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Biba Mes Cttamoru

INDUSTRY RECOVERY REPORT

MARCH 18, 2022



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DESTINATION UPDATES



WEEKLY PRIZE CONTEST

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



FANDANÑA FRIDAY



GUAM VISITORS BUREAU PRESENTS

Fandanña Friday!

FRIDAYS STARTING 5PM

Gov. Joseph Flores Memorial Park (Ypao)

Join us for some Great food by the beach & good fun in the sunset! See you in the park

For more information contact: 671-646-5278 or email info@visitguam.com



In partnership with the Department of Parks and Recreation (DPR) and local food trucks, the Guam Visitors Bureau (GVB) is proud to announce a free family-friendly event for the island community to enjoy - **Fandanña Friday**. Governor Joseph Flores Memorial Park (Ypao Beach) will play host to this event every Friday at 5 p.m.



“Fandanña means to get together in CHamoru and we invite everyone to get together on Friday evenings at Ypao... We’ll see you at the park!”

- GVB President & CEO Carl T.C. Gutierrez

SAFE TRAVELS STAMP PROGRAM



THE GUAM SAFE TRAVELS STAMP PROGRAM HAS BEEN REVAMPED

The World Travel & Tourism Council (WTTC) created the first ever global safety and hygiene stamp. This stamp enables travelers to recognize destinations around the world that have adopted standardized health and hygiene protocols. The approved businesses are also featured on GVB's consumer site, visitguam.com in English, Japanese, Korean, and Chinese. The Safe Travels Stamp certificate is valid through December 31, 2022.

102 approved



Go to guamvisitorsbureau.com

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

- Safe Travels is globally recognized & instills a level of confidence and trust in both the tourism trade and international visitors
- FREE of charge to all eligible businesses

APPLY TODAY
[Click here](#)

FREE PCR TESTING FOR VISITORS



PCR TESTING FOR VISITORS

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

- 1 Book an appointment with participating clinics.** More information on participating clinics are on www.visitguam.com/pcr.
- 2 Go to clinic for PCR test.** You will need to do the following:
 - Complete GVB's Patient Consent Form
 - Provide passport, driver's license or birth certificate
 - Provide copy of flight confirmations
- 3 Wait for clinic to deliver results and any other documents required.**

For more information, please visit: www.visitguam.com/pcr

For more info, please visit: www.visitguam.com/pcr



PCR TESTING FOR VISITORS

Hafa Adai Valued Guam Tourism Partners!

GVB is pleased to restart its PCR testing program for visitors upon their return home. This program aims to alleviate the COVID-19 testing cost in this new age of travel. We hope this will be a key competitive advantage to attract more visitors to Guam.

Restart: Monday, February 28, 2022 **End:** Thursday, March 31, 2022

General Information

- GVB will cover the cost of **one PCR test per person, per week.**
- This program is for PCR tests only.
- Clinics will provide test results and other necessary health documentation within **48 hours** to the patient.
- Visitors must book their appointment directly with participating clinics.** Clinic information provided through the web pages listed below: (live on Feb. 28)
 - English: visitguam.com/pcr
 - Japanese: visitguam.jp/pcr
 - Korean: welcometog Guam.co.kr/pcr
 - Traditional Chinese: visitguam.org.tw/pcr
- Each visitor is required to fill out a **Patient Consent Form** and provide other documents (listed below) to the clinics.
- Visitors are kindly requested to provide the following documents to the clinics:
 - Government-issued identification: passport, driver's license or birth certificate
 - Copy of arrival and departure confirmation (boarding pass or flight confirmation)

Participating Clinics (5 clinics, at 7 locations in Guam)

 Mengleo & The Plaza
 Dededo & Agaña
 FHP A Healthcare Company
 Health Services of the Pacific
 Guam Seventh Day Adventist Clinic

Su Quos Maise' for your continued support.

 Tel: +1-671-646-5278
 Ms. Margaret Sablan margaretsablan@visitguam.com
 Mr. Brian Borja brian.borja@visitguam.com

Program has been extended to September 2022

FROM OUR PRESIDENT & CEO, CARL T.C. GUTIERREZ

GUTIERREZ: MAKING THE MOST OF THE WAR ECONOMY

Håfa Adai, yan pas para hamyu todù! (Greetings and peace to all!) Russia's full-scale invasion of Ukraine is now into its third week of death, destruction, and deprivation, and economic shockwaves are still reverberating around the world from this sensitive Eastern European hotspot.

