)	455,183 (6.4%)
etc. (WHO-authorized)	86,583 (0.2%)	84,054 (0.2%)	8,503 (TBD)	16 (TBD)
Total:	45,103,881	44,665,868	33,548,750	7,109,720

COVID-19 STATUS: COMPARISON WEEK BY WEEK



DAILY CASE

COVID-19 daily infections are slightly decreasing for the first time in 8 weeks.

WEEKLY CASE

COVID-19 reinfections appear to have slowed considerably showing a definite downward trend.

MONTHLY CASE

Korea's recent wave of COVID-19 cases appears to be waning, the number of confirmed cases noticeably decreasing ahead of the Chuseok holiday.

PROJECTION

The recent decline in new infections raised cautious optimism that the latest virus wave may have peaked while authorities remain on high alert over a possible resurgence.

**“Korea to finally ease overseas arrival protocols:
Lift of the mandatory pre-departure COVID-19 test from September 3”**

South Korea will lift its current pre-travel COVID-19 test requirement for inbound travelers, which will take effect from this Saturday upon the decision of the government and health authorities. However, a rule requiring arriving passengers to undergo a PCR test within a day of arrival will remain in place in order to deal with virus variants coming in from overseas.

Background

01

Continuous request from travel industry

In recent months, calls have been mounting from the tourism industry to lift the pre-entry testing requirement, which is viewed as a major inconvenience to travelers and a setback in the economy's revival.

02

Uprising complaints from Korean travelers

It is becoming increasingly difficult or expensive to receive COVID-19 tests within the required period, especially in foreign countries where testing capacity has been greatly reduced.

03

Japan's announcement of lifting pre-entry test for triple-vaccinated travelers

Japan has recently decided to scrap the measure beginning from Sept. 7.

KOREA MARKET INTELLIGENCE

SEPTEMBER AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	DAILY	09:45	15:15	8,160
Jeju Air	7C3102	DAILY	09:10	14:30	5,670
	7C3104	WED/THU/SAT/SUN	10:40	16:10	1,701
Jin Air	LJ641	DAILY	09:40	15:05	5,670
T'way	TW301	WED/THU/SAT/SUN	09:15	14:30	3,591
Air Seoul	RS103	WED/THU/SAT/SUN	09:10	14:40	3,900
TOTAL					28,692

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,440
Jin Air	LJ773	2/w ~ 3/w	08:00	13:00	1,890
TOTAL					3,330

TOTAL OUTBOUND SEAT CAPACITY: 32,022 SEATS

KOREA MARKET INTELLIGENCE

OCTOBER AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113 -> KE421 (October 30 ~)	DAILY	09:45	15:15	8,432
Jeju Air	7C3102	DAILY	09:10	14:30	5,859
	7C3104	DAILY (October 1 ~ 29)	10:40	16:10	5,481
Jin Air	7C3106	DAILY (October 30 ~)	20:10	01:35+1	378
T'way	LJ641	DAILY	09:40	15:05	5,859
Air Seoul	TW301	WED/THU/SAT/SUN	09:15	14:30	3,402
TOTAL					32,921

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	Daily (October 30 ~)	22:00	03:00+1	378
Air Busan	BX614	TUE/SAT	08:05	13:05	1,980
Jin Air	LJ773	2/w ~ 3/w	08:00	13:00	3,213
TOTAL					5,211

