



#InstaGuam
@tasi_macrame



INDUSTRY RECOVERY REPORT

DECEMBER 23, 2022



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DESTINATION UPDATES

#INSTAGUAM – HOLIDAY PROMO



#InstaGuam
Holiday Edition

Win \$150 Cash

Weekly Contest

Weekly Themes

Under the Sea (December 11-15, 2022)
Dive in! We'd love to see your images and videos of Guam's ocean life the next time you visit the watery playground.

Holiday Magic (December 18-22, 2022)
Show us Guam holiday magic through your eyes. Send us your shots of the lights and displays around our island.

Sunsets (December 25-29, 2022)
Guam sunsets. Need we say more? Share your faves with us!

Light up the Sky (January 1-6, 2023)
Happy New Year! We want to see your shots of Guam's sky lit up by dazzling fireworks and light shows.

Sunrise (January 8-12, 2023)
Cheers to new beginnings! We all love Guam's iconic sunsets, but let's show some love to Guam's stunning sunrises. Share your sunrise captures with us!

Submit your best photos and videos at
visitguam.com/instaguam



- \$150 cash each week with the return of the #InstaGuam photo and video contest.
- Weekly themes for six weeks.



Congratulations to Eric Zambon for sharing his love for Guam! He won \$150!

RED GUAHAN SHUTTLE

RED GUAHAN SHUTTLE SERVICE DURING HOLIDAY SEASON



LAM TOURS & TRANSPORTATION
LAM

NEWS

11/09/2022

Red Guahan Shuttle service during Holiday season

To whom it may concern

The Red Guahan Shuttle service for Thanksgiving Day 11/24(Thu), and Christmas Day 12/25 (Sun), and New Year's Eve 12/31(Sat) 2022. is as follows;

11/24 and 12/25

➤ Tumon Shuttle

MM, GPO, and Tumon Sands Plaza will not stop due to the closure. However, shuttles between the hotels will operate according to the Timetable.

➤ Two Lovers Point Shuttle

Shuttles are based on a timetable, but do not stop at MM

12/31

MM and GPO will be early closed. (MM19:00, GPO18:00)

➤ Tumon Shuttle

The bus runs according to the Timetable, but it does not stop at MM and GPO after closing.

➤ Two Lovers Point Shuttle

Shuttles will operate according to the Timetable.

*If you have any question, please call feel free to contact us.
Thank you for continuous support and cooperation.*



MARKET INTELLIGENCE REPORT

As of December 23, 2022 and may be subject to change.



#InstaGuam
Mermaid Krystal

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.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

as of 22 Dec 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.
- 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

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, and passengers whose vaccination status cannot be verified shall be required to complete a facility-based quarantine at the first port of entry into the Philippines, regardless the onward domestic destination.

REQUIREMENTS

- Pursuant to the Philippine Government's efforts to streamline its entry procedures and data collection processes, the eTravel platform, an online registration system for travelers to the Philippines and returning residents, was launched 2 Dec. All arriving passengers need to register at <https://etravel.gov.ph/>.
- 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.
- Filipinos and foreign nationals 15 years old or older shall present a remotely supervised, or a laboratory-based rapid antigen negative test result administered and certified by a healthcare professional in a healthcare facility, laboratory, clinic, pharmacy, and other similar establishment taken within twenty-four (24) hours, prior to the date and time of departure from country of origin/first port of embarkation in a continuous travel to the Philippines.

MARKETS AT-A-GLANCE

MARKETS AT-A-GLANCE

JAPAN

- Number of infections is increasing on a weekly basis
- The government has begun to consider treating COVID-19 as the same as influenza and making vaccination fee-based and optional
- Flight operation is as follow: ✈️
United: UA197 daily operation
UA827 (applicable until Feb 9); UA150 (Wed, Sun - applicable until Feb 9); UA874 (limited avail from GUM); UA136 (Mon, Fri) and UA166 (Thurs, Sun - applicable until Feb 9) are available; UA172 and UA178 suspended until Feb 9
JAL: suspended from Oct 1
Tway: TW311 suspended until Jan 31
7C1182 available from Dec 22-Mar 31
JEJU: suspended until Jan 31
**See appendix for Year-End and New Year's limited flight info*
- Shown in appendix are: SNS performance summary & highlights; content calendar; YouTube activities; TV PR MBS Yon-Chan info; food truck manggi; Weekly Guam; GLAM digital PR; news pickup; and media performance

PHILIPPINES

- Nine out of 10 Filipinos approved government Covid response - OCTA
- Busy skies for Japan as Filipinos go 'revenge travel'
- **Philippine Airlines and United Airlines continue to fly daily in December** ✈️
- Social media monitoring shown in appendix

SOUTH KOREA

- New COVID-19 cases recorded more than 26k, the largest for a Monday in 14 weeks, while the easing indoor mask mandate is being discussed
- Health authorities expect a rise of new infections to continue throughout the next few weeks due to increase in indoor, winter activities
- Indoor mask mandate to be lifted as early as mid-January 2023
- Korea suspends 3rd-4th dose of Covid vaccine with unification of bivalent vaccine from Dec. 17
- ✈️ • December through February airline outbound seat capacity details shown in appendix: Dec 43,789; Jan 45,587; and Feb decreased to 37,478
- Shown in appendix are: SNS weekly activity and content calendar

TAIWAN

- Taiwan reports 10,000 passport applications per day
- Taiwan monitoring drug demand before possible Chinese ferry resumption
- Overseas group travel bouncing back from Covid-19: Operator
- Market intelligence of competitors noted in appendix
- Also shown in appendix are: restrictions for entering Taiwan, CECC updates, NR monitoring, and social media calendar
- Current airline routes for other destinations and airline updates in appendix
- EVA and Tourism Bureau eye Vietnamese travelers
- GTO attend the DAC year-end and the ANTOR Christmas parties and the Taipei International Winter Travel Exhibition

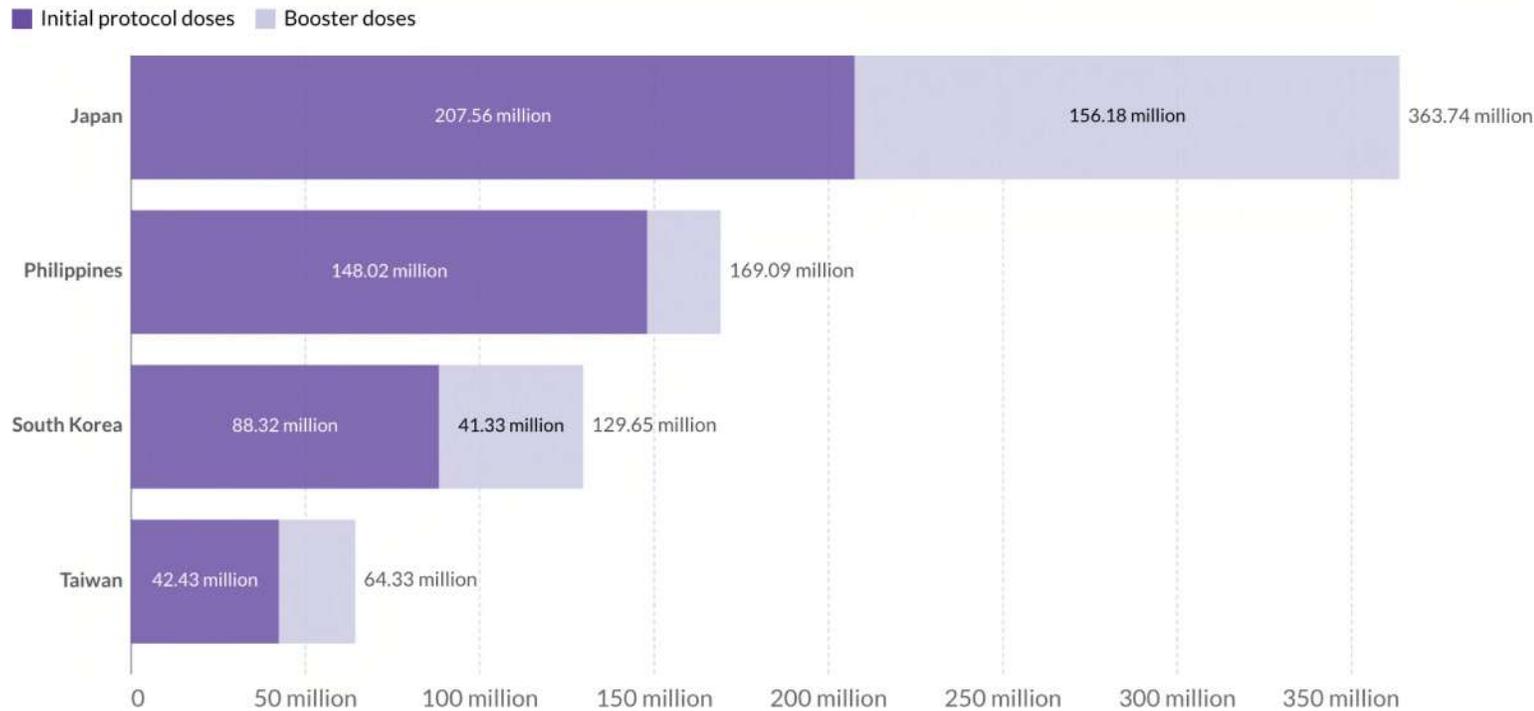
DETAILS ARE FOUND IN THE APPENDIX

MARKETS AT-A-GLANCE

COVID-19 vaccine initial doses and boosters administered, Dec 19, 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 140,737 Fully Vaccinated

The updated Pfizer BioNTech bivalent vaccine and Moderna bivalent boosters are available at the DPHSS vaccination clinics at The Plaza Shopping Center, NRCHC, SRCHC, and our extended outreach vaccination events.