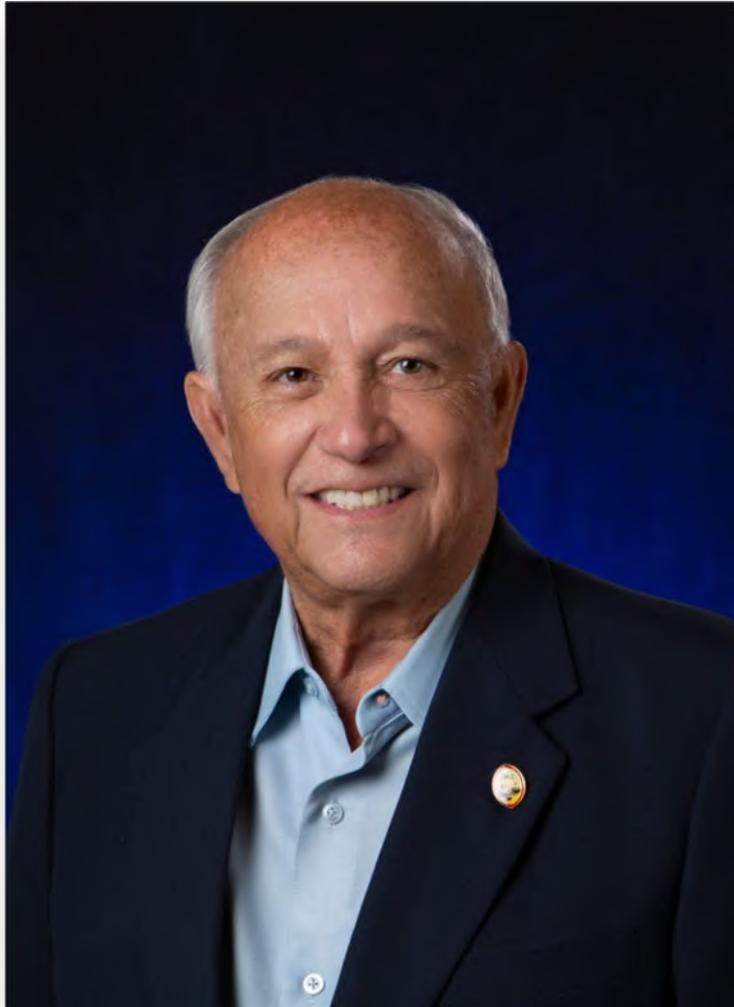
While impacts to Destination Guam USA are less direct than they are in Europe, skyrocketing gas pump prices here at home are an indicator that the cost of living is suddenly shooting up. This, just as our travel-hungry region and local visitor industry had been glimpsing promising light at the end of a pandemic tunnel that shuttered tourism almost entirely two years ago.

Crude oil and natural gas prices affect the cost of everything from skyway travel to manufacturing to the food on our tables. In short, despite the world's best efforts to attain sustainable energy conversion, the global economy is still overwhelmingly driven by petroleum-based gases and oils. And due to this connate fact, the cost of commodities, finished goods, and services will be rising into the foreseeable future, at least for as long as this war continues.

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

Send comments or questions to GVB at communityrelations@visitguam.org.

CLICK HERE
FOR FULL
ARTICLE





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MARKET INTELLIGENCE REPORT

As of March 17 and may be subject to change.



ARRIVAL PROTOCOLS

JAPAN

JAPANESE NATIONALS / RE-ENTRY FOREIGN NATIONALS

- Negative result of COVID-19 tests conducted within 72 hours prior to departure.
<https://www.mhlw.go.jp/content/000807572.pdf> (Japanese)
<https://www.mhlw.go.jp/content/000807573.pdf> (English)
- Travelers who are entering or returning to Japan from non-designated country/region and have not received three vaccination doses will be required to quarantine at home/accommodations of their choosing for seven days, in principal. However, if they take a self-test after three days after entering Japan and submit a negative result to the Ministry of Health, Labor and Welfare where its status is confirmed, they will not be required to remain in quarantine after that.
- Travelers who are entering or returning to Japan from a non-designated country/region and who have a certificate to confirm they have received three vaccination doses will not be required to quarantine at home/accommodations after entering Japan.
- Carrying a smartphone and installing necessary applications.
**Traveler will be required to rent a smartphone if they do not own one*
- Submission of Questionnaire.