TOTAL OUTBOUND SEAT CAPACITY: 38,132 SEATS

KOREA MARKET INTELLIGENCE

NOVEMBER AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

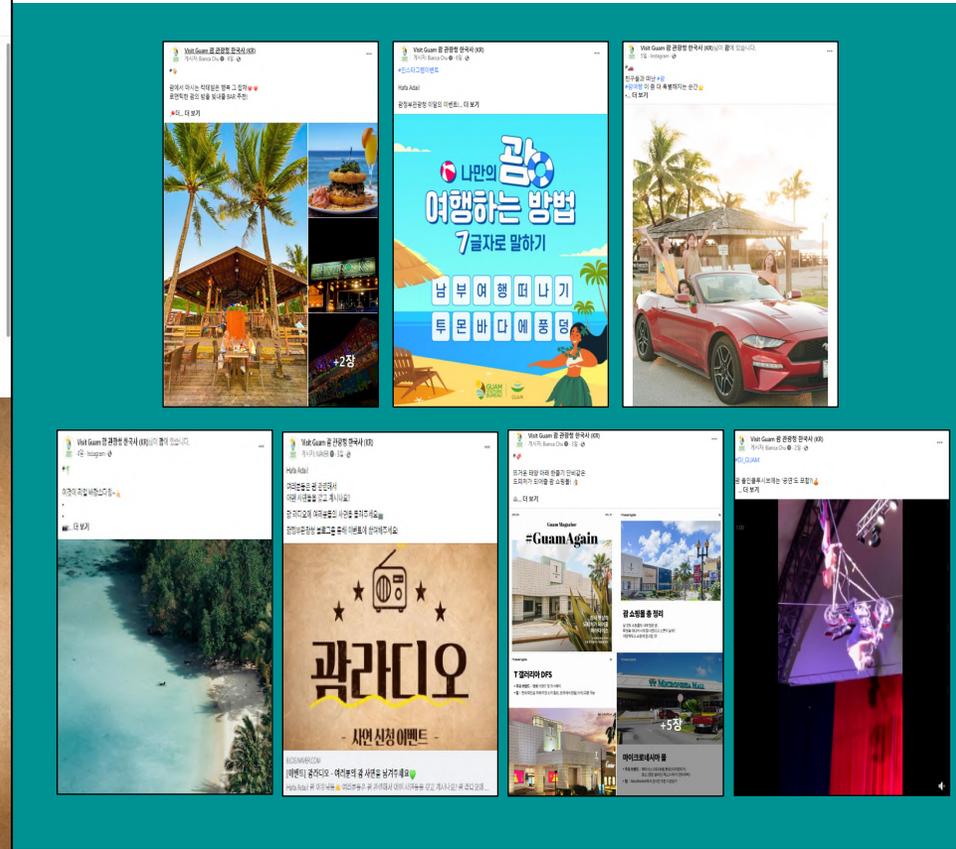
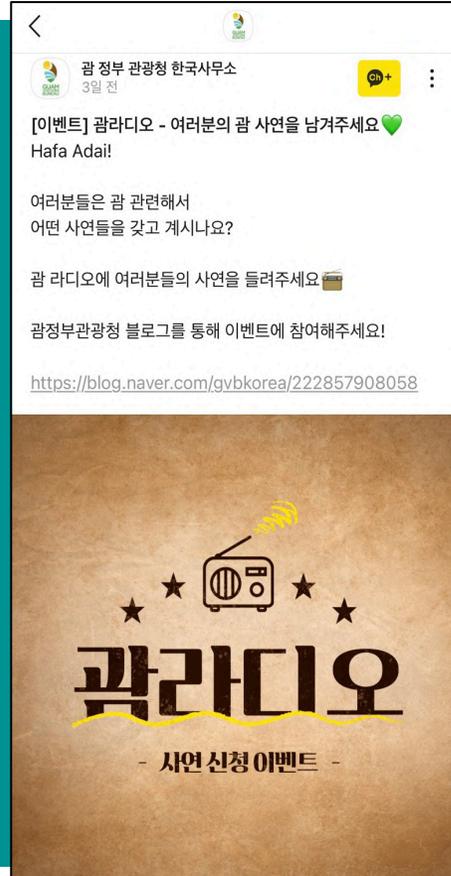
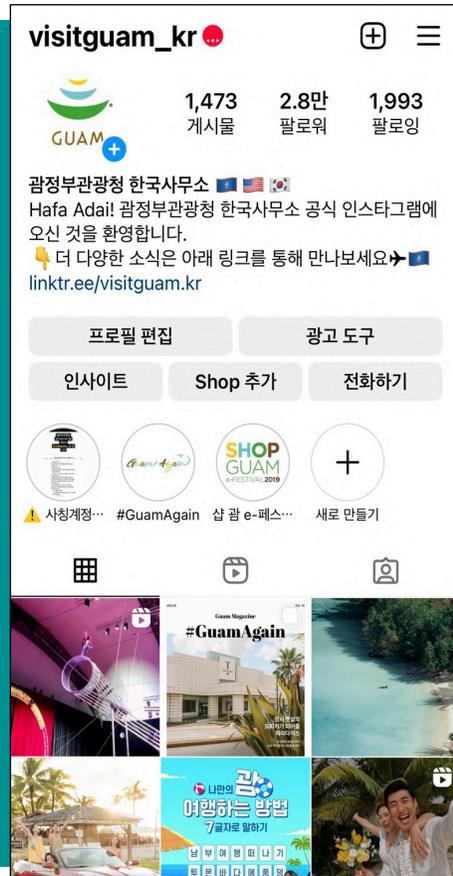
Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,160
Jeju Air	7C3102	DAILY	09:10	14:30	5,670
	7C3106	DAILY	20:10	01:35+1	5,670
Jin Air	LJ641	DAILY	09:40	15:05	5,670
T'way	TW301	WED/THU/SAT/SUN	09:15	14:30	3,213
Air Seoul	RS103	WED/THU/SAT/SUN	09:10	14:40	3,315
TOTAL					31,698