FREE COVID-19 VACCINATION CLINICS	
MONOVALENT & BIVALENT BOOSTERS AVAILABLE - Pfizer-BioNTech, Moderna, Johnson & Johnson, Novavax*	
Monday - Thursday BY APPOINTMENT ONLY Saturday BY APPOINTMENT ONLY	DPHSS Northern Region Community Health Center (NRCHC), Dededo To schedule an appointment for COVID-19 vaccination at NRCHC, call 671-635-7525 or 671-635-7400. Curbside vaccination available for people with disabilities. Bring a photo ID. *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Centers in Dededo and Inaláhan Closed on observed Government of Guam Holidays: Dec. 26 and Jan. 02
Monday - Friday BY APPOINTMENT ONLY	DPHSS Southern Region Community Health Center (SRCHC), Inaláhan Call 671-828-7604/5/7518 to schedule an appointment. Bring a photo ID. *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Centers in Dededo and Inaláhan Closed on observed Government of Guam Holidays.
Monday - Wednesday 9 a.m. - 12 p.m. 2 p.m. - 4 p.m. Thursday - Friday 9 a.m. - 12 p.m. 1 p.m. - 3 p.m.	The Plaza Shopping Center - Dusit Beach Resort Guam, Tumon Last vaccine will be administered 30 minutes before closing. Walk-ins welcome. Bring a photo ID. Closed on observed Government of Guam Holidays: Dec. 26 and Jan. 02
Thursday - Friday 4 p.m. - 6 p.m.	Skinner's Plaza - Hagåtña Last vaccine will be administered 30 minutes before closing. Bring a photo ID. For infants 6 months and older.

82,906 eligible residents have received their first booster shots. 13,946 eligible residents have received their second booster shots.

APPENDIX

As of December 23, 2022 and may be subject to change.

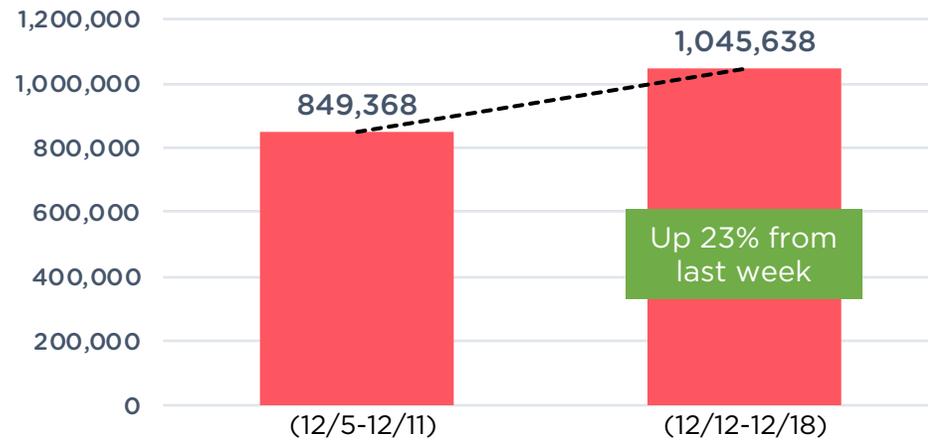


#InstaGuam
Wenchelle Joyce Gianatti

JAPAN

JAPAN COVID-19 NEWS

Nationwide



HIGHLIGHTS

- As usual, the number of infections is increasing on a weekly basis.
- The number of infected persons per week has exceeded 1 million. The number of infections per 100,000 population is 827 for Japan as a whole and 797 in Tokyo.

The number of infected people per 100,000 population:

NATIONWIDE

827

TOKYO

797

Total for last 7 days

Confirmed COVID-19

CASES: 27.58M

ACTIVE: 23.85%

AS OF DEC 22, 2022



Area / New cases	Dec 5-11	Dec 12-18	Changes (#) vs LW	Changes (%) vs LW
Tokyo	90,216	110,282	20,066	122%
Osaka	44,867	59,456	14,589	133%
Aichi	52,622	64,331	11,709	122%
Fukuoka	31,335	47,621	16,286	152%
Nationwide	849,368	1,045,638	196,270	123%

Created based upon data from NHK (Japan Broadcasting Corporation)



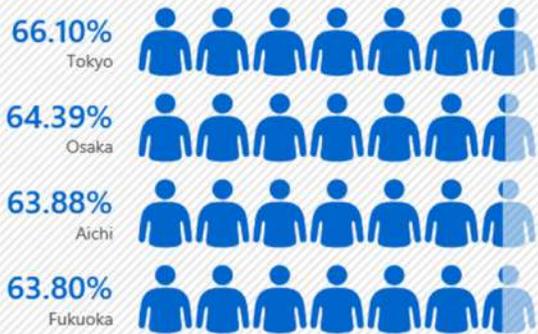
People walk past illuminations in a shopping district in Tokyo on Thursday. | REUTERS

JAPAN COVID-19 NEWS

HIGHLIGHTS

- The progress rate for tertiary immunizations is 67.4%, with no significant progress being made.
- There is no prospect for a rapid increase in the number of vaccinations in the future, and the situation has reached a plateau.
- The government has begun to consider treating COVID-19 as the same as influenza in the future and making vaccination fee-based and optional.

NATIONWIDE 3RD SHOT



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

as of 22 Dec 2022

VACCINATION UPDATE (12/16)

Total number of
vaccination:
361,774,386

1st & 2nd doses
administered:
104,478,900
(81.4%)
103,053,633
(80.4%)

Nationwide 3rd shot:
84,815,280
(67.4%)

Nationwide 4th shot :
52,271,203

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)

Not
required
with 3 doses of
vaccine.



PCR testing
within 72 h of
departure





No inspection at airport

Day 0 The procedure was the same as before the pandemic.



No waiting at home

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

JAPAN MARKET INTELLIGENCE

AIRLINE OPERATION

AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from Jul 1, 2022 (Applicable until Feb.9)	UA827	NRT	11:15 / 16:05	UA 828	6:55 / 9:55	Daily(827) Tue, Thu, Sat, Sun(828)	166
	Available	UA 197	NRT	17:30 / 22:20	UA 196	13:05 / 16:05	Daily	166
	Suspended until February 9, 2023 Limited available from GUM	UA874	NRT	21:05 / 1:45 +1	UA873	17:05 / 19:50	Suspended(874) Tue, Thu, Sat(873)	166
	Available from Aug 1, 2022 (Mon,Fri)	UA 136	NGO	11:20 / 15:55	UA 137	7:30 / 10:20	Mon, Fri	166
	Suspended until February 9, 2023	UA 172	NGO	20:50 / 1:25 +1	UA 171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed&Sun) (Applicable until Feb.9)	UA 150	KIX	11:05 / 15:45	UA 151	7:10 / 10:10	Wed,Sun	166
	Suspended until February 9, 2023	UA 178	KIX	20:50 / 1:20 +1	UA 177	16:50 / 19:50	Tue, Thu, Sat	166
	Available from Aug 1, 2022 (Thu, Sun) (Applicable until Feb.9)	UA 166	FUK	11:50 / 16:50	UA 165	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 January 31, 2023	TW311	KIX	10:45 / 15:10	TW 312	16:10 / 19:00	Daily	189
	Available from Dec 22, 2022 to Mar 31, 2023	7C1182	NRT	10:05 / 15:00	7C1189	16:10 / 19:00	Daily	189
	Suspended until January 31, 2023	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 Airlines is scheduled to operate on: December 22, 25, 29, 30, 2022
January 3, 5, 9, 2023

YEAR-END AND NEW YEAR'S LIMITED FLIGHT INFO

Flight	Route	Time Zone	Flight Information
UA873	GUM – NRT	Night	Operations on December 23, 28 and 30, 2022 and January 2, 4, 6 and 7, 2023
UA 136/ UA 137	NGO – GUM	Morning	Operations on January 3, 4, and 8, 2023
UA 150 / UA 151	KIX – GUM	Morning	Operations on December 23, 30, and 31, 2022 and January 2 and 3, 2023
UA 172/ UA 171	NGO – GUM	Night	Operations on December 29, 2022 and January 5, 2023
UA 178/ UA 177	KIX – GUM	Night	Operations on January 3 and 5, 2023
UA874	NRT – GUM	Night	Operate on December 23, 28, and 30, 2022 and January 2, 4, 6, and 7, 2023

JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

- TikTok FAM has impacted other platforms as well, with significant improvements in followers, reach, and engagement all.

