



Mount Lam Lam

**#InstaGuam**

@linds\_wandering

# INDUSTRY REPORT

FEBRUARY 10, 2023



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# DESTINATION UPDATES

# FREE TESTING AND VACCINATION

## COVID-19 TESTING AVAILABLE AT THE DPHSS TESTING CLINIC AT AGANA SHOPPING CENTER



<b>FREE COVID-19 COMMUNITY TESTING</b> Fill out a <a href="https://dphss.guam.gov/covid-19-testing">COVID-19 Testing Patient Assessment Form</a> ahead of time: <a href="https://dphss.guam.gov/covid-19-testing">dphss.guam.gov/covid-19-testing</a> . Drive-through sites may close during lightning and inclement weather.	
<b>Monday - Friday</b> 9 a.m. by appointment	<b>DPHSS Northern Region Community Health Center (NRCHC), Dededo</b> By appointment only for individuals with COVID-like symptoms. Four adults per vehicle. Call 671-635-7525/6 to schedule an appointment. Bring a photo ID.
<b>Tuesday &amp; Thursday</b> 9 a.m. - 12 p.m.	<b>DPHSS Southern Region Community Health Center (SRCHC), Inaláhan</b> By appointment only for individuals with COVID-like symptoms. Four adults per vehicle. Travel-related testing not offered. Call 671-828-7604/5/7518. Bring a photo ID.
<b>Monday – Friday</b> 10 a.m. - 4 p.m.	<b>The Agana Shopping Center, 2nd Floor, Route 4, Hagátña</b> For those who do not have COVID-like symptoms. Bring a photo ID.

<b>FREE COVID-19 VACCINATION CLINICS</b> MONOVALENT & BIVALENT BOOSTERS AVAILABLE - Pfizer-BioNTech, Moderna, Johnson & Johnson, Novavax*	
<b>Monday - Thursday</b> 9 a.m. - 3:45 p.m. By Appointment  4 p.m. – 6 p.m. Walk-in  <b>Saturday</b> 9 a.m. to 11:30 a.m. By Appointment  2 p.m. – 5 p.m. Walk-in	<b>DPHSS Northern Region Community Health Center (NRCHC), Dededo</b> Until May 31, or until supplies last, NRCHC is offering a special COVID-19 vaccination schedule on a walk-in basis, in addition to taking appointments. To schedule an appointment for COVID-19 vaccination at NRCHC, call 671-635-7525 or 671-635-7400. Curbside vaccination available for people with disabilities. Last vaccination will be administered 30 minutes before closing. Bring a photo ID.  *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Centers in Dededo and Inaláhan
<b>Monday - Friday</b> BY APPOINTMENT ONLY	<b>DPHSS Southern Region Community Health Center (SRCHC), Inaláhan</b> Call 671-828-7604/5/7518 to schedule an appointment. Bring a photo ID.  *Novavax COVID-19 primary dose and monovalent booster available only at the Community Health Centers in Dededo and Inaláhan
<b>Monday – Friday</b> 10 a.m. - 4 p.m.	<b>The Agana Shopping Center, 2nd Floor, Route 4, Hagátña</b> Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.
<b>Friday, Feb. 17</b> 10 a.m. - 2 p.m. or until supplies last	<b>Agaña Heights Mayor's Office</b> Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.
<b>Friday, Feb. 24</b> 10 a.m. - 2 p.m. or until supplies last	<b>Yigo Gym</b> Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.
<b>Friday, March. 10</b> 10 a.m. - 2 p.m. or until supplies last	<b>Mongmong-Toto-Maite Community Center, Toto</b> Last vaccine will be administered 30 minutes before closing. Walk-ins only. Bring a photo ID. Available for adults and children 6 months and older.

# JCB OFFERS FREE RIDE TO CARDMEMBER



## JCB STARTS RED GUAHAN SHUTTLE FREE RIDE CAMPAIGN FROM JAN 23 TO MAY 22, 2023

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

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



Two Lover's Point

**#InstaGuam**  
@tarynmhoffman



# MARKET INTELLIGENCE REPORT

As February 10, 2023 and may be subject to change.



# TRAVEL PROTOCOLS

# TRAVEL PROTOCOLS BY MARKET

## JAPAN

### **NO QUARANTINE**

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

### **REQUIREMENTS**

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

*Information Source:*

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

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

### **ENTRY PROTOCOL EFFECTIVE FROM OCTOBER 11, 2022**

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

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

as of 10 Feb 2023

## 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/cpassportal](https://cov19ent.kdca.go.kr/cpassportal).
- Foreigners must apply for Korea Electronic Travel Authorization (K-ETA) if they do not already have it. K-ETA is valid for 2 years from the date of approval, or when the passport used to apply expires, whichever comes first.
- COVID-19 testing is no longer required before departure (as of September 3, 2022) and no longer required upon arrival (as of October 1, 2022).

# TRAVEL PROTOCOLS BY MARKET

## TAIWAN

**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

**Effective December 10**, Taiwan to remove its weekly cap of arriving passengers.

**Effective February 7**, Arriving passengers will only need to take an at-home rapid test if symptoms develop during the 0+7 self-initiated prevention period.

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

as of 10 Feb 2023

## 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

## JAPAN

- Number of infected persons has begun to decline
- On May 8, the government decided to change the status of the new strain of coronas under the Infectious Disease Control Law from the current "Class 2 equivalent" to "Class 5," the same status as seasonal influenza and other types of influenza
- 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, 2022
  - Tway: TW311 suspended until Jan 31, 2023  
7C1182 until Mar 31, 2023
  - JEJU: suspended until Jan 31, 2023
- Shown in appendix are: SNS performance summary; content calendar; SNS highlights; TVPR Tabi Salad; HIS Web and TikTok Ads; YouTube SNS Always On Ads; Weekly Guam; GLAM digital PR; and media performance

## PHILIPPINES

- Guam participated in PTAA's 8<sup>th</sup> iTTE & 30<sup>th</sup> TTE events at the SMX Convention Center, Manila on Feb 3-4
- Covid-19 positivity rate down to 1.8%
- Air Asia PH bolsters post-pandemic goal with Tokyo flights
- One country to donate 300k of Covid-19 bivalent vaccines to Philippines
- **Philippine Airlines and United Airlines continue to fly daily in February 2023** 
- Shown in appendix: marketing activities

## SOUTH KOREA

- South Korea reported 9,227 new COVID-19 cases Monday, the lowest number in more than three months, amid a slowdown in infections and less testing over the Lunar New Year holiday
- Continuing decrease in confirmed cases is expected to proceed in line with the high vaccination rate
-  • February through April airline outbound seat capacity details shown in appendix: February remains 43,190; March increased to 50,569; and April is 44,868
- Shown in appendix are: media monitoring; SNS weekly activity; and content calendar