• 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
Air Busan	BX614	TUE/SAT	08:05	13:05	1,620
Jin Air	LJ773	TUE/WED/SAT/SUN	08:00	13:00	3,213
TOTAL					10,503

TOTAL OUTBOUND SEAT CAPACITY: 42,201 SEATS

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: AUG 22-26
#GuamAgain | GUAM RADIO SNS EVENT

KOREA MARKETING ACTIVITIES



DiscoveryNews

관정부관광청, 광 사연 모집 이벤트.. 8월 25일부터 9월 8일까지 2주간 진행

공식 블로그 통해 2인 숙박권 제공

관정부관광청이 공식 블로그를 통해 9월 8일까지 광 관련 사연을 모집하는 '광 라디오' 이벤트를 진행한다.

이번 모집 이벤트는 여행객과 보다 활발한 소통을 위해 기획된 것으로 해외 여행 즐겨 사유가 있고, 광에 가이만 하는 사연이 있다면 누구나 지원할 수 있다.

이벤트에 참여하기 위해서는 광정부관광청 공식 블로그를 이웃 추가하고 광으로 꼭 떠나야만 하는 사연을 댓글로 남기면 된다.

한편, 광정부관광청은 네이버 블로그 및 인스타그램, 페이스북, 카카오톡 플러스 친구 등 공식 SNS를 통해 광정부관광청의 행사 소식, 이벤트, 코너나 19 관련 지침 등 광 여행에 대한 다양한 정보를 제공하고 있다.

유령여행은 유럽키와 함께

Discovery News

<http://www.discoverynews.kr/news/articleView.html?idxno=864824>

관정부관광청, 블로그 통해 광 사연 모집 이벤트 진행

세미영 기자 pepero99@chosun.com

기사입력 2022.08.26 10:43

관정부관광청이 공식 블로그를 통해 9월 8일까지 광 관련 사연을 모집하는 '광 라디오' 이벤트를 진행한다.

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이벤트에 참여하기 위해서는 광정부관광청 공식 블로그를 이웃 추가하고 광으로 꼭 떠나야만 하는 사연을 댓글로 남기면 된다. 한일 주립을 통해 선정되는 당첨자에게는 ▲광 특급 리조트 3박 2인 숙박권 (1명) ▲백말의민족 1만원 상품권 (10명) 이 제공되며, 당첨자 발표는 9월 14일 광정부관광청 블로그를 통해 이뤄진다.

한편, 광정부관광청은 네이버 블로그 및 인스타그램, 페이스북, 카카오톡 플러스 친구 등 공식 SNS를 통해 광정부관광청의 행사 소식, 이벤트, 코너나 19 관련 지침 등 광 여행에 대한 다양한 정보를 제공하고 있다.

Digital Chosun Ilbo

http://digitalchosun.dizzo.com/site/data/html_dir/2022/08/26/2022082680183.html

[여행소식] 광정부관광청, '광라디오' 이벤트

윤고시간 | 2022-08-26 14:09

성영재 기자

(서울=연합뉴스) 성영재 기자 = 광정부관광청은 광에 가고 싶은 사연을 올려주면 경품을 주는 '광 라디오' 이벤트를 진행한다고 26일 밝혔다.

참가를 희망하는 사람들은 다음 달 8일까지 광정부관광청 공식 블로그를 이웃 추가하고 광에 꼭 가야만 하는 사연을 댓글로 남기면 된다.

추첨을 통해 선정되는 당첨자에게는 광 특급 리조트 3박 숙박권(2인 기준) 1장과 백말의민족 1만 원 상품권 10장 등을 준다.

연동수시접수 031.8008.4899

이벤트에 참여하려면 광정부관광청 공식 블로그를 이웃 추가하고 광으로 꼭 떠나야만 하는 사연을 댓글로 남기면 된다.

Yeonhap News

<https://www.yna.co.kr/view/AKR20220826082400805?input=1195m>

광정부관광청, 여행 사연 신청하면 숙박권이!

유지현 기자 | © 일맥 2022.08.26 13:26 | 댓글 0

유지현 기자 | © 일맥 2022.08.26 13:30 | 댓글 0

광정부관광청, 광 사연 모집 광 라디오 이벤트 9월까지 진행

광에 가이만 하는 사연 댓글 남기고 광여행 기회 잡자

광정부관광청이 여행객과 보다 활발한 소통을 위해 기획한 것으로 해외 여행 즐겨 사유가 있고, 광에 가이만 하는 사연이 있다면 누구나 지원 가능하다.