SNS	follower		Week Reach		Week Engagement	
	Dec10,2022	Dec10,2022	Dec10,2022	Dec10,2022	Dec10,2022	Dec10,2022
	24,347	24,332	10,204	9,338	1,098	935
	-0.06%		-8.49%		-14.85%	
	24,058	23,652	2,737	4,090	127	716
	-1.69%		49.43%		1.00%	
	15,141	15,150	39,442	60,760	1,889	1,630
	0.06%		54.05%		-13.71%	
	37,955	37,955	1,100,000	2,200,000	57230	86786
	0.00%		100.00%		51.64%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	6,756	7,717	15,366	16,916	0:01:55	0:01:59
	14.22%		10.09%		3.48%	

JAPAN MARKETING ACTIVITIES

2022DEC							
Week1				1	2	3	4
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam						
Event						Special Influencer FAM	
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 2	5	6	7	8	9	10	11
	Mon	Tue	Wed	Thu	Fri		Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event	Special Influencer FAM		TVPR shooting				
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 3	12	13	14	15	16	17	18
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event	TVPR shooting						
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 4	19	20	21	22	23	24	25
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event							
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week5	26	27	28	29	31	31	
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event							
Other		Tell Us About Guam	Where is here?	Weekly GUAM			

SNS CONTENT CALENDAR

JAPAN MARKETING ACTIVITIES



261 Like



245 Like



229 Like



13 Like



69 Like



4 Like



72 Like



52 Like



70 Like



159 Like



117 Like



99 Like



140 Like



SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

YOUTUBE ADS (SNS ALWAYS ON)

#HEREWEGUAM 6-15 DEC 2022



■ Youtube

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
Here We Guam	1,107,278	767	0.07%	¥691.2	¥478.76	261,163	974,129	1.14

- Weekly Summary
 - CTR improved to 0.07% from 0.05% last week, and CPC was ¥691, down about ¥230 from last week.
 - CPM was ¥478, up about ¥20, but we believe this is due to an increase in unit price toward the end of the year.
 - VTR is 23.59% and frequency is 1.14 times as of today.
- About Creative
 - Gourmet & Shopping and Beach & Resort Creative continue to perform well



Creative	Impr.	Link Click	CTR	CPC	CPM	Video View	CPCV	Cost
#HereWeGUAM プロモーション動画 (Gourmet & Shopping)	824,699	602	0.07%	¥615.5	¥449	209,569	¥2.06	¥370,519
#HereWeGUAM プロモーション動画 (Wedding & Honeymoon)	21,694	11	0.05%	¥1,188.8	¥603	1,364	¥19.38	¥13,077
#HereWeGUAM プロモーション動画 (Vacance)	7,116	4	0.06%	¥1,069.0	¥601	726	¥11.99	¥4,276
#HereWeGUAM プロモーション動画 (Culture)	3,729	5	0.13%	¥467.0	¥626	446	¥7.94	¥2,335
#HereWeGUAM プロモーション動画 (Sports & Activity)	3,868	4	0.10%	¥615.7	¥637	404	¥9.47	¥2,463
#HereWeGUAM プロモーション動画 (Freestyle)	3,535	2	0.06%	¥1,047.5	¥593	363	¥11.20	¥2,095
#HereWeGUAM プロモーション動画 (Beach & Resort)	242,637	140	0.06%	¥966.9	¥558	48,326	¥3.31	¥135,360

JAPAN MARKETING ACTIVITIES

YOUTUBE ADS (SNS ALWAYS ON)

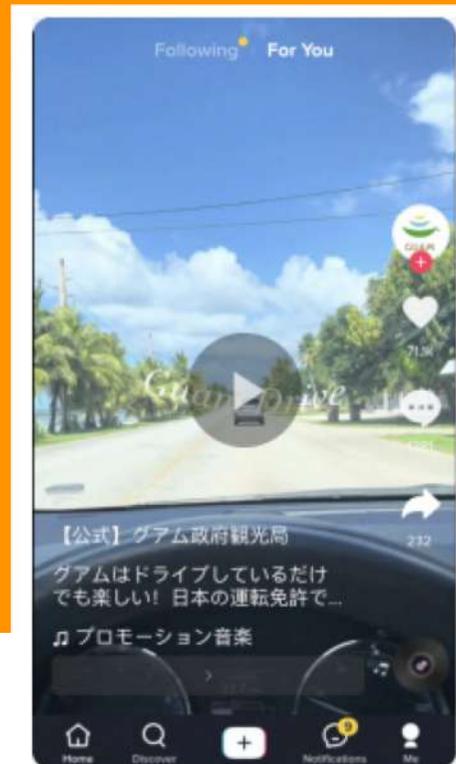
#HEREWEGUAM 6-15 DEC 2022

Impression	Reach	Reach	CPM	click	CTR	CPC	COST	FOLLOW	CPF	CVR
2,913,743	2,081,298	2,729,962	¥774	3,073	0.11%	¥734	¥2,254,908	7,024件	¥321	0.24%

- Weekly Summary
 - CPF is 1/3 compared to September, and we are serving ads with the best performance ever.
- What are the possible reasons for this?
 - TikTok FAM100 campaign has made Guam more popular on TikTok, leading to more followers.
 - Creative is on target.
- About Creative

The following 2 Creatives responded well:

 - Creative Driving Guam's Waiting
 - Souvenir giveaway video of the collaboration project at 100 FAM.



JAPAN MARKETING ACTIVITIES

TV PR
MBS YON-
CHAN TV



DAY1



DAY2



DAY3



TV Network	MBS Broadcast area: Osaka, Hyogo, Kyoto, Shiga, Nara, Wakayama, Tokushima, Mie
Category	News
On air date/ time	12,13,14 Dec, 2022 (17:00-17:30 Japan time)
Examples of possible exposure images	For all of you living in Kansai "For Tomorrow! Three hours to deliver even the smallest hints for happiness.
Average rating	5.1%
Length	20 min × 3 times

JAPAN MARKETING ACTIVITIES

FOOD TRUCK MANGGI

- Sunday, Dec 18 at Nine Mall Kujiyo shopping mall Christmas Party
- It started from 11 am and sold out 2 pm (150 fiesta lunch plates; 40 for event performers and rest for public customer)
- Next Manggi activity will be held in Umeda Loft in Chayamachi from Dec 25-26



ナインモール九条商店街
クリスマスパーティー
2022 ~地域に笑顔を!~
 ~商店街に元気を!~

12/18 [日]
12:00スタート!

ステージイベント
 時間/午後0時~午後5時

遊戯イベント
 時間: 午後1時~午後6時

駐輪禁止 (無料開放)

クリスマスリース作り | **クリスマスカード作り** | **バルーン教室** | **サンタクロースと写真を撮ろう!**

ストライカー | **スマートボール** | **クリスマスゲーム!クッキー** | **バランスパイレーツ**

もくらただき | **恐竜ハンティング** | **フルーツホーリング** | **デッキ輪投げ**

詳しい情報は、ナインモール九条公式ホームページで検索 <http://www.kujiyo.com>
 *QRから (またはコチラから) facebook <https://www.facebook.com/ninemall/>
 主催: 九条駅前商店街振興組合 / 協賛: ナインモール九条 九条 (準) 商店街振興組合 / 協力: オリックススポーツクラブ (株)

WEEKLY GUAM

HOTEL CHRISTMAS TREES REVEALED AT A GLANCE

We are already halfway through December. The countdown to Christmas has begun. In this issue, I would like to introduce Christmas trees at hotels to get you in the Christmas spirit. Each hotel has a very nice one. Please enjoy them.