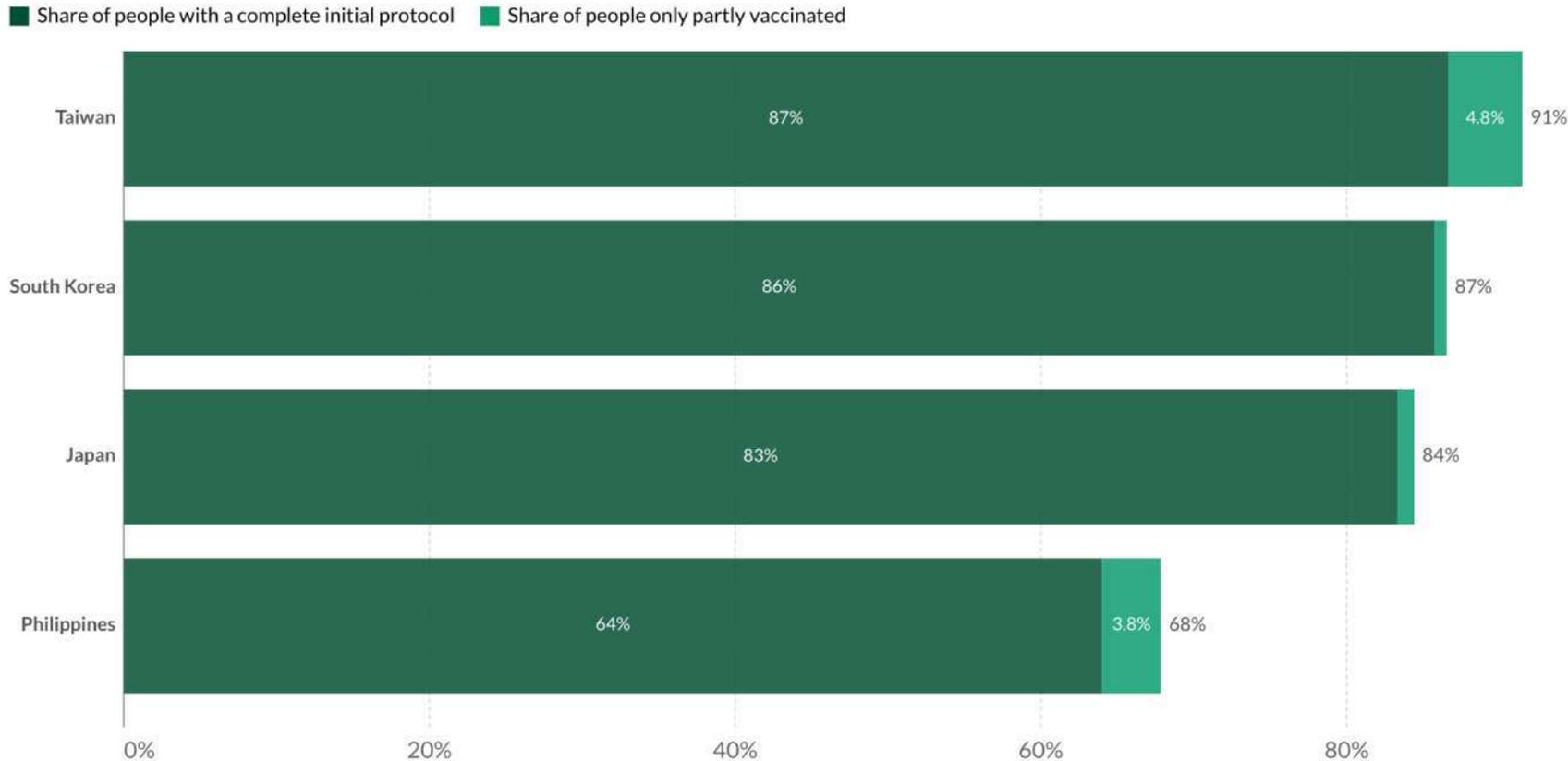
## TAIWAN

- Taiwan loosens Covid self test requirements for overseas arrivals
- Taiwan set to relax indoor mask mandate
- Taiwan to lift Covid-19 testing on travelers from China from Feb 7
- CECC eyes broad easing of Covid policies, with mask rules first on docket
- Taiwan introduces initiative to boost domestic tourism
- Also shown in appendix are: competitor monitoring; restrictions for entering Taiwan, CECC updates, NR monitoring, and social media calendar
- Current airline routes for other destinations and airline updates in appendix
- GTO attended tourism bureau's festival awards ceremony

# MARKETS AT-A-GLANCE

Share of people vaccinated against COVID-19, Feb 6, 2023

Our World  
in Data



Source: Official data collated by Our World in Data

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

CC BY

## GUAM 141,001 Fully Vaccinated

Guam COVID-19 Vaccination  
Update - As of Feb 3, 2023

As of February 3, 2023, 141,001 eligible residents (6 months and older) are fully vaccinated. This total includes 14,388 residents 12 - 17 years old. 9,401 residents 5 - 11 years old received their first dose of a two dose series. 7,752 residents 5 - 11 years old have completed their two-dose series. 379 residents 6 months - 5 years old have received their first dose of a two dose series. 82,934 eligible residents have received their first booster shots. 14,845 eligible residents have received their second booster shots.



Priest Pools

**#InstaGuam**  
Jaechon Park

# APPENDIX

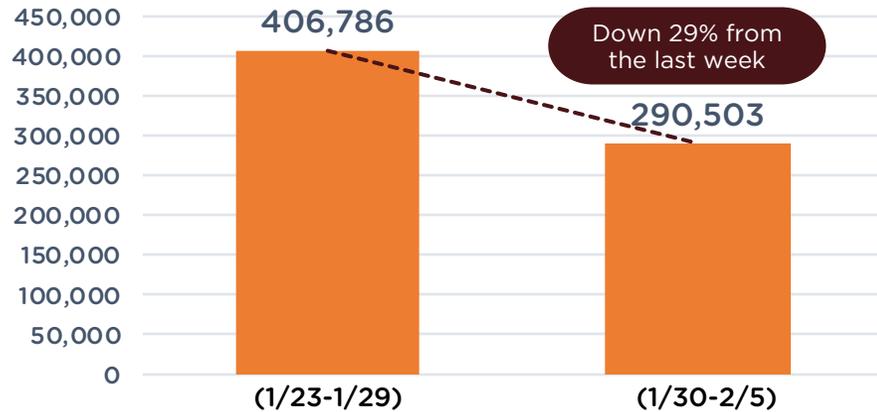
As of February 10, 2023 and may be subject to change.



# JAPAN

# JAPAN COVID-19 NEWS

## Nationwide



## HIGHLIGHTS

- The number of infected persons has begun to decline.
- The number of infections per week was 628,921. The number of infections per 100,000 population is 574 for Japan as a whole and 419 in Tokyo.
- Effective May 8, Covid-19 will be classified from category 2 to category 5, and various regulations will be eased.

The number of infected people per 100,000 population:

### NATIONWIDE

**221**

### TOKYO

**162**

Total for last 7 days

## COVID-19

**CASES:**  
**32.81M**

**ACTIVE:**  
**33.9%**



Area / New cases	Jan 23-29	Jan-Feb 30-5	Changes (#) vs LW	Changes (%) vs LW
Tokyo	33,217	22,414	-10,803	67%
Osaka	27,546	19,788	-7,758	72%
Aichi	26,719	18,886	-7,833	71%
Fukuoka	18,342	13,501	-4,841	74%
Nationwide	406,786	290,503	-116,283	71%

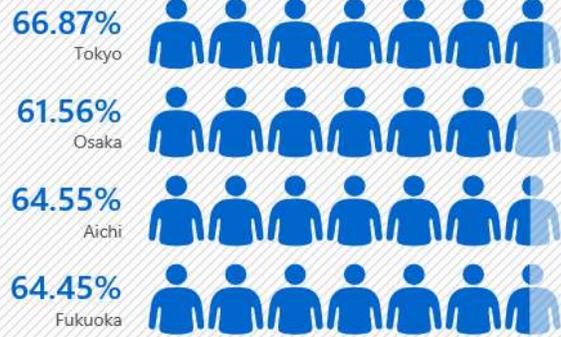
*Created based upon data from NHK (Japan Broadcasting Corporation)*

AS OF FEB 8, 2023

## HIGHLIGHTS

- The progress rate for tertiary immunizations is 67.9%, with no significant progress being made.
- On May 8, the government decided to change the status of the new strain of coronas under the Infectious Disease Control Law from the current "Class 2 equivalent" to "Class 5," the same status as seasonal influenza and other types of influenza.

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



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

## VACCINATION UPDATE

(2/03)

Total number of  
vaccination:  
**379,609,927**

1st & 2<sup>nd</sup> doses  
administered:  
**104,630,124  
(81.4%)**  
**103,255,315  
(80.3%)**

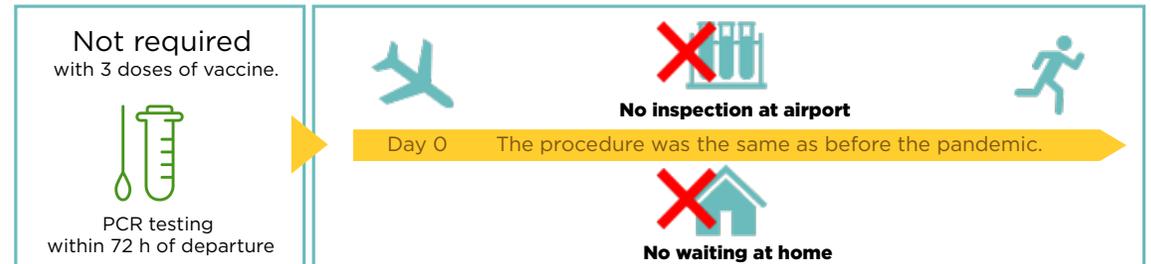
Nationwide 3<sup>rd</sup> shot:  
**85,757,023  
(68.1%)**

Nationwide 4<sup>th</sup> shot :  
**57,249,982**

## ENTRY PROTOCOLS

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

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

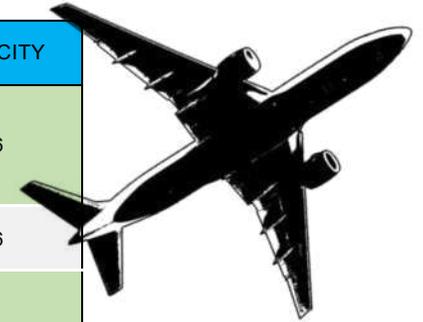


(Regardless of vaccination status / For both Japanese and foreigners)