이벤트에 참여하려면 광정부관광청 공식 블로그를 이웃 추가하고 광으로 꼭 떠나야만 하는 사연을 댓글로 남기면 된다.

Tour Korea News

<http://www.tournews21.com/news/articleView.html?idxno=54049>

관정부관광청, 여행 사연 신청하면 숙박권이!

유지현 기자 | © 일맥 2022.08.26 13:26 | 댓글 0

유지현 기자 | © 일맥 2022.08.26 13:30 | 댓글 0

광정부관광청, 광 사연 모집 광 라디오 이벤트 9월까지 진행

광에 가이만 하는 사연 댓글 남기고 광여행 기회 잡자

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Gukje News

<https://www.gukjenews.com/news/articleView.html?idxno=2537142>

MEDIA MONITORING

GVB TO OPEN 'GUAM RADIO' SNS EVENT: Leave Comments About Why You Must Visit Guam!

KOREA MARKETING ACTIVITIES

GVB KOREA - August Content Calendar *Key Message: #GuamAgain Campaigns

- Channels:**
- Instagram Story / Video
 - Naver Blog/ Facebook/Kakao
 - Instagram Feed Daily Uploads
 - SNS EVENT
 - Offline Event Notice

		August 1	August 2	August 3	August 4	August 5	August 6
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Tips for Family Trip	#GuamAgain Family Trip	#FromGuam UGC	#GuamAgain Family Trip	#GuamAgain IG Reels	
		August 7	August 8	August 9	August 10	August 11	August 12
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Guam Hotel Highlights	#Guam Again Hidden Gems	#FromGuam UGC	#GuamAgain Hidden Gems	#GuamAgain IG Reels	
		August 14	August 15	August 16	August 17	August 18	August 19
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Restaurants to visit during family trips	#FromGuam Hotel Instaspot	#FromGuam UGC	#FromGuam Hotel Instaspot	#GuamAgain IG Reels	
		August 21	August 22	August 23	August 24	August 25	August 26
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Event	#GuamAgain Marine Activities	#FromGuam UGC	#GuamAgain Marine Activities	#GuamAgain IG Reels	
		August 28	August 29	August 30	August 31		
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Guam Hotel Pools	#FromGuam UGC	#FromGuam UGC			

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

TAIWAN



TAIWAN PLANS TO OPEN BORDERS IN LATE SEPTEMBER

The head of the Central Epidemic Command Center (CECC) on Thursday (Aug. 25) said that Taiwan is eyeing late September as the likely timeframe to ease its border restrictions.

As for when the border control can be lifted, Wang believes that there is no need to reach a certain level. Now the concept needs to be changed. "The number of confirmed cases is not so important." The range is adjusted, and it is expected that there will be an opportunity to open the border at the end of September, from a little later to the beginning of October.



SECOND-GENERATION MODERNA VACCINES EXPECTED TO ARRIVE IN OCTOBER: CECC

Second-generation Moderna COVID-19 vaccines purchased by Taiwan are likely to be delivered in October, though a review meeting for their emergency use authorization (EUA) could take place next week, the Central Epidemic Command Center (CECC) said Wednesday.

At a press briefing, CECC head Victor Wang said Taiwan's Food and Drug Administration (FDA) has asked Moderna to submit additional documentation by Friday, and could convene an EUA review meeting on Monday at the earliest. However, the CECC appears to have been "too optimistic" in its prior estimate that the vaccines could arrive in mid-September, with a delivery some time in October now looking more likely, he said.

In addition to the Moderna vaccines, Taiwan's FDA has also received preliminary information on Pfizer-BioNTech's second-generation jab, but it will wait until it has received all necessary documents to schedule an EUA review meeting, Wang said.

Confirmed
COVID-19

CASES:
5.27M

ACTIVE:
8.89%

AS OF AUG 31, 2022

OMICRON SUBVARIANT-INDUCED OUTBREAK FORECAST TO PEAK EARLIER: CECC



The recent surge in new COVID-19 cases induced by the Omicron subvariant BA.5 is expected to peak in mid or late September, around 10 days earlier than originally expected, the Central Epidemic Commander Center (CECC) said Wednesday.

Speaking at a news conference in Taipei, CECC head Victor Wang said Taiwan continued to see an upward trend in COVID-19 infections, with Wednesday's new daily cases (28,570) increasing by 15.1 percent compared with the previous week.

The significant increase in cases indicates that a peak is close, Wang said, adding that the number of new infections could start to break 30,000 per day from Aug. 30 or Aug. 31.