First, let's take a look at The Westin Resort Guam. The lobby is all white Christmas! Pale blue ornaments and dignified reindeer are very nice. The see-through elevator in the atrium creates a magical Christmas scene in the background.

In contrast, the Christmas tree at Dusit Beach Resort Guam is the standard red and green. It is a mature design with elegant white added to it. Don't forget to take a picture of the magnificent wooden chairs in front of the tree!

This is the Dusit Thani Guam Resort next door. A huge tree has appeared on the ground floor and the lobby floor. At the foot of the tree, there are many polar bears and they are very lively. There are many cute and handsome polar bears, such as cubs being pampered by their mothers and families playing with them innocently.

This is a view of the tree from the lobby floor. You can see that it is really a huge tree with its head sticking out from the bottom. There are also nice decorations on the lobby floor next to the front desk, so be sure to check them out.

Two gorgeous gold-toned trees are on either side of the main entrance. This is the Hilton Guam Resort & Spa, which celebrated its 50th anniversary this year.

Once inside, you will see the gorgeous Christmas decorations celebrating the 50th anniversary. The gold and blue colors are shining so brightly.

The last one is RIHGA Royal Laguna Guam Resort. The resort opened in the spring of this year, and for its first Christmas event, the color coordination was calm. Santa Claus is standing by for a commemorative photo. Please come and sit next to him.

When you go out through the lobby, you will see a huge decoration with the words "MERRY CHRISTMAS" in front of you. It looks like a tree, cupcakes, or just cute ♡ There is also a giant Santa Claus under it. The Regal Laguna Guam Resort is full of photo spots.

There are also many more beautiful trees at other hotels that I have not been able to introduce here. We hope you have a wonderful Christmas in Guam!

ホテルのクリスマスツリーを一挙公開!



西館を横切ると、ロビーが真っ白なクリスマスツリーが目を引きます。これは、見事なオーナメントと、豪華な木製の椅子が、50周年を祝う「The Westin Guam Resort & Spa」のクリスマスツリーです。



ホテルのロビーには、豪華な木製の椅子が並び、クリスマスツリーの周りには、50周年を祝うオーナメントが飾られています。



豪華な木製の椅子が並び、クリスマスツリーの周りには、50周年を祝うオーナメントが飾られています。



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豪華な木製の椅子が並び、クリスマスツリーの周りには、50周年を祝うオーナメントが飾られています。

JAPAN MARKETING ACTIVITIES

GLAM DIGITAL PR



WHICH DO YOU RECOMMEND FOR A TRIP TO GUAM VS SAIPAN? EXPLANATION OF SIMILARITIES AND DIFFERENCES!

Guam and Saipan are popular among Japanese as resort destinations where you can enjoy a tropical atmosphere. There are many similarities between Guam and Saipan, and some may not know what the differences are.

This article, therefore, explains the similarities and differences between Guam and Saipan for those who are not sure whether to travel to Guam or Saipan. It also explains the latest immigration information, so if you are wondering between Guam and Saipan, please refer to this article!

Table of Contents

- Basic Information on Guam and Saipan
- 3 Commonalities between Guam and Saipan
- Belongs to the U.S.
- Time difference is +1 hour
- Flight time is about 3.5 hours
- Differences between Guam and Saipan

- ①Climate and clothing
- ②Size
- ③Tourist attractions
- ④Airplane
- ⑤ Prices
- ⑥Shopping
- ⑦ Hotels
- ⑧Security
- ⑨Taxes

Choose Guam or Saipan according to your purpose and budget!

JAPAN MARKETING ACTIVITIES

NEWS PICKUP

THE TSUBAKI TOWER, GUAM! ROOMS, RESTAURANTS, INFINITY POOL, AND EVEN INFORMATION ON THE SPECIAL BALCONY BREAKFAST!

The Tsubaki Tower opened in July 2020 in Tumon, Guam. With all rooms having ocean views, a wide variety of restaurants, and an infinity pool, you can immerse yourself in an extraordinary experience just by staying at the hotel. The editorial department has covered this wonderful hotel where you can enjoy an adult Guam experience that is not limited to marine activities and water parks!

What is the luxury hotel "The Tsubaki Tower" like?

The Tsubaki Tower, a luxury hotel in Guam, opened in July 2020. Located on the highest hill of Tumon Bay, it is in an excellent location with a view of Gun Beach and Lover's Point. It is also only a 10-minute walk from the busiest part of Tumon Beach, so you can enjoy a private and extraordinary feeling to the fullest.

The moment you enter the lobby, the high ceilings and luxurious interior design will make your heart skip a beat. The large windows look out onto the blue ocean, making you feel like you are in a tropical country...! The design concept of "The Camellia Tower" is "Power of Nature. The design concept of "The Tsubaki Tower" is "Power of Nature," expressing the beauty and blessings of nature in Guam through the artwork, furniture, food, and beverages throughout the hotel.

Let us introduce you to the guest rooms! Even the standard Camellia Room is 45 square meters! Balcony overlooking Tumon Bay!

After checking in at the lobby, I went straight to my room. I stayed in a standard "Camellia Room" this time. The moment I opened the door and put the key in the designated place, the curtains opened and the beach spread out before my eyes. The view of Tumon Bay is a spectacular blue one. You must stay at the hotel to experience this excitement. The names of guests are displayed on the TV, and you will be delighted by the thoughtfulness that seems to say "welcome" to you.

▶ **TRILL - JP**
Dec 14
Potential reach: 180.1M
MIV: \$16.3K

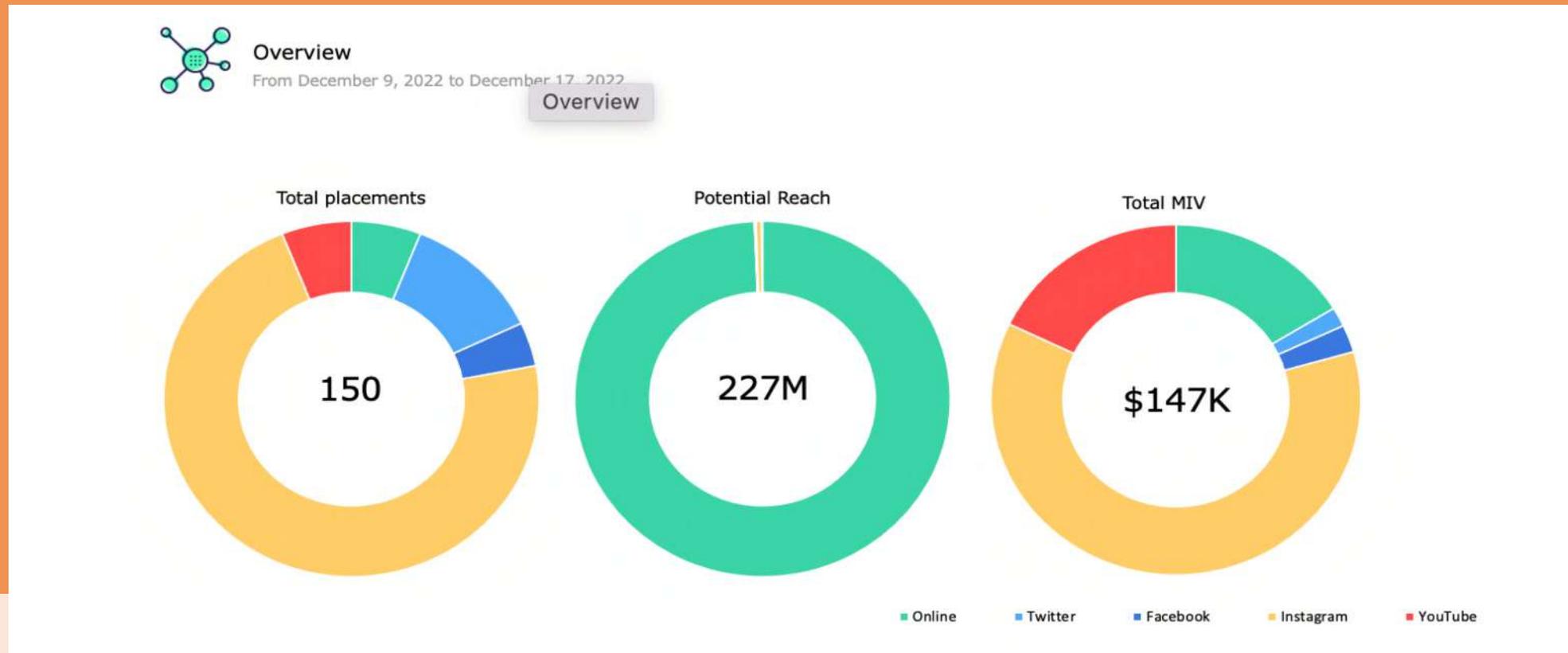


The screenshot shows a Japanese article from TRILL - JP dated Dec 14. The headline reads: 【 Guam 】 「 ザツバキタワー 」 を徹底取材！ 客室、レストラン、インフィニティプール、こだわりのバルコニーブレイクファースト情報まで！ (【Guam】 "The Tsubaki Tower" - Comprehensive Interview! Room, Restaurant, Infinity Pool, Special Balcony Breakfast Information, etc.). The article includes two photos: one of the exterior of the Tsubaki Tower hotel and another of the interior lobby with large windows overlooking the ocean. The text describes the hotel's location, amenities, and the luxurious interior design.