# JAPAN MARKET INTELLIGENCE

## AIRLINE OPERATION

AIRLINES	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	UA828	6:55 / 9:55	Daily(827) Tue, Thu, Sat, Sun(828)	166
	Available	UA197	NRT	17:30 / 22:20	UA196	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 )	UA136	NGO	11:20 / 15:55	UA137	7:30 / 10:20	Mon, Fri	166
	Suspended until February 9, 2023	UA172	NGO	20:50 / 1:25 +1	UA171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed&Sun) (Applicable until Feb.9)	UA150	KIX	11:05 / 15:45	UA151	7:10 / 10:10	Wed,Sun	166
	Suspended until February 9, 2023	UA178	KIX	20:50 / 1:20 +1	UA177	16:50 / 19:50	Tue, Thu, Sat	166
	Available from Aug 1, 2022 ( Thu, Sun ) (Applicable until Feb.9)	UA166	FUK	11:50 / 16:50	UA165	07:40 / 10:50	Thu, Sun	166
	Available from Aug 1, 2022 ( Thu, Sun ) Suspended from Oct.	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Thu, Sun	199
	Suspended until January 31, 2023	TW311	KIX	10:45 / 15:10	TW312	16:10 / 19:00	Daily	189
	Available from Dec 22, 2002 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		



Interviews with various companies

# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- TikTok resumes advertising, strong in both reach and engagement

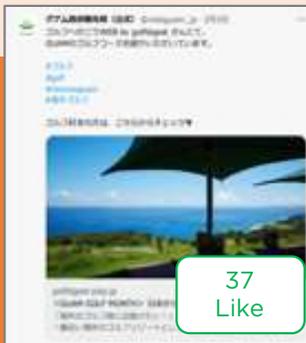
SNS	follower		Week Reach		Week Engagement	
	29 Jan,2023	4 Feb,2023	29 Jan,2023	4 Feb,2023	29 Jan,2023	4 Feb,2023
	24,286	24,300	11,779	15,429	963	1,404
	0.06%		30.99%		45.79%	
	23,660	23,661	5,684	6,184	1,087	1,176
	0.00%		8.80%		8.19%	
	15,210	15,263	38,380	47,721	764	2,052
	0.35%		24.34%		168.59%	
	49,620	50,346	557,000	1,700,000	31439	43154
	1.46%		205.21%		37.26%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	9,058	10,275	19,033	22,071	0:01:46	0:01:51
	13.44%		15.96%		4.72%	

# JAPAN MARKETING ACTIVITIES

2023 Feb							
Week1			1	2	3	4	5
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam						
Event						JATA FAM	
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 2	6	7	8	9	10	11	12
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event	JATA FAM					HIS lvent	
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 3	13	14	15	16	17	18	19
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event							
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week 4	20	21	22	23	24	25	26
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event							
Other		Tell Us About Guam	Where is here?	Weekly GUAM			
Week5	27	28					
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event							
Other		Tell Us About Guam					

## SNS CONTENT CALENDAR

# JAPAN MARKETING ACTIVITIES



## SNS POST-HIGHLIGHTS

# JAPAN MARKETING ACTIVITIES

## TV PR TABI SALAD



海外の旅はグアムへ！ゲストの旅は犬飼貴丈！「旅サラダ」2月4日（土）放送

TV Network	TV Asahi
Category	Travel information
On air date/ time	Some Saturday in February 2023 / 8:00 AM
Examples of possible exposure images	The theme of the program is "Guam's Charm from Land, Sea, and Air!"
Average rating	4%
Reach	41,565,000



# JAPAN MARKETING ACTIVITIES

## HIS WEB ADS

WEB Ads	Priod	Imp	Click	CTR	CPC	COST	CV	CVR	CVC
Google Seach	2/28 (土) ~2/2 (木)	69,841	15,593	22.33%	¥39	¥603,004	121	0.78%	¥4,983
Yahoo!Seach	2/28 (土) ~2/2 (木)	69,099	9,066	13.12%	¥61	¥553,021	103	1.14%	¥5,369
WEB Ads	Priod	Imp	Click	CTR	CPC	COST	CV	CVR	CVC
HIS海外 Mail	1/25 (水)配信 掲載1回分/2回	1,650,000	6,250	0.38%	¥40	¥250,000	29	0.46%	¥8,734
HIS KINE	1/28(土) 配信 掲載1回分/2回	8,800,000	31,786	0.36%	¥14	¥450,000	66	0.21%	¥6,818



## TIKTOK ADS

	Impression	Reach	Reach	CPM	click	CTR	CPC
TOTAL	1,104,199	793,527	1,013,294	¥422	10,182	0.92%	¥46

CPC 46 yen and low unit cost for inducement.

Link to: Travelco Guam Product List  
[https://www.tour.ne.jp/w\\_tour/list/6/172/317/?dp\\_ymd=20230200&dpt=2&adult=2&air=474&air\\_flg=1&stock\\_flg=0](https://www.tour.ne.jp/w_tour/list/6/172/317/?dp_ymd=20230200&dpt=2&adult=2&air=474&air_flg=1&stock_flg=0)



# JAPAN MARKETING ACTIVITIES

## YOUTUBE ADS (SNS ALWAYS ON)

#HEREWEGUAM 10-26 JAN 2023

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Reach	Frequency
<b>Here We Guam</b>	1,729,643	654	0.04%	¥1,197.1	¥452.62	425,056	1,638,644	1.06

### WEEKLY SUMMARY

CTR was 0.04% and CPC was ¥1,197, both CTR and CPC improved from last week.  
 CPM was almost unchanged from last week, ¥452.62  
 Frequencies were 1.6 as of today, and we are operating without any problems overall.

### ABOUT CREATIVE

Gourmet & Shopping and Beach & Resort Creative continue to perform well.

Creative	Impr	Link Click	CTR	CPC	CPM	CVTR	CPV	CPCV
#HereWeGUAM プロモーション動画 (Gourmet & Shopping)	1,379,516	1,083	0.08%	¥589.7	¥463	20.71%	¥1.91	¥2.24
#HereWeGUAM プロモーション動画 (Wedding & Honeymoon)	21,643	11	0.05%	¥1,186.1	¥603	3.11%	¥9.57	¥19.38
#HereWeGUAM プロモーション動画 (Vacance)	9,427	10	0.11%	¥568.3	¥603	5.05%	¥5.93	¥11.94
#HereWeGUAM プロモーション動画 (Culture)	5,092	7	0.14%	¥454.9	¥625	7.86%	¥5.20	¥7.96
#HereWeGUAM プロモーション動画 (Sports & Activity)	5,433	4	0.07%	¥868.9	¥640	7.04%	¥5.86	¥9.09
#HereWeGUAM プロモーション動画 (Freestyle)	4,786	4	0.08%	¥708.0	¥592	5.73%	¥5.56	¥10.33
#HereWeGUAM プロモーション動画 (Beach & Resort)	380,189	242	0.06%	¥837.1	¥533	19.59%	¥2.35	¥2.72



# JAPAN MARKETING ACTIVITIES

## YOUTUBE ADS (SNS ALWAYS ON)

#HEREWEGUAM 1-2 FEB 2023



	Impression	Reach	Reach	CPM	click	CTR	CPC	COST	FOLLOW	CPF
TOTAL	38,551	28,451	36,267	¥1,004	0	0.00%	#DIV/0!	¥38,695	174件	¥222

### WEEKLY SUMMARY

Since February, we have switched creative and are now serving Always on Ads.  
The unit price per Follower remained low at 222 yen, as in the previous month.

### ABOUT CREATIVE

The following 2 Creatives responded well  
5 photo spots in GUAM  
Actual Cost of Travel to Guam



# JAPAN MARKETING ACTIVITIES



## WEEKLY GUAM

グアムに来たら外せない! 絶景バーベキューといえここ!

Thursday, February 2, 2023 10:04 PM JST 44 60 10 10



素晴らしい景色を堪能できるグアムですが、やはり外せないのがバーベキュー。週末や連休には家族連れで楽しむ方が多く、グアムの定番観光の一つでもあります。グアムにはバーベキューが盛んなので、ぜひグアムに来たら外せないバーベキューを堪能してください。



グアムには、美しいビーチや、美しい夕陽、美しい夜景など、素晴らしい景色が数多くあります。その中でも、バーベキューを楽しむことができるのは、グアムの魅力の一つです。



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## YOU CAN'T MISS IT WHEN YOU COME TO GUAM! WHEN IT COMES TO SPECTACULAR BARBECUE, THIS IS THE PLACE TO BE!

Guam is a land of many delicious foods, but one thing you can't miss is barbecue. There are many recommended restaurants, but Sails BBQ is the place to go if you want to enjoy Guam's ocean and sunset views. Sails BBQ was once only open on weekends due to the Corona disaster, but it is now welcoming tourists every day. Check out what we recommend at Sails BBQ!

Perhaps the closest of all Guam's barbecue restaurants to the ocean is Sails Barbecue. During the daytime, the view is really right in front of you.