The CECC had previously predicted a peak in late September or early October, with daily numbers of confirmed cases potentially going as high as 60,000 if not brought under control.

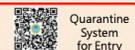
RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting July 25, 2022 Taipei Time)

Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement
R.O.C. (Taiwan) National	Departure from any international port	Yes	<ol style="list-style-type: none"> Travelers are exempted from providing a result of a PCR test taken within 2 days of flight schedule time. However, those who test positive for COVID-19 abroad must wait over 7 days from the specimen collection date to take a flight to Taiwan. entry quarantine measures ^{*note1}
Traveler Type	Credentials	Eligible to Enter Taiwan?	Requirement
	<ul style="list-style-type: none"> ARC means R.O.C. (Taiwan) Resident Certificate 		
Foreign National	Holder of ARC (Resident visa not included)	Yes	<ol style="list-style-type: none"> Travelers are exempted from providing a result of a PCR test taken within 2 days of flight schedule time. However, those who test positive for COVID-19 abroad must wait over 7 days from the specimen collection date to take a flight to Taiwan. entry quarantine measures ^{*note1} For migrant workers : a COVID-19 RT-PCR negative test report issued within 2 days prior to departure time ^{*note2}
	Non-ARC holder	Yes	<ol style="list-style-type: none"> a COVID-19 RT-PCR negative test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date) entry quarantine measures ^{*note1} a special entry permit (visitor visa) issued by R.O.C. (Taiwan) overseas missions
	All others	No	

Note: 1. The day of arrival counts as Day 0. All travelers are required to undergo a 3-day home quarantine and 4-day self-initiated epidemic prevention following the end of quarantine. All travelers are required to arrange their location of quarantine prior to arrival and follow other regulations and instructions by Taiwan Centers of Disease Control.
 2. Personnel on diplomatic /government officials, migrant workers, students, should follow instructions by Ministry of Foreign Affairs, Ministry of Labor, and Ministry of Education.
 3. ARC holder as migrant worker, student will not be applicable.

Travelers should use their mobile phone to log in the Quarantine System for Entry and to fill out the health declaration form prior to their departure. (<https://hdhq.mohw.gov.tw/>) Show confirmation message to quarantine staff. The confirmation message is required for entering Taiwan.



TAIWAN ROLLS OUT MODERNA SECOND SHOTS FOR YOUNG CHILDREN

Taiwan began offering second shots of the Moderna COVID-19 vaccine for children aged 6 months to 5 years on Saturday and plans to roll out Pfizer-BioNTech shots to a similar age group next weekend, the Central Epidemic Command Center (CECC) said Sunday.

In a call with the media, CECC spokesman Chuang Jen-hsiang said 1,679 young children had received a second dose of the Moderna vaccine on Saturday. Meanwhile, 147,000 children aged 6 months to 4 years, or 18.9 percent of that age group, have received a first dose of a COVID-19 vaccine, according to Chuang.

While the rollout of the Moderna vaccine for children continues, inspection of 1.28 million doses of the Pfizer-BioNTech vaccine that were delivered last Friday is expected to be completed by Aug. 26, and they will likely be available for young children starting Aug. 27 or 28, Chuang said.



BORDER OPENING DEPENDENT ON BA.5 COVID CASES: CECC



The Central Epidemic Command Center (CECC) on Friday said the time frame for implementing a draft plan submitted by the Tourism Bureau for easing COVID-19 border restrictions would depend on a possible surge of new BA.5 cases.

The bureau's draft plan is just part of the government's preparation for lifting current controls and reopening for tourists, CECC head Victor Wang told a press briefing Friday. With community BA.5 infections on the rise in Taiwan, current modeling suggests that daily new cases of the subvariant are likely to peak around late September or early October, according to Wang.

CECC plans to take steps such as relaxing quarantine protocols for people arriving in Taiwan, raising the cap on the number of weekly arrivals, and allowing tour groups, before fully opening Taiwan's borders again. Earlier Friday at the opening of the Taipei Tourism Exposition, President Tsai Ing-wen said she has instructed the Cabinet to look into a timeline and measures to gradually allow entry of tourists.



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

Effective from August 15, Taiwan to remove requirement that inbound passengers should provide COVID-19 PCR test result within two days of flight schedule time.

However, those who test positive abroad are still required to wait over seven days from their specimen collection date before taking a flight to Taiwan in order to prevent cross-border transmission of the disease.