<https://trilltrill.jp/articles/2911547>

MEDIA PERFORMANCE

- Total Placement is less than last week, but potential reach is much improved from last week's 227M, possibly due to large media coverage



JAPAN MARKETING ACTIVITIES

MEDIA PERFORMANCE

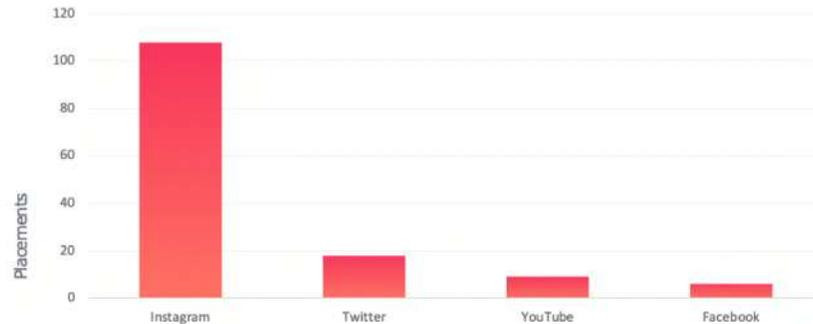
- 108 posts on Instagram, the most active social networking platform for posting information.



Social Focus - Platform Performance

From December 9, 2022 to December 17, 2022

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
Instagram	108	1.05M	49.8K	4.4	90.4K
Twitter	18	45.7K	1.46K	0.538	2.62K
YouTube	9	195K	902	23.1	26.2K
Facebook	6	310K	476	0.026	3.7K



Online Focus - Top Articles

From December 9, 2022 to December 17, 2022

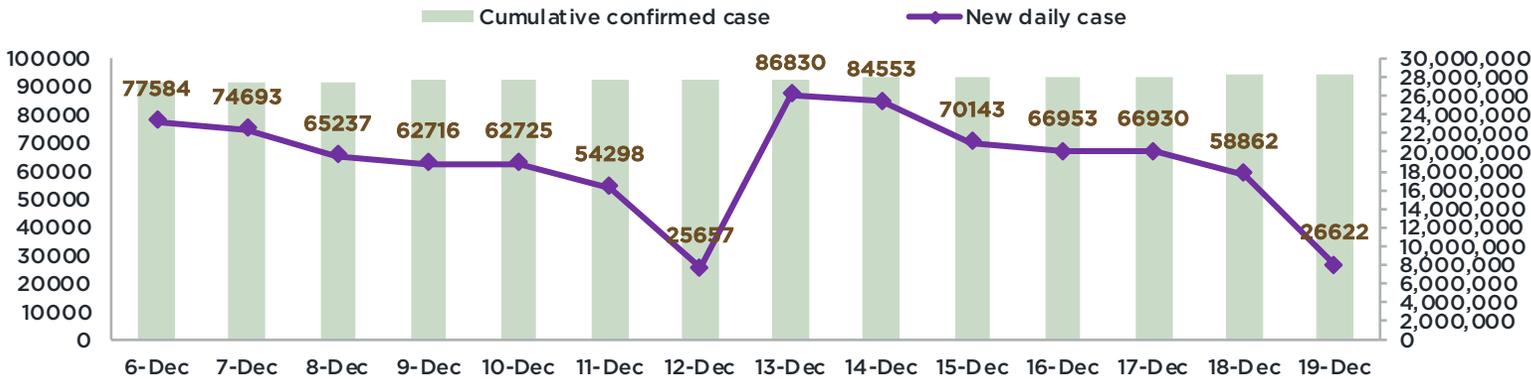
Top 10 Online & Blogs Placements by MIV

		Date	Location	Potential Reach	MIV (\$)
	TRILL - JP 【 Guam 】「ザツバキ」	12/14/2022	Japan	180M	\$16.3K
	4 Travel - JP 2022.11初 Guam 女一人旅弾丸2泊3日【一日目】	12/11/2022	Japan	9.42M	\$1.74K
	Traicy - JP 「MileagePlus」シーズンカードの発行で最大30,500マイル&5万円キャッシュバック	12/16/2022	Japan	2.46M	\$1.61K
	Infoseek - JP 反日不買運動がウソみたい... 写真 批評家「王室批判と陰湿な攻撃」写真	12/10/2022	Japan	30.7M	\$1.04K
	Infoseek - JP 反日不買運動がウソみたい... 写真 批評家「王室批判と陰湿な攻撃」写真	12/10/2022	Japan	30.7M	\$1.03K
	Gunoshi - JP 【 Guam 】「ザツバキ」	12/13/2022	Japan	1.87M	\$800
	Gunoshi - JP Guamに誕生！「安・近・短」な5つ星ラグジュアリーホテル体験記【男のひとり旅】	12/10/2022	Japan	1.87M	\$675
	Minyu Net (福島民友新聞社) - JP 沖縄の米海兵隊... 24年移転可能 Guam新基地建設、日本の資金力	12/9/2022	Japan	903K	\$371
	九州朝日放送 - KBC - JP 台湾東部でM6.2の地震 津波の心配なし	12/15/2022	Japan	333K	\$275

SOUTH KOREA

KOREA COVID-19 NEWS

COVID-19 STATUS: NOV 22 - DEC 05, 2022



HIGHLIGHT
 South Korea's new COVID-19 cases recorded more than 26,000 as of Monday, the largest for a Monday in 14 weeks while the suitability of easing indoor mask mandate is being discussed.

Confirmed COVID-19

CASES: 28.47M

ACTIVE: 4.1%

COVID-19 VACCINATION STATUS: FEB 26, 2021 - DEC 19, 2022

RECEIVED 1ST DOSE
45,136,615
90.0% of total population
97.4% of 18 and older
96.5% of 60 and older

RECEIVED 2ND DOSE
44,707,182
89.1% of total population
96.6% of 18 and older
96.0% of 60 and older

RECEIVED WINTER SEASON BOOSTER
4,435,055
9.5% of total population
10.0% of 18 and older
24.9% of 60 and older

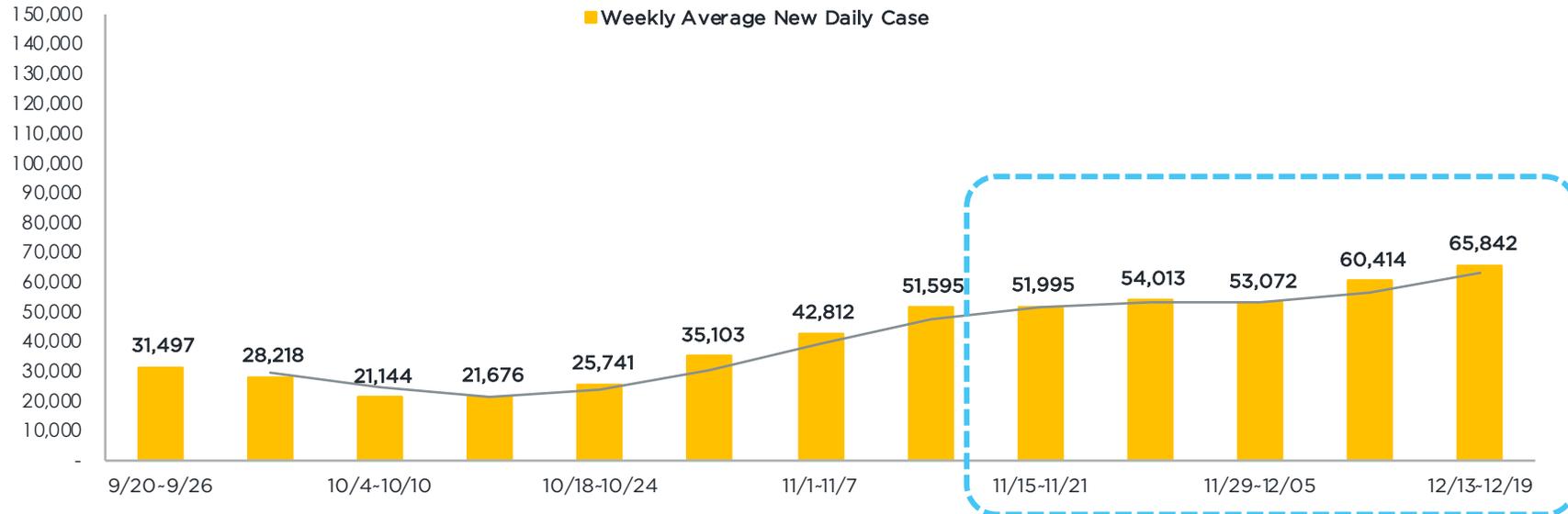


as of 22 Dec 2022

AS OF DEC 22, 2022



COVID-19 STATUS: COMPARISON WEEK BY WEEK



DAILY CASE

The COVID-19 daily caseload is expected to continue with a slow incremental trend for the time being.