And at dinner time, this is the view. It was a bit cloudy that day, but the sky turning orange, sometimes purple or salmon-orange was very magical and mysterious. Delicious food plus such a spectacular view is what Sails BBQ is all about. You just have to go!

The restaurant is of course an open-air terrace. The evening breeze is really comfortable, which is very different from summer in Japan. You can go straight to the beach after eating, and I recommend taking a break in the ocean breeze at night with a body that has had too much to eat & drink.

Of course, that is not the only reason why we recommend Sails Barbecue. You can enjoy the fun with your family and friends by grilling your own food. What are you going to grill next? "Just the way I like it!" "Who wants some? Raise your hand if you want some!" "Who wants the last piece of meat? You can almost hear the voices of people saying, "Who wants the last piece of meat?"

After all, as a restaurant, the food has to be delicious. The food served at Sails Barbecue is all fresh and of the highest quality. To our delight, there are seven different types of barbecue dishes on the menu. Whether you are a meat eater or a seafood eater, you can choose the menu that best suits your tastes, and if you still have room in your stomach, you can order meat or seafood separately.

And if you are still hungry, you can order additional meat or seafood. And all the draft beer, soda, and iced tea you can drink! If you come to Guam and want to have a great time at a barbecue, this is definitely the place to go. Enjoy a barbecue night at Sails Barbecue that will satisfy both your stomach and your soul!

Lastly, let me introduce our recommended menu. For meat lovers, the Meat BBQ (\$55). Includes sirloin steak, grilled flap steak, beef short ribs, chicken, and vegetables. For seafood lovers, the Seafood BBQ (\$72). It comes with lobster tail, king crab, oysters, shrimp, fish, and vegetables. For those who want to go all out, the Deluxe BBQ (\$93). It comes with live lobster, sirloin steak, chicken, oysters, and vegetables. In addition, you can drink all the wine and Chamorro Punch you want.

There is also a Kids BBQ (\$23, ages 5-11) for children, so it is recommended for families as well.



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バーベキューメニューの紹介です。肉のBBQ、シーフードのBBQ、デラックスのBBQなど、様々なメニューがあります。ぜひグアムに来たら外せないバーベキューを堪能してください。

お問い合わせ: 067-233-1111

予約: 067-233-1111

住所: 101 San Thome Road, Tamon Square, Guam

営業時間: 11:00 AM - 10:00 PM

料金: 肉のBBQ \$55, シーフードのBBQ \$72, デラックスのBBQ \$93

予約: 067-233-1111

お問い合わせ: 067-233-1111

# JAPAN MARKETING ACTIVITIES

## WEEKLY GUAM

### CLUB ZOH, AN ADULT NIGHTLIFE PLACE, IS OPEN!

Club ZOH, a new nightspot in the heart of Tumon, is now open! The tourists have returned to Tumon and it's even livelier than before! Club ZOH, which just opened on December 30 last year, has already become a popular nightlife spot for young locals and tourists. On weekend nights, there is a lot of music and dancing going on!

The huge club, with a capacity of 600 people, opened inside Sandcastle, a popular theater for tourists. The Sandcastle was reborn to take advantage of the time when the tourists were gone due to the Corona Disaster.

Preparations for the opening of "Karera," a completely different show in the Sandcastle, in May are proceeding at a rapid pace. A new Mediterranean restaurant, Anemos, is also scheduled to open in the Sandcastle in the near future.

Club Zoh is a state-of-the-art, top-of-the-line nightclub that makes full use of the latest sound system, lighting equipment, and digital technology. The name "ZOH" means "life" in Greek, and the music, dance, and performances are sure to stir the souls of those who gather here.

Jeremy Boon, the head DJ at Zouk Singapore, one of Asia's leading nightclubs, will provide the music, while Sean Gaurino, a light programmer who has worked at some of Las Vegas' top nightclubs, will take the dance floor. Gaurino, a light programmer who has worked at some of Las Vegas' top nightclubs and other venues, and the spectacular performances by the company's resident dancers, all of which are world-class productions. All of these world-class performances will add color to a hot and exciting night in Guam.

Please come and dance the night away with the locals at Club Zo.

Admission is 18 years old or older (age verification with ID card required). Guam law requires that you be 21 years of age or older to consume alcohol.

Also, currently open only on Fridays and Saturdays, but please check the official website and SNS for the latest information. Various events are scheduled to be held every month. Check the official website for more information!

Information

Name: Club ZOH

Location: In Sandcastle, Tumon area

Hours of Operation: Friday & Saturday 9:00PM - 2:00AM

Closed: Sunday - Thursday

URL: <https://bestguamtours.com/bars-clubs/clubzoh/>

as of 10 Feb 2023

### 大人の夜の遊び場、クラブゾーがOPEN!

Friday, February 3, 2023 2:00 PM by チャモリーザ



タモン半島の中心に新しくナイトスポット「クラブゾー」がオープン。リゾートの心臓部にオープンしたばかりのクラブゾーはすでにローカルの若者や観光客の夜の遊び場として話題中。週末の夜は音楽とダンスに盛り上がりっぱなし!



超豪華な音響システムという巨大クラブがオープンしたのは、ワールドクラスのシアター、サンドキャスル「Sandcastle」内。2019年コロナ禍で閉鎖されていた期間を利用して、サンドキャスルが生まれ変わった場所だ。

サンドキャスル内でのショーも今までははるかに豪華なショー「カウボーイ」のショーに代わってダンスで盛り上がるパフォーマンスも、そして従来のサンドキャスル内でのパフォーマンス「アネモス」もオープン予定です。



また、クラブゾーですが、最新の音響システム、照明設備、デジタル技術を使用した時代の最先端にして豪華なナイトクラブ、キリシタなパフォーマンス、意味するゾー（ZOH）という名だけあり、集まった大人の夜を過ごすような音楽、ダンス、パフォーマンスが盛りだくさん!



アジアを代表するナイトクラブ、ズーク・シンガポール（Zouk Singapore）でヘッドDJとして活躍しているジェーミー・ブーン（Jeremy Boon）による音楽、ラスベガスからトップナイトクラブ、全米で活躍するライト・ダンサー、シアン・グアノ（Sean Gaurino）によるデジタルパフォーマンスなど、最新のダンスパフォーマンスによる最先端なパフォーマンス、これらはクラブゾーの最大の魅力で、グアムの観光客にも人気があります。

グアムでの唯一、ゼロクラブゾーでローカルの大人たちと一緒に盛り上がるのを楽しんでください。

入場は18歳以上（身分証明書による年齢確認あり）、飲酒はグアムの法律により21歳以上とあります。

また、現在は無観客観望、土曜日のみのオープンですが、最新情報は公式サイトやSNS、SNSで確認してください。様々なイベントも開催予定ですので、こちらもぜひチェックしてください!

# JAPAN MARKETING ACTIVITIES

## GLAM DIGITAL PR

### GUAM IS A GREAT PLACE TO TRAVEL WITH CHILDREN! RECOMMENDED HOTELS, SIGHTSEEING SPOTS, AND POINTS TO NOTE

Guam is a popular overseas travel destination for Japanese people traveling with children, but it is still a foreign country different from Japan. When traveling as a family with children, there are many things to worry about, such as safety and the burden on children.

However, there is no better place to travel with children than Guam. Guam is a popular overseas travel destination among Japanese, and of course, it offers family-friendly hotels and services.

Therefore, the author, who traveled to Guam in 2022, introduces recommended hotels for families with children, how to choose such hotels, tourist spots, and points to note. This article will give you all the information you need to know about traveling to Guam with children, so please refer to it!

#### THREE REASONS WHY A TRIP TO GUAM IS RECOMMENDED FOR TRAVELERS WITH CHILDREN

- (1) Flight time is only about 3.5 hours.
- (2) Almost no time difference, so there is little burden on children
- (3) Safe and secure

#### 3 POINTS TO CONSIDER WHEN CHOOSING A HOTEL IN GUAM WITH CHILDREN

- (1) Located near Tumon, which is in a good location
- (2) Facilities and services for children
- (3) Beach right in front of the hotel

#### FIVE RECOMMENDED HOTELS IN GUAM FOR FAMILIES WITH CHILDREN

- (1) PIC (Pacific Island Club) Guam
- (2) Hotel Nikko Guam
- (3) Dusit Beach Resort Guam
- (4) Hyatt Regency Guam
- (5) The Camellia Tower

#### THREE RECOMMENDED SIGHTSEEING SPOTS IN GUAM FOR FAMILIES WITH CHILDREN

- (1) Tumon Beach
- (2) Fantastic Park, an indoor amusement park
- (3) PIC Guam's Water Park

#### 3 POINTS TO KEEP IN MIND WHEN TRAVELING TO GUAM WITH CHILDREN

- (1) Bring rain gear in case of squalls
- (2) Fold up your stroller when riding the red shuttle.
- (3) Plan your schedule well in advance.

Summary: Traveling with children is a great way to travel to Guam.