On August 15, the Central Epidemic Command Center (CECC) announced that, effective from September 1, mandatory quarantine for arrivals will remain to be three days of quarantine and four days of self-initiated epidemic prevention. Furthermore, the one person per room rule will be adopted for the four-day period of self-initiated epidemic prevention. Related rules are listed below.

Quarantine period and location:

- A. Three days of quarantine: quarantining at home or a residence of a friend or family member, with the one person per room rule being followed, or staying at a quarantine hotel.
- B. Four days of self-initiated epidemic prevention:
 - 1. An arrival may undergo self-initiated epidemic prevention at his or her home or a residence of his friend or family that meets the one person per room rule. This rule means a room used to undergo self-initiated epidemic prevention. An arrival may not stay at a general hotel.
 - 2. After completing the three-day quarantine, an arrival can go to a place that meets the one person per room rule to undergo self-initiated epidemic prevention.



Testing measures:

- A. PCR testing: deep-throat saliva samples will be collected from arrivals for PCR testing at the airport/port of entry on the day of arrival (Day 0).
- B. At-home rapid tests: two rapid test kits will be given to arrivals aged 2 and older by workers at international airports/ports upon arrival; arrivals can use the test kits when symptoms occur during quarantine and before they go out for the first time during the self-initiated epidemic prevention period.

TAIWAN MARKET INTELLIGENCE

AIRLINE UPDATE *Current Routes*

CHINA AIRLINES

- Routes scheduled for September-November

EVA AIR

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

STARLUX AIRLINES

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



CHINA AIRLINES

SEPTEMBER 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 MARKETING ACTIVITIES

GTO MEETS WEST VIRGINIA REPRESENTATIVE RICKY LEE AND INTERNATIONAL DIRECTOR STEVE SPENCE

- Date: Aug 22
- Felix promoted and introduced the Guam Taiwan office to them.

GTO PARTICIPATED IN THE ANNUAL FORUM OF "TAIWAN GLOBALIZATION'S NEW EASTWARD STRATEGY"



- Date: Aug 22
- GTO was invited to speak at the annual forum on as the president of ASOA, and promoted the advantages and benefits of U.S. investment to Taiwanese companies

WONDERLAND ADVENTURE CO., LTD. VISITED GTO

- Date: Aug 24
- Chairman Daniel TSAI, GM Charles Wu and manager Leo chen from Wonderland Adventure Co. visited GTO and learned about the investment potential of Guam. They expected to manufacture medical tents and masks in the United States.



TAIWAN MARKETING ACTIVITIES

CIP FAREWELL PARTY FOR PALAU AMBASSADOR

- **Date:** Aug 24
- Ms. Olkeriil appreciated Taiwan's support to the Palau people, especially the medical resources, and encouraged all embassies and representative offices to continue to build strong ties with Taiwan.
- GTO presents a Guam gift box to Ms. Olkeriil to honor her contributions for Austronesian communities.



NR MONITOR

For the past week (Aug 19 - Aug 26), a total of 2 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 52
- Social Media: 2

MEETING WITH AMCHAM FOR CO-OP DISCUSSION

- **Date:** Aug 26
- Discussion includes:
 1. Enhance the relationship with both sides
 2. Discuss how AmCham can better assist Guam and other States



TAIWAN MARKETING ACTIVITIES

Social Media August Content Calendar

Stockholder:
Safe-Certified Accommodations
Safe-Certified Service
Safe-Certified Shopping
Attractions and Activities
Safe-Certified Restaurants
Guam Scenery

Week 1	1-Aug-22 MONDAY	2-Aug-22 TUESDAY	3-Aug-22 WEDNESDAY	4-Aug-22 THURSDAY	5-Aug-22 FRIDAY	6-Aug-22 SATURDAY	
		Guam Scenery 1	Accommodations - Bayview Hotel and Oceanview	x	Discover Guam	Restaurants - Eat Street Grill	
						Nasi's Post on Guam	
Week 2	7-Aug-22 SUNDAY	8-Aug-22 MONDAY	9-Aug-22 TUESDAY	10-Aug-22 WEDNESDAY	11-Aug-22 THURSDAY	12-Aug-22 FRIDAY	13-Aug-22 SATURDAY
	Activities - Sea Seniorita Tour		Service - Watabe Wedding		x	What makes Guam beautiful? Event	What makes Guam beautiful? Event
	Nasi's Post on Guam		Nasi's Post on Guam	Nasi's Post on Guam		Nasi's Post on Guam	Attractions - Valley of the Latte Adventure Park Guam
Week 3	14-Aug-22 SUNDAY	15-Aug-22 MONDAY	16-Aug-22 TUESDAY	17-Aug-22 WEDNESDAY	18-Aug-22 THURSDAY	19-Aug-22 FRIDAY	20-Aug-22 SATURDAY
	What makes Guam beautiful? Event	What makes Guam beautiful? Event	What makes Guam beautiful? Event		Lefoo Park Event	TTE Event	TTE Event
	Cool Summer on Guam Event		Guam Scenery 2			Lefoo Park Event	Lefoo Park Event
Week 4	21-Aug-22 SUNDAY	22-Aug-22 MONDAY	23-Aug-22 TUESDAY	24-Aug-22 WEDNESDAY	25-Aug-22 THURSDAY	26-Aug-22 FRIDAY	27-Aug-22 SATURDAY
	TTE Event	TTE Event	Accommodations - Starts Guam Golf Resort Inc.		x	Guam Scenery 4	Restaurants - Three Squares Restaurant
	Lefoo Park Event	Guam Scenery 3				Lefoo Park Event	
Week 5	28-Aug-22 SUNDAY	29-Aug-22 MONDAY	30-Aug-22 TUESDAY	31-Aug-22 WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Cool Summer on Guam Event		Guam Scenery 5				