WEEKLY CASE

South Korea's new COVID-19 cases are recording the largest for few weeks with the rate of re-infection also steadily increasing as well.

MONTHLY CASE

South Korea's new COVID-19 cases are continuing on its rise raising concerns that the country may face a winter surge of virus infections.

PROJECTION

The health authorities are expecting the rise of new infections to continue throughout the next few weeks due to the increase in indoor activities in winter.

Source: Central Disaster and Safety Countermeasures Headquarters

TRAVEL TRADE

INDOOR MASK MANDATE TO BE LIFTED AS EARLY AS MID-JANUARY

The government announced that it is considering the lift of indoor mask mandate as early as Jan.21, when the Lunar New Year holiday begins. The details on lifting indoor mask mandate will be announced this Friday.

The relaxation of the measures is likely to come in two phases. In the first phase, masks will no longer be a requirement in public places except for high-risk facilities such as hospitals and public transportation. The rule will then be fully lifted in all indoor facilities in the next phase.



KOREA SUSPENDS 3RD -4TH DOSE OF COVID 19 VACCINE WITH UNIFICATION OF BIVALENT VACCINE FROM DEC. 17

The government suspended 3rd -4th additional vaccination of COVID 19 as of December 17, and unified with the bivalent vaccine known as winter season booster developed to respond to Omicron mutation.

For unified winter season booster, choice between 3 types of vaccine is available : Pfizer BA.1, BA.4/5, and Moderna BA.1.

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
TOTAL					32,071

• 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
TOTAL					11,718

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
TOTAL					35,948

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (January 18- 6/w)	21:35	02:35+1	3,780
Jin Air	LJ647	DAILY	08:30	13:30	5,859
TOTAL					9,639

TOTAL OUTBOUND SEAT CAPACITY: 45,587 SEATS



KOREA MARKET INTELLIGENCE

FEBRUARY 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	7,616
Jeju Air	7C3102	DAILY	10:05	15:25	5,292
	7C3106	DAILY	20:10	01:35+1	5,292
Jin Air	LJ643	DAILY	09:35	14:50	5,292
T'way Air	TW301	DAILY	10:15	15:40	5,292
TOTAL					28,784

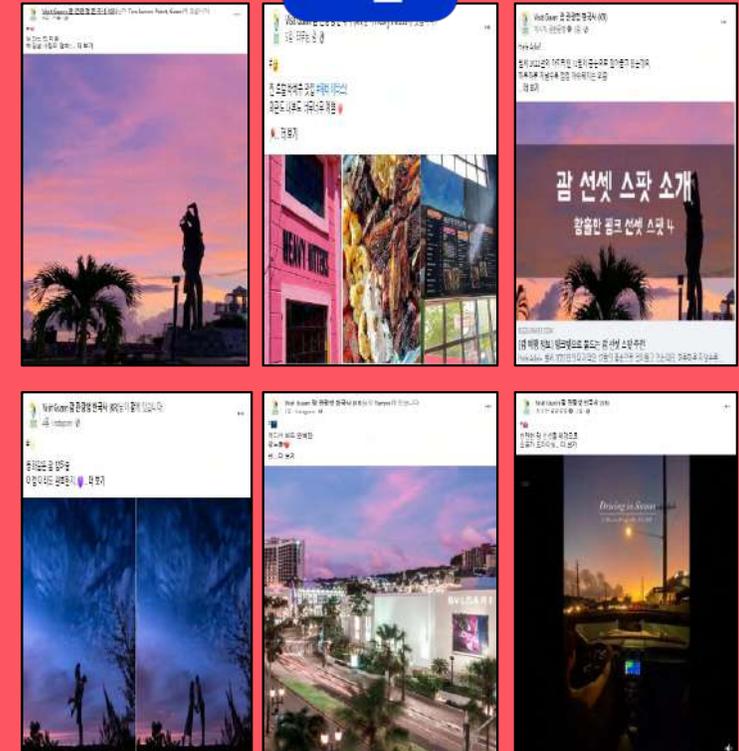
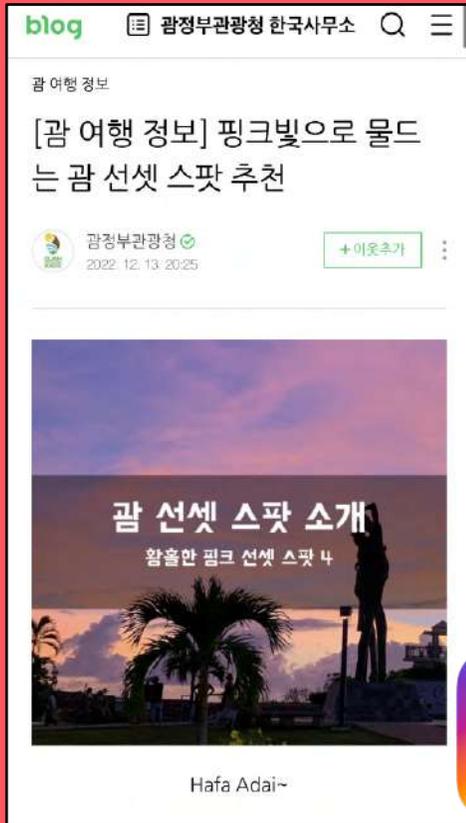
• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:35+1	3,402
Jin Air	LJ647	DAILY	08:30	13:30	5,292
TOTAL					8,694

TOTAL OUTBOUND SEAT CAPACITY: 37,478 SEATS



KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: DECEMBER 12 - DECEMBER 16
#GUAMAGAIN: #COLOR OF GUAM: PINK SUNSET SPOTS IN GUAM

KOREA MARKETING ACTIVITIES

GVB KOREA – DECEMBER Content Calendar

Information/Notice/Card News

Guam's Scenery

IG Reels

Event

Instagram Reels / Story

Naver Blog/Kakao

Instagram Feed / Facebook

EVENT

Week 1					December 1	December 2	December 3
					THURSDAY	FRIDAY	SATURDAY
					Card News #ColorofGuam Guam in Green	IG Reels #ColorofGuam Guam in Green	
Week 2	December 4	December 5	December 7	December 7	December 8	December 9	December 10
	SUNDAY	MONDAY	WEDNESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Guam in Green	Card News #ColorofGuam (Cover image will be Green)	Guam's Scenery #ColorofGuam Guam in Green	Notice #ColorofGuam Guam in Pink	IG Reels #ColorofGuam Guam in Pink (Guam Sunset Highlight)	
		Information #GuamAgain					
Week 3	December 11	December 12	December 13	December 14	December 15	December 16	December 17
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Indoor Spots	Card News #ColorofGuam Guam in Pink	Guam's Scenery #ColorofGuam Guam in Pink	Information #ColorofGuam Guam in Pink	IG Reels #ColorofGuam Guam in Pink (Guam Sunset Highlight 2)	
		Guam's Scenery #ColorofGuam					
Week 4	December 18	December 19	December 20	December 21	December 22	December 23	December 24
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Christmas in Guam	Card News #ColorofGuam Guam in Pink	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam	
		Guam's Scenery #ColorofGuam Guam in Pink					
Week 5	December 25	December 26	December 27	December 28	December 29	December 30	December 31
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		IG EVENT NOTICE	Card News #ColorofGuam	Guam's Scenery #ColorofGuam UGC	Guam's Scenery #ColorofGuam UGC	IG Reels #ColorofGuam Guam's 12 months	
		IG EVENT					

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

TAIWAN



TAIWAN REPORTS 10,000 PASSPORT APPLICATIONS PER DAY

Following the ending of COVID-19 border restrictions, the number of daily passport applications has surged to 10,000 a day, the Ministry of Foreign Affairs (MOFA) said Thursday (Dec. 15).