大人にとっては短い時間ですが、子どもにとっては大きく長い時間があります。時間を短く感じる、子どもが泣いてしまったり、体調を崩してしまったりがあります。一方で Guam の場合は、時間が経つほど楽しくなっていくので、時間を短く感じる必要はありません。到着したその日から、ファミリーで楽しむのが Guam の魅力です！

#### ③施設がよい



観光地の子ども連れ旅行は旦那様と一緒に、お父さんが運転する車に乗るのもです。 Guam の観光地でもお父さんが運転する車に乗るのもです。観光地で、外食系の施設や店舗にもお父さんが運転する車に乗るのもです。到着したその日から、ファミリーで楽しむのが Guam の魅力です。

#### 参考： Guam の観光地と2022年に訪問したホテルの紹介も掲載

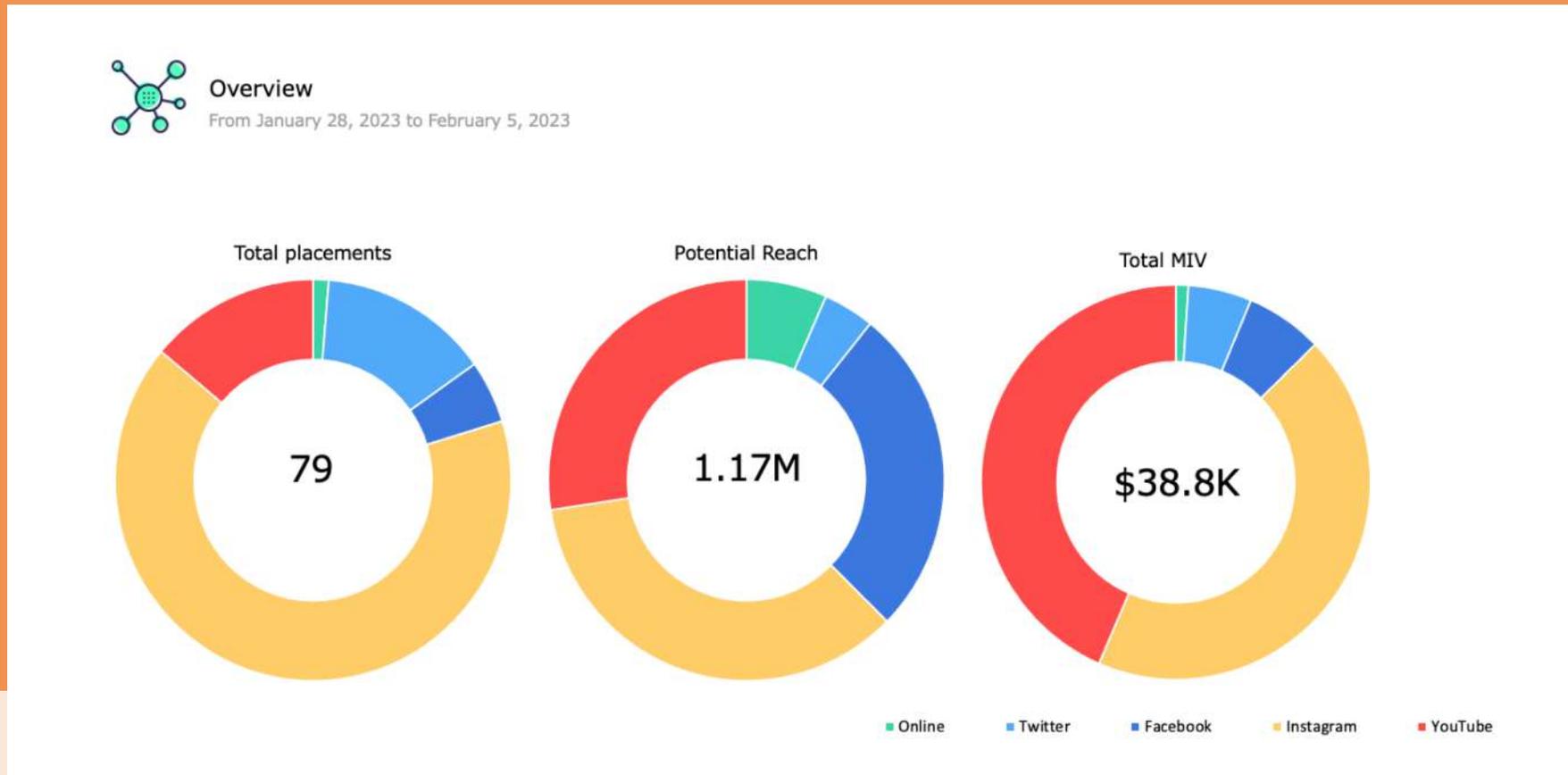
#### 子連れが Guam のホテルを選ぶポイント

子連れファミリーが Guam のホテルを選ぶうえで、特に大切なポイントをお伝えします！

#### ①設備がよいため子どもに安心

## MEDIA PERFORMANCE

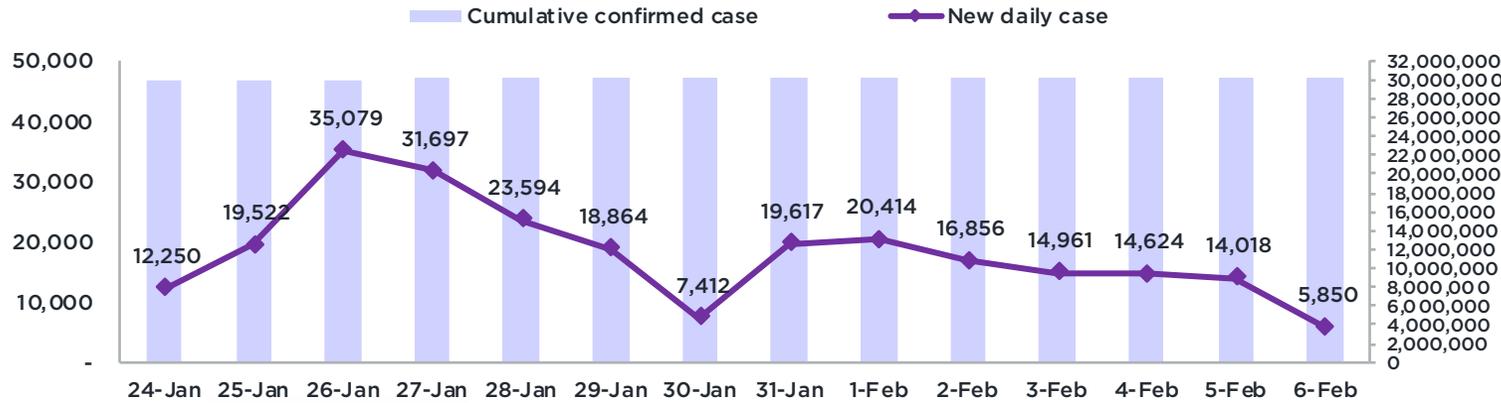
- There were more posts on Instagram, but the advertising value on Youtube was higher.



# SOUTH KOREA

# KOREA COVID-19 NEWS

## COVID-19 STATUS: JAN 24, 2023 - FEB 6, 2023



### HIGHLIGHT

South Korea reported 9,227 new COVID-19 cases Monday, the lowest number in more than three months, health authorities said, amid a slowdown in infections and less testing over the Lunar New Year holiday.