PHILIPPINES

PHILIPPINES COVID-19 NEWS

CAB reports 9.69 mil domestic pax in H1 2022, above 2020 and 2021's whole year figures; 90% of domestic flights have resumed.

LOCKDOWN STATUS

PARTIAL

INBOUND TRAVEL

OPEN

OUTBOUND TRAVEL

OPEN

CONFIRMED

3,877,110

34,045 per million

7 DAY ROLLING AVE

+2,610 ▼

-22% vs prev week

DEATHS

61,720

542 per million

FULLY VACCINATED

72,254,350

63.45% of pop.

Source: Cases - John Hopkins University (2022-08-29). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2022-08-18). Retrieved from OurWorldInData.org



PAL PLANS TO SEEK GOV'T HELP TO MAKE AIR TRAVEL MORE AFFORDABLE

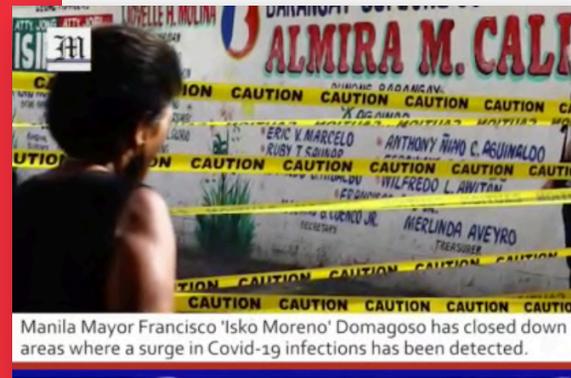
FLAG carrier Philippine Airlines, Inc. (PAL) said it plans to seek government help to make air travel more affordable for the public by either deferring or reducing airport fees.

“[This is] to make travel more affordable,” PAL President and Chief Operating Officer Capt. Stanley K. Ng told reporters recently. He said such fees include terminal fees, take-off and landing fees, and navigational charges.

When asked if they would request deferral or reduction of fees, he responded, “That one I have to check with them among kaya nilang ibigay (to see what they can give us).” PAL is expanding its Cebu hub in mid-September, the airline announced on Tuesday, citing growing demand for travel.

COVID-19 REPRODUCTION NUMBER IN NCR DOWN TO 0.99 - OCTA

OCTA Research said that the Covid-19 reproduction number in the National Capital Region decreased to 0.99 on August 23 from 1.02 on August 16. This was the first time since May 11 this year that it went below one in the region. This indicated that infections are trending downward, OCTA Research Fellow Dr. Guido David said. However, he said that Covid-19 cases in NCR were decreasing at a slow rate. The positivity rate in the region was at 13.6 percent on August 25, down by 1.1 percent from August 18, with new cases also decreasing to a seven-day average of 1,002 and a one-week growth rate of -9 percent. “With the current pace, it could take eight weeks before the positivity rate decreases to less than five percent,” David said. The World Health Organization (WHO) set a five percent positivity rate benchmark to indicate that the infection is under control.



DOMESTIC TRAVEL RECOVERY NEARING 100%; PH READY FOR RISING DEMAND

The country's domestic travel recovery is now close to 100 percent, and airlines are ready for the pent-up demand, according to Civil Aeronautics Board (CAB) Executive Director Carmelo Arcilla on Friday.

In a public briefing, he said international recovery is at about 70 percent, which is still quite good. Pent-up travel is there, but there are still markets that are yet to open, he added.