The nationwide figure amounted to a doubling of the level in early October before Taiwan ended the three-day quarantine requirement for travelers arriving from overseas. In early December, the government also announced an end to the cap on the number of passengers allowed to enter the country.

At the Bureau of Consular Affairs (BOCA) Taipei office, the number of desks in operation had been increased from eight to 13, with staff working an extra three hours per day to handle the daily volume of 6,000 passport applications, the Liberty Times reported.



TAIWAN MONITORING DRUG DEMAND BEFORE POSSIBLE

CHINESE FERRY RESUMPTION

The government has been monitoring slightly-growing market demand for antipyretics amid concerns that a resumption of ferry links between Taiwan and China would result in Chinese snapping up drugs to treat COVID-19 symptoms, the Taiwan Food and Drug Administration (FDA) said Wednesday.

The precautionary monitoring comes after a recent surge in COVID-19 outbreaks in China, the FDA said, although it added that it is uncertain if that was the reason behind the growing demand for antipyretics.

FDA drug section head Yang Bo-wen told CNA that the agency had also made an inventory of antipyretics, making sure that local pharmaceutical companies have the ability to produce the drug in the next six months.

Confirmed
COVID-19

CASES:
8.62M

ACTIVE:
3.4%

AS OF DEC 22, 2022



OVERSEAS GROUP TRAVEL BOUNCING BACK FROM COVID-19: OPERATOR

Rare and high-end overseas travel tours have become more sought-after than expected following Taiwan's lifting of its COVID-19 pandemic border controls in October, a travel agency said Sunday.

After the government lifted a ban on inbound and outbound tour groups, some companies made phone calls inquiring about overseas travel plans for corporations, said Chen Yi-fu, chairman of Sunday Tours, at a news conference while announcing the company's analysis of travel trends in the post-COVID-19 era.

To his surprise, bookings for rare and high-end travel tours have been surging faster than before the pandemic, Chen said.

Chen said that this might be because COVID-19 had changed people's attitude toward travel as many travelers now did not want to wait anymore after more than two years of border controls due to the COVID-19 pandemic.

as of 22 Dec 2022

MARKET INTELLIGENCE

COMPETITORS

- **Maldives:** Maldives tourist arrivals touch pre-Covid-19 levels: The Maldivian Tourism Ministry said over 1.52 million tourists were welcomed as of December 7, largely boosted by Indian travellers, the Daily FT newspaper of Sri Lanka reported. The set target for tourist arrivals by the island nation for the year is 1.6 million. (Dec 12)
- **Thailand:** Thailand hits 10 million visitors in 2022 as tourism recovers: Thailand celebrated the arrival of its 10 millionth international visitor of 2022 on Saturday, according to the tourism authority, as the kingdom consolidated the recovery of its Covid-battered travel sector. Thailand welcomed some 40 million people in 2019, but then the pandemic hit and travel was decimated as nations tightened border controls to contain the coronavirus. (Dec 10)
- **Singapore:** The latest data shows that Singapore is now the number one source of foreign visitors, with Singaporeans accounting for 24% of all international arrivals in the September quarter, despite Singapore's relatively low population. (Dec 16)

Regulations on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting Nov. 14 2022 Taipei Time)

Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement
R.O.C. (Taiwan) Nationals	Departure from any international port	Yes	1. Travelers who test positive abroad are required to wait over 5 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures ^{*note1}

Traveler Type	Credentials	Eligible to Enter Taiwan?	Requirement
Foreign Nationals	Holders of ARC <ul style="list-style-type: none"> ARC means R.O.C. (Taiwan) Resident Certificate 1. Open to all purposes of entry 2. Migrant workers must also hold re-entry permits 	Yes	1. Travelers who test positive abroad are required to wait over 5 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures ^{*note1}
	Non-ARC holders <ol style="list-style-type: none"> Nationals of the visa-exempt entry scheme announced by Ministry of Foreign Affairs ^{*note2} Travelers who hold R.O.C. (Taiwan) Visa ^{*note2} 		

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 [Bureau of Consular Affairs website](#) for details. For Travel Authorization Certificate for nationals from Southeast Asian countries (Conditional Visa-Free Entry) Application, please visit National Immigration Agency website.
- Migrant workers should follow instructions by [Ministry of Labor](#). Students should follow instructions by [Ministry of Education](#).

Effective December 10, Taiwan to remove weekly cap of arrivals

On November 28, the Central Epidemic Command Center (CECC) announced that, given that there has been a steady decrease in the number of new cases across Taiwan and the domestic coronavirus situation has stabilized and been brought under control, effective 00:00 on December 10 (incoming flight's scheduled arrival time), it will remove its weekly cap of arriving passengers.

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

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

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.



AIRLINE UPDATE

Current Routes

CHINA AIRLINES

- Routes scheduled for December 2022 - February 2023

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



EVA AND TOURISM BUREAU EYE VIETNAMESE TRAVELERS:

- Representatives from 19 Vietnamese tour agencies visited hot springs in Taiwan in preparation for the arrival of tourists from the country after Taiwan eased COVID-19 travel restrictions last month. EVA Airways and the Tourism Bureau invited the Hanoi-based agencies on a five-day trip to hot springs in Taoyuan, and Miaoli and Hsinchu counties, EVA said. The areas were chosen as they are less often visited by Vietnamese, but would give tour agencies alternate locations and one-of-a-kind trips for tourists, EVA said.
- After the government on Oct. 13 relaxed COVID-19 restrictions on group tours, the Tourism Bureau on Nov. 11 resumed a program launched in 2015 to streamline visa applications for people from India, Indonesia, the Philippines, Thailand and Vietnam to attract tourists from the region. Since opening borders to stopover flights in June, Taiwan has seen a gradual increase in Hanoi-Taipei travel, adding that waiving quarantine for visitors has only incentivized businesspeople to travel between the two cities.
- EVA operates 10 flights between the cities every week. The airline said it plans to resume a daily Da Nang-Taipei route on Dec. 1. It seeks to have more than 42 flights per week to Hanoi, Da Nang and Ho Chi Minh City, as it did prior to the COVID-19 pandemic, EVA said.

TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
 CHINA AIRLINES	12/16 Solomon Lee, General Manager	<ul style="list-style-type: none">CL said that after participating in the ITF, they increased a lot of ticket purchasesRegarding of group outbound travel, The most desirable date for passengers to travel are during the Lunar New Year, the winter vacation and after March next year.
 EVA AIR 長榮航空	12/16 Amy Cho, Junior Vice President	<ul style="list-style-type: none">Eva Air Amy said that the sales of travel fair have not recovered to the normal level, and the growth of group travel is still very slow. People are more interested in Independent Travel. There are more inquiries about group travel in Europe and Japan.She feels that due to the election in November and after the announcement of opening group tours is still necessary to contact local businesses, renegotiate the prices with restaurants and hotels. Whether tourists will pay is yet to be tested.
 STARLUX 星宇航空	12/16 Joyce, Manager	<ul style="list-style-type: none">There will be 2 charter flights during the winter vacation and Chinese New Year (1/20,1/24). The main participating travel agencies are Phoenix Tour and Spunk Tour.2 new year charter flights will be added (1/21,1/25), which will be chartering by Lion Travel.

TAIWAN MARKETING ACTIVITIES

DAC YEAREND PARTY & THE BIENNIAL ELECTION

- Date: Dec 15
- Guam sponsored a Guam Gift Box as the gift for the VIPs in the event, wishing them Merry Christmas and Happy New Year. DAC CEO Madeline helped to display the gift box and wowed the event attendees for its exquisite look.
- Felix is elected as a member of the DAC Executive Committee, the new DAC EC members together had a group photo for 2023 e-card.
- Guam collected a total of 9 business cards from the trade partners. Everyone is excited about the coming year for tourism boom.



ANTOR PRESIDENT ELECTION & CHRISTMAS PARTY

- Date: Dec 16
- A total of 60 participants join the ANTOR event, many heads of associations also come to support including chairman of TATA, ATTA, KATA, TAINAN ATA, managers from EVA Air, China Airlines, Tiger Air, etc.
- GTO introduced the current Guam tourism condition to all the VIPs and wished all the attendees a prosperous year in 2023.