## COVID-19

**CASES:**  
**30.30M**

**ACTIVE:**  
**1.04%**

## COVID-19 VACCINATION STATUS: FEB 26, 2021 - FEB 6, 2023

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

**44,849,950**  
**89.5% of total population**  
**97.5% of 18 and older**  
**97.0% of 60 and older**

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

**44,432,617**  
**88.7% of total population**  
**96.8% of 18 and older**  
**96.6% of 60 and older**

### RECEIVED WINTER SEASON BOOSTER

**6,209,339**  
**13.2% of total population**  
**13.9% of 18 and older**  
**31.8% of 60 and older**

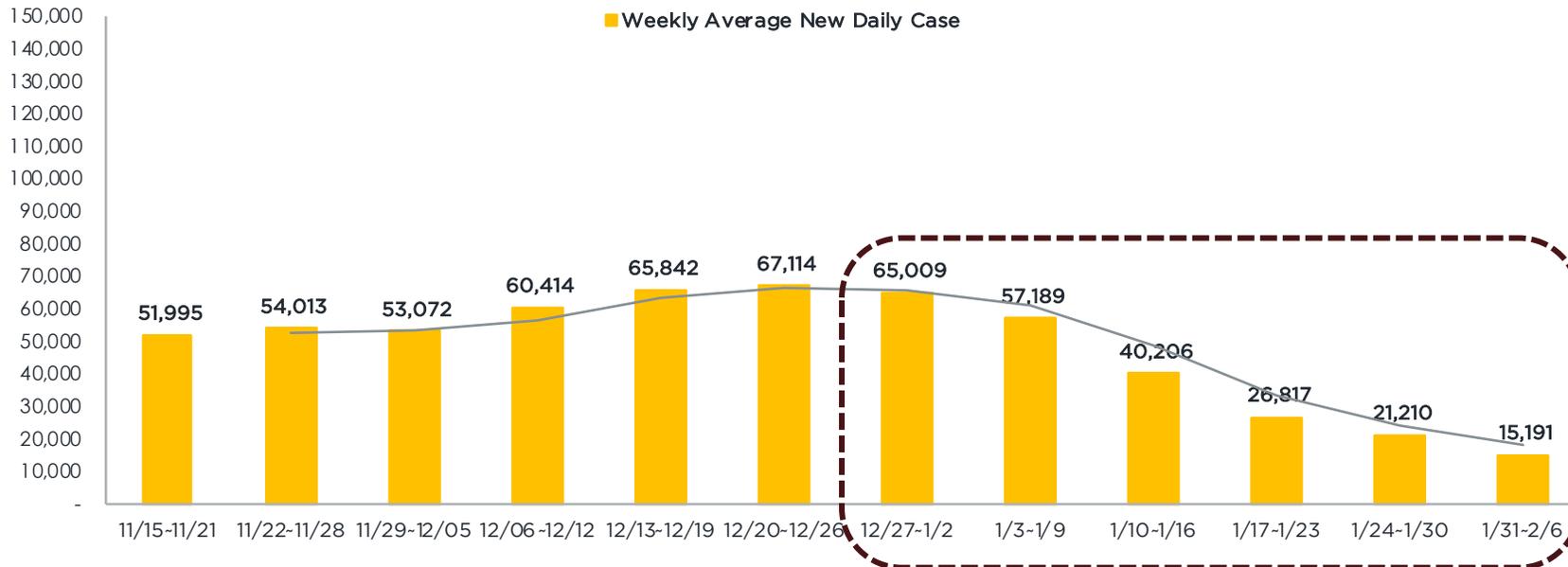


as of 10 Feb 2023

AS OF FEB 8, 2023



## COVID-19 STATUS: COMPARISON WEEK BY WEEK



### DAILY CASE

The number of daily infections continues to show a downward trend with the latest figures marking the lowest since June despite the lift of indoor mask mandate.

### WEEKLY CASE

The weekly COVID-19 cases has shown a 28% decrease compared to the previous week along with the number of critically ill patients the lowest in 3 months as well.

### MONTHLY CASE

In line with the noticeable decrease in confirmed cases, the influx of COVID-19 cases from China has also decreased significantly.

### PROJECTION

The continuing decrease in confirmed cases is expected to proceed in line with the high vaccination rate. However, health authorities has emphasized that people should remain vigilant against the virus.

Source: Central Disaster and Safety Countermeasures Headquarters

# 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	11,004
T'way Air	TW301	DAILY	10:15	15:40	5,292
<b>34,496</b>					<b>34,496</b>

➤ Jin Air Seat Capacity Change: 189 seats → 393 seats ( Jan 27 ~ Mar 25)

• 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
<b>TOTAL</b>					<b>8,694</b>

TOTAL OUTBOUND SEAT CAPACITY: 43,190 SEATS

# KOREA MARKET INTELLIGENCE

## MARCH AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,432
	KE423	DAILY	19:20	00:50+1	4,340
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	10,959
T'way Air	TW301	DAILY	10:15	15:40	5,859
<b>TOTAL</b>					<b>41,308</b>

• B U S A N - G U A M

➤ **Jin Air Seat Capacity Change: 189 seats → 393 seats ( Jan 27 - Mar 25)**

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

TOTAL OUTBOUND SEAT CAPACITY: 50,569 SEATS

# KOREA MARKET INTELLIGENCE



## APRIL AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,160
	KE423	DAILY	19:35	01:05+1	4,200
Jeju Air	7C3102	DAILY	10:05	15:25	5,670
	7C3106	DAILY	20:10	01:35+1	5,670
Jin Air	LJ643	DAILY	09:35	14:50	5,670
T'way Air	TW301	DAILY	10:15	15:40	5,670
<b>TOTAL</b>					<b>35,040</b>

### • B U S A N - G U A M

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

TOTAL OUTBOUND SEAT CAPACITY: 44,868 SEATS

# KOREA MARKETING ACTIVITIES



E-DAILY

<https://www.edaily.co.kr/news/read?newsId=03073366635483296&mediaCodeNo=257&OutL.nkChk=y>



DIGITAL TIMES

[https://www.dt.co.kr/contents.html?article\\_no=20230131021099547830\\_Q5&ref=naver](https://www.dt.co.kr/contents.html?article_no=20230131021099547830_Q5&ref=naver)



GUKJE NEWS

<https://www.gukienews.com/news/articleView.html?idxno=2645222>



DIGITAL CHOSUN ILBO

[https://digitalchosun.dizzo.com/site/data/html\\_dir/2023/01/31/2023\\_013180164.html](https://digitalchosun.dizzo.com/site/data/html_dir/2023/01/31/2023_013180164.html)



DISCOVERY NEWS

<http://www.discovernews.kr/news/articleView.html?idxno=947652>



TOUR KOREA

<http://www.tournews21.com/news/articleView.html?idxno=57255>

## MEDIA MONITORING KOR-GUM ROUTE EXPANDED WITH THE INCREASE OF TRAVEL DEMAND

# KOREA MARKETING ACTIVITIES

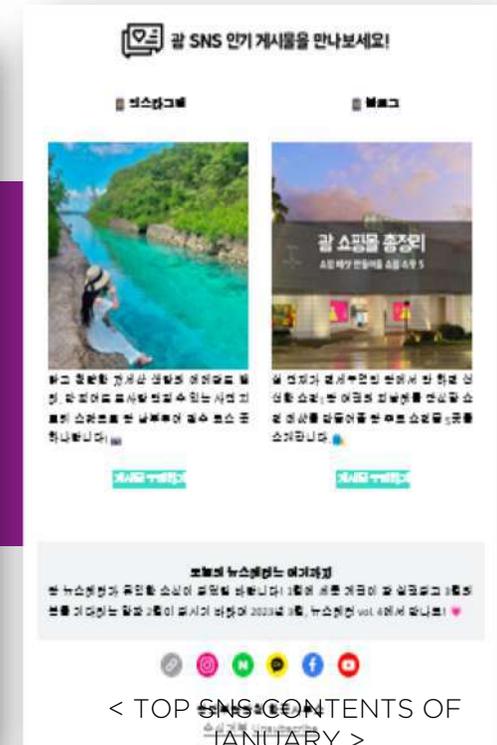
The collage features several key elements:

- Naver Blog:** A post titled "[관 여행] 관 남부투어 코스 총정리!" (Gwan Travel: Gwan Nambu-tu-eo Course Summary!) from the Guam Visitors Bureau, dated 2023.1.31.12:06. It includes a large image of a woman and child on a grassy hill overlooking the ocean.
- Instagram Profile:** The profile for 'visitguam\_kr' shows 1,578 posts, 3만 팔로워 (30k followers), and 1,978 팔로잉 (1,978 following). It features a grid of travel-related images.
- Pinterest:** A pin with a yellow background and a white 'P' logo, linking to the Naver blog post.
- Facebook:** A post with a blue background and a white 'f' logo, sharing the same Naver blog link.
- Promotional Graphics:** Multiple images showcasing the '관 남부투어 코스' (Gwan Nambu-tu-eo Course) with the tagline '자연의 아름다움을 만끽할 수 있는 관 남부' (Enjoy the beauty of nature in Gwan Nambu). The images show scenic views, a woman and child, and a person on a swing.