"The unpredictability of markets hinders airline companies from fully lessening the airfare. Because if the demand is predictable, the aircraft becomes full," Arcilla said. He, however, pointed out that the airlines have been ready for a peak in travel.



U.S. EMBASSY IN THE PHILIPPINES

CDC's Order requiring proof of vaccination for non-U.S. citizen nonimmigrants to travel to the United States is still in effect. For more information see [Requirement for Proof of COVID-19 Vaccination for Air Passengers](#).

All non-immigrant, non-U.S. citizen air travelers to the United States are required to be fully vaccinated and to provide proof of vaccination status prior to boarding an airplane to the United States. This requirement does not apply to U.S. citizens, U.S. nationals, U.S. lawful permanent residents (Green Card holders), or immigrants. The CDC will consider exceptions to COVID-19-related vaccination on an extremely limited basis. Please see the [CDC website](#) for information about exceptions to, exemptions from, and other details of the COVID-19-related vaccination.

U.S. Embassy Manila is providing all routine visa services, though interview appointments for some visa classes remain limited in order to prioritize travelers with urgent needs and certain critical categories of visas. Due to a high volume of applicants and consular staffing shortages, wait-times for many visa classes are longer than the pre-pandemic norm. Many visa applicants paid a visa application fee and are still waiting to schedule an interview appointment. The validity of your payment (known as the MRV fee) is extended until September 30, 2023, to allow all applicants who were unable to schedule an appointment the opportunity to do so.

Appointment Scheduling: Applicants can schedule or reschedule the first available visa interview appointment slot by phone at (+632) 7792-8988 or (+632) 8548-8223, or through our online appointment system at <http://www.ustraveldocs.com/ph/>.



TRAVEL REQUIREMENTS OVERVIEW

Advisory

- For public safety and in compliance with Philippine Laws (IATF resolution 88, 150 and RA No. 11332), all individuals travelling to USA from Philippines and vice versa will still be required to wear a mask throughout the flight and when inside the Philippine terminal.
- Please note that for US flights, the new Transportation Security Agency (TSA) lifting the Centers for Disease Control and Prevention (CDC) mask mandate still recognizes other jurisdictions' mask requirements. The CDC likewise recommends the wearing of face masks in indoor public transportation such as during flights.
- Violation of the Philippine government's mandate shall be punishable by a fine of not less than Ph20,000.00 but not more than Php50,000.00, and/or imprisonment of not less than one (1) month and not more than six (6) months. Foreign nationals found to be in violation shall be subject to deportation proceedings after service of sentence

Allowed Travelers

- Fully vaccinated and Unvaccinated US Citizens, US Nationals, Lawful Permanent Residents, and Immigrants
- Fully Vaccinated non-US Citizen and non-US Immigrant
- Exempted Unvaccinated Non-US Citizen and non-US Immigrant

**Unvaccinated Non-US Citizen and non-US Immigrant are not allowed entry into the United States unless exempted.*

Advisory



PAL FLIGHTS FOR AUGUST AND BEYOND
Advisory No. 261
as of 16 August 2022 4:00 PM

Manila-Guam-Manila

- Daily

UNITED 
A STAR ALLIANCE MEMBER 



ADVISORY

Manila-Guam-Manila

- Daily

PHILIPPINES MARKETING ACTIVITIES

MARKETING ACTIVITY: SOCIAL MEDIA




← Page Insights

Aug 23 - Aug 29 Last 7 days ▾

Post Reach 473.6k ▾ 4%	Post Engagements 56.2k ▲ 9%	New Page Likes 44 ▾ 4%
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Posts ? SEE MORE

1 post published in the last 7 days.

MOST ENGAGING POSTS

	Be mesmerized by the jaw-dropping ... August 23	Reach 611	Engagements 15
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← Insights i

Last 7 Days ▾ Aug 23 - Aug 29

Insights Overview

Take a deeper look at how your account and content are performing on Instagram during Aug 23 - Aug 29.

Accounts reached	567 -40% >
Accounts engaged	39 -52.5% >
Total followers	4,829 -0.1% >



[View insights](#)

[Boost post](#)



28 likes

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📍 Puntan Dos Amantes (Two Lovers Point)
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Liked by **juan_aguon** and 29 others
visitguamph When the fiery sunset kisses the glistening sea, Guam's vibrant nightlife invites everyone to party!
#ReadySetGuam #VisitGuam



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6 likes

visitguamph Be mesmerized by the jaw-dropping performances at the Super American Circus! 🎪

Showcasing some of the best acts in the world, the Super American Circus should definitely be on your list of things to do in Guam.

📍: @adrypani
#ReadySetGuam #VisitGuam