TAIWAN MARKETING ACTIVITIES

TAIPEI INTERNATIONAL WINTER TRAVEL EXHIBITION

- Date: Dec 16
- During the first day of TIWTE, consumers are actively asking questions about Guam, including entry requirements and charter flights in the winter break.



NR MONITOR

For the past week (Dec 10 - Dec 16), a total of 30 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 37
- Social Media: 0

陳盈連與關島大學資深副校長恩里克斯(圖)



連假就要出國！精選農曆春節6大高CP值目的地 不到3萬體驗星宇關島包機+自助晚餐秀

2022-12-12 11:30 欣傳媒 / 欣傳媒



圖片 / 雄獅旅遊

TAIWAN MARKETING ACTIVITIES

Social Media December Content Calendar

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

Week 1	MONDAY	TUESDAY	WEDNESDAY	1-Dec-22 THURSDAY	2-Dec-22 FRIDAY	3-Dec-22 SATURDAY	
				x	Accommodations - Dusit Thani Guam Resort	Super Taste Promotion	
Week 2	4-Dec-22 SUNDAY	5-Dec-22 MONDAY	6-Dec-22 TUESDAY	7-Dec-22 WEDNESDAY	8-Dec-22 THURSDAY	9-Dec-22 FRIDAY	10-Dec-22 SATURDAY
Direct Flight Promotion	Restaurants - The Beach Restaurant & Grill		Governor's holiday light festival	x	Guam Scenery 1	Direct Flight Promotion	
Week 3	11-Dec-22 SUNDAY	12-Dec-22 MONDAY	13-Dec-22 TUESDAY	14-Dec-22 WEDNESDAY	15-Dec-22 THURSDAY	16-Dec-22 FRIDAY	17-Dec-22 SATURDAY
Activities - Tango Theatres		Guam Scenery 2		x	TIWTE Promotion	TIWTE Promotion	
Week 4	18-Dec-22 SUNDAY	19-Dec-22 MONDAY	20-Dec-22 TUESDAY	21-Dec-22 WEDNESDAY	22-Dec-22 THURSDAY	23-Dec-22 FRIDAY	24-Dec-22 SATURDAY
TIWTE Promotion	TIWTE Promotion	Governor's holiday light festival	Restaurants - Beachin' Shrimp	x	Service - Devarana Spa	Merry Christmas Event	
Guam Scenery 3				x			
Week 5	25-Dec-22 SUNDAY	26-Dec-22 MONDAY	27-Dec-22 TUESDAY	28-Dec-22 WEDNESDAY	29-Dec-22 THURSDAY	30-Dec-22 FRIDAY	31-Dec-22 SATURDAY
	Activities - Ride the Ducks	Guam Scenery 4	Governor's holiday light festival	x	Guam Adventures Sports Bingo	Guam Adventures Sports Bingo	
Merry Christmas Event	Merry Christmas Event			x		Guam Scenery 5	

PHILIPPINES

9 OUT OF 10 FILIPINOS APPROVE GOVT COVID RESPONSE – OCTA

Nearly all Filipinos approve of the government's continuing response to the Covid-19 pandemic, according to a survey by OCTA Research.

Based on its Tugon ng Masa fourth quarter national survey conducted from Oct. 23 to 27, 2022, nine out of 10 Filipinos, or 92 percent, approve the country's response in preventing the spread of Covid-19 in the country. The figure also increased in all socioeconomic classes and in all major areas across the country.

The survey used random sampling and asked 1,200 male and female respondents 18 years old and above from classes AB, C, D and E, with a sampling error of plus or minus 3 percent.

Tourist receipts hit \$2.34 billion USD as of 31 Oct; int'l arrivals at 2.4 mil as of 15 Dec.

LOCKDOWN STATUS

OPEN

INBOUND TRAVEL

OPEN

OUTBOUND TRAVEL

OPEN

CONFIRMED

4,057,629

35,113 per million

7 DAY ROLLING AVE

+966

-15% vs prev week

DEATHS

65,127

563.6 per million

FULLY VACCINATED

-

0.00% of pop.

Source: Cases - John Hopkins University (2022-12-20). Retrieved from OurWorldInData.org

BUSY SKIES FOR JAPAN AS FILIPINOS GO 'REVENGE TRAVEL'

Rising from the pandemic lull, Japan has started enjoying the so-called "revenge travel," with waves of Filipino tourists seeking to pump up their holiday mood and experience the Japanese hospitality culture.

The country already witnessed a revival this 2022 with the number of Filipinos visiting Japan hitting thousands, according to Makoto Watanabe, executive director of Japan National Tourism Organization (JNTO) - Manila Office.

Japan opened the country to overseas visitors in June with guided tour programs. Its government later decided to drop this and further eased requirements, allowing visitors to enter Japan with unguided tour packages starting in September. These efforts have subsequently buoyed the Filipinos' appetite to book flights to Japan post-lockdowns.

Showing an upward trend of Filipino travelers, Watanabe told CNN Philippines there were only 360 visitors in August 2021, but the number climbed to 7,824 a year later—marking Japan's robust tourism recovery. With the vacation vengeance not waning anytime soon, Watanabe expressed bullishness that Japan could welcome more Filipino tourists. "Travelers are now in "revenge travel" mode, and that Japan is one of the destinations they will choose to travel to. We expect more tourists from the Philippines will visit Japan in the coming months," he said.



PHILIPPINES MARKET INTELLIGENCE

Philippines



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](#).

Source: <https://www.boundless.com/blog/covid-19-u-s-embassy-and-consulate-reopening/>

as of 22 Dec 2022



eTravel Registration

Philippine One-Stop Electronic Travel Declaration System



All arriving international passengers are required to register within 72 hours prior departure

- 1 Go to etravel.gov.ph or scan the QR code
- 2 Fill out your personal details
- 3 Enter your travel details
- 4 Download your QR code



JUST SEARCH [#flyPAL101](#)



Flight Advisory



PAL FLIGHTS FOR OCTOBER AND BEYOND
Advisory No. 265
as of 01 December 2022 3:00 PM

Manila-Guam-Manila
• Daily



UNITED

A STAR ALLIANCE MEMBER

ADVISORY

Manila-Guam-Manila
• Daily

PHILIPPINES MARKETING ACTIVITIES

Dec 14 - Dec 20 Last 7 days ▾

Post Reach 1,016 ▲338	Post Engagements 75 ▼9	New Page Likes 12 ▲5
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Posts SEE MORE

5 posts published in the last 7 days

MOST ENGAGING POSTS

	Book your next trip to... December 15	Reach 664 Engagement... 27
	Make it your next ad... December 16	Reach 229 Engagement... 10
	Add a boat cruise to yo... December 21	Reach 363 Engagements 9



← **Insights** ⓘ

Last 30 Days ▾ Nov 21 - Dec 20

Overview

You reached **+3.8%** more accounts compared to Oct Nov 20

Accounts reached	2,851	+3.8%
Accounts engaged	227	+29.7%
Total followers	4,814	0%

Content You Shared See all



Account insights

2,851 accounts reached in the last 30 days
1,292 are non-followers

Nov 21 Dec 5 Dec 20

Followers Non-Followers

Home Shop About Reels S

EXPLORING GUAM!

JUNE 9-13, 2023
PR TH - MNL GUM 22:55- 4:05
PR TH - GUM MNL 06:45- 8:35

Inclusions:

- Round-trip airfare to the Philippines and back with 1 stop (15 miles check-in baggage fee)
- 15kg hand luggage
- Round-trip airfare transfer between airport and hotel via a licensed private taxi (one-way) and hotel via a licensed private taxi (one-way)
- 20% off ground transportation with guaranteed airport check-in upon arrival in Guam (based on standard fare rates)
- Breakfast for the first night
- Free Wi-Fi access in hotel
- Meals and drinks as specified in the itinerary (10 minutes / 15 minutes per person including alcoholic beverages)
- Transportation to the itinerary
- Guam Welcome Tour with introduction to the island
- Guam Welcome Tour with introduction to the island
- Guam Welcome Tour with introduction to the island
- Guam Welcome Tour with introduction to the island

Exclusions:

- Visa fees and Reservations with Coasting before the itinerary (Over US\$ 300.00 per person)
- Travel insurance with Covid Coverage
- Booking cancellation. A fee schedule (subject to change) is available upon request.

visitguamph + ☰

Håfa Adai and welcome to the official page of Guam Visitors Bureau - Philippines... more

🌐 www.visitguam.com/phpackages

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

Edit profile

Highlights My Next ... New

MARKETING ACTIVITY:
SOCIAL MEDIA