SNS WEEKLY ACTIVITY: JANUARY 30 – FEBRUARY 3  
 #GUAMAGAIN #COLOR OF GUAM: SOUTHERN TOUR IN GUAM

# KOREA MARKETING ACTIVITIES

## MEDIA MONITORING - GUAM NEWSLETTER VOL 3



# KOREA MARKETING ACTIVITIES

## GVB KOREA – February Content Calendar

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

	Instagram Reels / Story	Naver Blog/Kakao	Instagram Feed / Facebook	EVENT
Week 1	January 29 SUNDAY	January 30 MONDAY	January 31 TUESDAY	February 1 WEDNESDAY
		Southern Tour Course IG Event	Card News #ColorofGuam Cafés in Guam	Guam's Scenery #ColorofGuam Guam in Emerald
Week 2	February 5 SUNDAY	February 6 MONDAY	February 7 TUESDAY	February 8 WEDNESDAY
		Northern Tour Course Guam's Scenery #ColorofGuam Guam in Emerald	Card News #ColorofGuam Spa in Guam	Card News #ColorofGuam UGC
Week 3	February 12 SUNDAY	February 13 MONDAY	February 14 TUESDAY	February 15 WEDNESDAY
		Blog Event Guam's Scenery #ColorofGuam	Card News #ColorofGuam Golf Clubs	Guam's Scenery #ColorofGuam UGC
Week 4	February 19 SUNDAY	February 20 MONDAY	February 21 TUESDAY	February 22 WEDNESDAY
		Brunch Cafes Guam's Scenery #ColorofGuam	Card News #ColorofGuam Hotel Swimming Pools	Guam's Scenery #ColorofGuam UGC
Week 5	February 26 SUNDAY	February 27 MONDAY	February 28 TUESDAY	
		Local Events in March Guam's Scenery #ColorofGuam	Card News #ColorofGuam Hiking Spots	

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

# TAIWAN

## TAIWAN LOOSENS COVID SELF-TEST REQUIREMENTS FOR OVERSEAS ARRIVALS

Travelers arriving from overseas from Feb. 7 will no longer have to take a rapid home COVID-19 test before going outside if they do not show any symptoms of infection, the Central Epidemic Command Center (CECC) said on Wednesday (Feb. 1).



The previous day, the health authorities also announced that compulsory saliva PCR testing for arrivals from China would no longer be required from Feb. 7 as their COVID-positive rate fell below 2%.

Under the current “0+7” formula, people who arrive in Taiwan need to test negative on a rapid test the day of their arrival or the following day before being allowed to leave their home or hotel. The same rule applied to people listed as a contact of a COVID case. From Feb. 7, they will only have to take a test if they show COVID symptoms.

## TAIWAN SET TO RELAX INDOOR MASK MANDATE

Taiwan is in the final stages of scrapping the national face mask mandate for most indoor public places, with details set to be announced Feb. 2, Central Epidemic Command Center (CECC) spokesperson Chuang Jen-hsiang said Tuesday.

The Cabinet and CECC discussed the issue with officials from the ministries of education, transportation and labor Tuesday afternoon, Chuang told reporters after the meeting, which lasted over an hour, noting that a few details still need to be ironed out.



However, the details will not be unveiled until Thursday, he said. At Tuesday's CECC press briefing, CECC chief Victor Wang said Taiwan would likely follow the model of South Korea, which lifted the mandatory wearing of face-coverings in a majority of indoor locations on Jan. 30.

### COVID-19

**CASES:**  
**9.71M**

**ACTIVE:**  
**4.56%**

AS OF FEB 8, 2023

## TAIWAN TO LIFT COVID-19 TESTING ON TRAVELERS FROM CHINA FROM FEB. 7



Taiwan will no longer require travelers from China to undergo a saliva COVID-19 test when they arrive in the country from Feb. 7, the Central Epidemic Command Center (CECC) said Tuesday.

The policy change will apply to those on flights from the four Chinese cities -- Beijing, Shanghai Chengdu and Xiamen -- that currently have direct flights to Taiwan, as well as Taiwan citizens arriving from the outlying Kinmen and Matsu Islands, the CECC said.

The testing, which was introduced on Jan. 1, is no longer necessary as the COVID-19 positivity rate of travelers arriving from China had dropped from an initial high of around 25 percent to 2 percent as of last week, according to CECC head Victor Wang in a press briefing.

Citing the latest figure on Jan. 29, Wang said the positivity rate was only 1.1 percent of 922 visitors from China and 0.7 percent among 137 arrivals from Kinmen and Matsu.



## CECC EYES BROAD EASING OF COVID POLICIES, WITH MASK RULES FIRST ON DOCKET

The Central Epidemic Command Center (CECC) has begun discussing a widespread easing of Taiwan's COVID-19 policies and will announce plans this week to relax the indoor mask mandate, CECC chief Victor Wang said Monday.

Speaking at a press briefing, Wang noted the peak of the winter respiratory illness season had passed and that Taiwan, like many other countries, was now gradually adjusting its COVID-19 control policies.

The CECC had previously teased plans to ease indoor mask rules after the Lunar New Year, adopting a policy that would specifically list places where masks need to be worn, such as in hospitals or on public transportation, with no mask mandate as the default in all other settings.

In that regard, Wang said the CECC expects to announce an updated indoor mask policy this week, including a date on which the new rules will take effect.

## COMPETITORS



**KOREA:** South Korea considers early easing of COVID visa curbs on travelers from China: South Korea's prime minister suggested on Tuesday that COVID visa restrictions on travelers from China could be lifted earlier than scheduled if infections ease, as the travel and tourism sectors hope for a rebound in visitors. Prime Minister Han Duck-soo said Seoul could consider lifting the restriction on short-term visas for travelers from China before the end of February if the number of COVID infections in China is manageable. (Jan 31)

**VIETNAM:** Vietnam aims to double tourist arrivals in 2023: Official figures showed Vietnam saw more than 3.6 million arrivals in 2022 with a return of inbound travel following the pandemic. On the back of the recovery, the country has projected that it will welcome more than double the number of visitors in 2023. (Jan 25)

**MALAYSIA:** Malaysia positions itself as a sustainable destination at futur and presents for the first time the ecotourism offers of the state of Sabah: Malaysia will be presented at Fitur 2023 as a sustainable destination, with the state of Sabah as the main representative of ecotourism in the Asian country. For this purpose, the Malaysian Tourism Promotion Board will be accompanied by Dato' Akmal Che Mustafa, Ambassador of Malaysia in Spain, as well as Ms. Noredah Othman, CEO of Sabah Tourism. During the fair, Malaysia will present its offer of nature tourism, sustainable tourism and slow travel for those travelers interested in discovering this Southeast Asian country in the most authentic way. Sabah is one of Malaysia's most important ecotourism destinations. (Jan 10)

## TAIWAN INTRODUCES INITIATIVES TO BOOST DOMESTIC TOURISM:



The Tourism Bureau has rolled out several initiatives to boost a post-COVID-19 recovery in Taiwan's travel sector, including themed itineraries, subsidies to travel agencies and a NT\$5 million (US\$165,160) subsidy program for local seniors. The Tourism Bureau brought back a program in early January to offer charter-flight subsidies to travel agencies that bring international tourists to Hualien and Taitung counties in eastern Taiwan. Under the program, travel operators that charter flights carrying 50 or more travelers from other countries and land in Hualien or Taitung are entitled to subsidies, with flights from Japan to be eligible to receive a NT\$385,000 subsidy, while those from South Korea and Southeast Asian countries can get NT\$335,000, the bureau said. Charter flights from the Philippines, China, Hong Kong, Macau, and other countries can each receive subsidies of NT\$285,000, according to the bureau. (Jan 25)

# TAIWAN COVID-19 NEWS

## Regulations on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals



National Immigration Agency  
Ministry of the Interior

(Starting Jan. 6 2023 Taipei Time)

Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement
R.O.C. (Taiwan) Nationals	Departure from any international port	Yes	1. Travelers who test positive abroad are required to wait over 5 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures *note1 · 2 · 3

Traveler Type	Credentials	Eligible to Enter Taiwan?	Requirement
Foreign Nationals	Holders of ARC <ul style="list-style-type: none"> <li>ARC means R.O.C. (Taiwan) Resident Certificate</li> </ul> 1. Open to all purposes of entry 2. Migrant workers must also hold re-entry permits	Yes	1. Travelers who test positive abroad are required to wait over 5 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures *note1 · 2 · 3
	Non-ARC holders <ol style="list-style-type: none"> <li>Nationals of the visa-exempt entry scheme announced by Ministry of Foreign Affairs *note4</li> <li>Travelers who hold R.O.C. (Taiwan) Visa *note4</li> </ol>		

**Note:**

- All travelers are required to undergo a 7-day self-initiated epidemic prevention. Travelers who have experienced any suspected COVID-19 symptoms in the 14 days before arrival should voluntarily report their symptoms to a Taiwan [Centers for Disease Control](#) quarantine officer at the airport/port. Such travelers should cooperate in undergoing a saliva test. All travelers are required to follow other regulations and instructions announced by Taiwan Centers for Disease Control.
- Passengers arriving Taiwan from China on direct cross-strait flights and through the special travel arrangement for residents of Kinmen and Matsu counties during the Lunar New Year are required to undergo saliva-based PCR tests at airports (or ports) of entry and follow quarantine measures.
- Passengers arriving Taiwan on flights that originating from China and transiting through Hong Kong or Macao must present PCR tests within 48 hours or rapid antigen tests within 24 hours before boarding.
- 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](#).

RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

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

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

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

Effective 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.

## AIRLINE UPDATE *Current Routes*

### CHINA AIRLINES

- Routes scheduled for February-April 2023

### EVA AIR

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

### STARLUX AIRLINES

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



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

# TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
	2/3 Solomon Lee, General Manager	<ul style="list-style-type: none"><li>Regarding of group outbound travel, The most desirable date for passengers to travel are during the Lunar New Year, the winter vacation and after March.</li></ul>
	2/3 Amy Cho, Junior Vice President	<ul style="list-style-type: none"><li>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.</li></ul>
	2/3 Joyce, Manager	<ul style="list-style-type: none"><li>Lion Travel expects to plan a total of 23 STARLUX Airlines charter flights to Guam from April to June 2023.</li></ul>

# TAIWAN MARKETING ACTIVITIES

## TOURISM FESTIVAL AWARDS CEREMONY

- Date: Feb 3
- GTO was invited by Director-General of Tourism Bureau Shi-chung Chang to participate in this event, Vice President Ching-te and Director-General of Tourism Bureau Shi-chung Chang also attended.
- GTO interacted with ANTOR members and Trust Lin, deputy director of the Tourism Bureau of the Ministry of Communications.



## NR MONITOR

For the past week (Jan 20-Feb 3), a total of 10 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 10
- Social Media: 0



# TAIWAN MARKETING ACTIVITIES

Social Media February Content Calendar							EB
							Accommodations
							Service
							Shopping
							Attractions and Activities
							Restaurants
							Guam Scenery
Week 1	SUNDAY	MONDAY	TUESDAY	1-Feb-23 WEDNESDAY	2-Feb-23 THURSDAY	3-Feb-23 FRIDAY	4-Feb-23 SATURDAY
				Super Taste Recap	x	Charter Flights Promotion	Taipei Lantern Festival Pre-Event Promotion
Week 2	5-Feb-23 SUNDAY	6-Feb-23 MONDAY	7-Feb-23 TUESDAY	8-Feb-23 WEDNESDAY	9-Feb-23 THURSDAY	10-Feb-23 FRIDAY	11-Feb-23 SATURDAY
	Taipei Lantern Festival Lucky Draw Event	Taipei Lantern Festival Event	Taipei Lantern Festival Event	Taipei Lantern Festival Event	Taipei Lantern Festival Event	Taipei Lantern Festival Pre-Event Promotion	Taipei Lantern Festival Lucky Draw Event
		Guam Scenery 1			x		
Week 3	12-Feb-23 SUNDAY	13-Feb-23 MONDAY	14-Feb-23 TUESDAY	15-Feb-23 WEDNESDAY	16-Feb-23 THURSDAY	17-Feb-23 FRIDAY	18-Feb-23 SATURDAY
	Taipei Lantern Festival Lucky Draw Event	Taipei Lantern Festival Event	Taipei Lantern Festival Event	Taipei Lantern Festival Event	Taipei Lantern Festival Event	Taipei Lantern Festival Event	Taipei Lantern Festival Event
		Accommodations - RIHGA Royal Laguna Guam Resort		Guam Scenery 2	x	Activities - S2 Club Guam	
Week 4	19-Feb-23 SUNDAY	20-Feb-23 MONDAY	21-Feb-23 TUESDAY	22-Feb-23 WEDNESDAY	23-Feb-23 THURSDAY	24-Feb-23 FRIDAY	25-Feb-23 SATURDAY
	Taipei Lantern Festival Event		Guam Scenery 3	Share KOL's Post	x	#JustGuam Promotion	#JustGuam Promotion
							Shopping - Tumon Sands Plaza
Week 5	26-Feb-23 SUNDAY	27-Feb-23 MONDAY	28-Feb-23 TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Guam Scenery 4		Restaurants - Little Pika's				
	#JustGuam Promotion	#JustGuam Promotion	#JustGuam Promotion				
Week 6	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

# PHILIPPINES

# PHILIPPINES COVID-19 NEWS

GUAM PARTICIPATES IN PTAA's 8<sup>TH</sup> iTTE & 30<sup>TH</sup> TTE EVENTS AT THE SMX CONVENTION CENTER, MANILA ON FEB 3-4



GVB met with over 100 travel agents at PTAA's 8<sup>th</sup> iTTE B2B event that took place at the SMX Convention Center on Feb 3-4, 2023. GVB would like to sincerely thank its tourism partners Dusit Thani / Dusit Beach Resort, Pacific Island Holidays (GSA TravelDuo), and United Airlines for joining in this event and best representing Guam. GVB would also like to greatly thank Philippine Airlines, Dusit Beach Resort, Caronell, Hyatt Regency, Leo Palace, Guam Plaza / JP Superstore, and Fish Eye Marine Park for their donated prizes.

as of 10 Feb 2023

## President BBM approves VAT Refund Programme for Foreign Tourists; mixed reactions from stakeholders.

LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	
OPEN	OPEN	OPEN	
CONFIRMED	7 DAY ROLLING AVE	DEATHS	FULLY VACCINATED
4,073,851 35,253 per million	+93 ▼ -45% vs prev week	65,865 570 per million	- 0.00% of pop.

Source: Cases - John Hopkins University (2023-02-06). Retrieved from OurWorldInData.org

## COVID-19 POSITIVITY RATE DOWN TO 1.8%

The Philippines' COVID-19 nationwide positivity rate further decreased to 1.8 percent, the OCTA Research group said recently.



In a Twitter post, OCTA Research fellow Guido David said the 1.8 percent positivity rate was recorded after the Department of Health reported on Monday 128 new cases and 9,520 active cases. The nationwide COVID-19 positivity rate was 2.3 percent last week.

OCTA said the COVID-19 positivity rate in the National Capital Region (NCR) decreased again to 2.3 percent on Jan. 28 after a slight increase the day before.



PAL FLIGHTS FOR FEBRUARY AND BEYOND  
as of 6 February 2023 9:00 AM

## Manila-Guam-Manila

- Daily

PR110 Depart MNL 22:05 / Arrive GUM 03:55  
PR111 Depart GUM 05:30 / Arrive MNL 07:25



## Manila-Guam-Manila

- Daily

UA184 Depart MNL 22:55 / Arrive GUM 04:45  
UA183 Depart GUM 20:00 / Arrive MNL 21:50

## AIR ASIA PH BOLSTERS POST- PANDEMIC GOAL WITH TOKYO FLIGHTS

AirAsia Philippines has started offering flights to Tokyo this month, which it said was in line with its goal of fully restoring its international routes to pre-pandemic level this year.

In a statement, the low-cost carrier said it operated its maiden flight to Japan via Narita International Airport on Wednesday with an 84-percent load factor. The Manila-Tokyo route is being offered daily.

The budget airline had expressed plans to operate all its international routes with the return of air travel after years of grounding due to COVID-19 border restrictions.

## ONE COUNTRY TO DONATE 300K OF COVID-19 BIVALENT VACCINES TO PHILIPPINES

One country will be donating more than 300,000 doses of the COVID-19 bivalent vaccines to the Philippines, the Department of Health (DOH) said. These additional 300,000 doses of the second-generation vaccines targeted against the Omicron variant will be on top of the 1,002,000 doses that the COVAX facility has committed to donate to the Philippines. The first batch of the donated bivalent vaccines is expected to arrive by the end of March.



# PHILIPPINES MARKETING ACTIVITIES

Jan 31 - Feb 6 Last 7 days ▾

Post Reach <b>1,770</b> ↑79%	Post Engagements <b>151</b> ↑72%	New Page Likes <b>10</b> ↓23%
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**Posts** SEE MORE  
Posts published in the last 7 days.

**MOST ENGAGING POSTS**

	Join Eric "Eruption" T... February 3	Reach <b>1.6K</b> Engageme... <b>96</b>
	From PINAS to GUAM!! H... February 5	Reach <b>228</b> Engagements <b>9</b>



**visitguamph** + 1

Professional dashboard  
6.6K accounts reached in the last 30 day...

Edit profile Share profile

Highlights My Next ... New

**Insights**  
Last 30 Days ▾

**Overview**  
You reached **+73.6%** more accounts compared to Dec 9 - Jan 7

Accounts reached	6,645 <b>+73.6%</b>
Accounts engaged	403 <b>+68.6%</b>
Total followers	4,850 <b>+0.6%</b>

MARKETING ACTIVITY:  
SOCIAL MEDIA

## MARKETING ACTIVITY: ERIC ERUPTION TAI CREATES ROUTINE FOR GUAM ISLAND GIRL by Jake Fine & Jed



CLICK THE LINKS TO "LIKE" AND DANCE TO ISLAND GIRL



<https://www.instagram.com/p/CoQ8EVlpXSL/?hl=en>



[https://www.facebook.com/erictaieruption/videos/1318710942024878/?extid=CL-UNK-UNK-UNK-AN\\_GKOT-GK1C&mibextid=2Rb1fB](https://www.facebook.com/erictaieruption/videos/1318710942024878/?extid=CL-UNK-UNK-UNK-AN_GKOT-GK1C&mibextid=2Rb1fB)



<https://www.tiktok.com/@ericeruptiontai/video/7196499166229581082?lang=en>