Information Source:

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

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

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

FOREIGN NATIONALS NEW ENTRY INTO JAPAN

*NON-JAPANESE

(A) Foreign nationals eligible to this measure

(1) Foreign nationals newly entering Japan for a short-term stay (less than three months) for purposes including business or employment and foreign nationals newly entering Japan for a long term stay (Except for tourist purposes)..

(2) Foreign nationals fall under (1) and those who have receiving organizations located in Japan

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

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

TRAVEL RESTRICTIONS BY MARKET

SOUTH KOREA

- March 21, 2022 – Fully vaccinated in Korea (14-180 days) or boosted can re-enter Korea without quarantine.
- April 1, 2022 – Foreigners fully vaccinated other than Korea (14-180 days) or boosted can enter Korea without quarantine.
- All travelers entering Korea (nationals and foreigners) must have a negative PCR test 48-hours prior to departure to Korea and K-ETA (only foreigners). Upon arrival must take a PCR test within 24 hours and antigen test on day 6 or 7 (covered by the Korean government).
- Foreigners must register their travel information, vaccination records, and PCR test to KDCA's website Q-Code before entering Korea. <https://cov19ent.kdca.go.kr/>
- Fully vaccinated in Korea that had tested positive but recovered must present positive result and official documentation of recovery before boarding their flight. If recovered within 10-40 days, no PCR test is required to return to Korea. If recovered past 40 days a negative PCR test result within 48-hours before departure is required. Upon arrival must take a PCR test within 24 hours and antigen test on day 6 or 7 (covered by the Korean government).

Fully Vaccinated in Korea

NO QUARANTINE

(*Children 5 years old and below are exempted)

(Must present negative PCR result taken 48-hours before departure)

(Must register COOV app)

Fully Vaccinated in Korea Recently Recovered from COVID

NO QUARANTINE

(Must show positive result, official documentation of recovery)

(Recovered between 10-40 days no PCR test is requested before boarding)

(Recovered after 40 days, PCR result taken 48-hours before boarding is required)

Fully Vaccinated in Another Country

NO QUARANTINE

(Must present negative PCR result taken 48-hours before departure)

(Must register KCDA's Q-Code and complete K-ETA – Only Foreigners)

TAIWAN

- All travelers who arrive at an airport in Taiwan must present a certificate of a negative COVID-19 RT-PCR test taken within two days (calendar days) prior to the flight schedule time to the airline staff
- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://hdhq.mohw.gov.tw>
- Those who enter Taiwan shall arrange quarantine accommodation (a quarantine hotel or group quarantine facility where they plan to stay at their own expense) before visiting the country. Such travelers must also state that they have met related requirements by making relevant affidavits on the Quarantine System for Entry.
- All travelers will be quarantined for 10 days with the following exceptions: Travelers arriving from Palau will be required to undergo a five-day quarantine at a government-funded government quarantine facility, practice enhanced self-health management for 9 days, and then observe self-health management for 7 days. (Effective from January 22, 2021.)
- Lunar New Year Quarantine Program (7+7+7): those who have received the second dose of a COVID vaccine at least 14 days prior to arrival will be able to reduce their hotel or quarantine center stay to 7 days, while the remaining 7 days can then be spent at their place of residence, and then practice a 7-day self-health management.

TRAVEL RESTRICTIONS BY MARKET

PHILIPPINES

- Effective February 10, 2022 per Resolution No. 160-A and 160-B
- All inbound passengers shall register with the One Health Pass prior to arrival in the Philippines
- Travelers are considered Fully Vaccinated if:
 - They received 2nd dose series or single dose vaccine for more than 14 days prior to departure from country of origin
 - Vaccine is included in EUA list or compassionate special permit (CSP) issued by the Philippine Food and Drug Administration OR EU listing of WHO
- Accepted proofs of vaccination:
 - World Health Organization (WHO) International Certificate of Vaccination or Prophylaxis; OR
 - VaxCertPH; OR
 - National/state certificate of the foreign government, including original CDC vaccination cards for those vaccinated in the US

Fully Vaccinated Nationals

- Negative RT-PCR test result taken within 48 hours prior to departure from the country of origin
- OR Negative laboratory-based Antigen test result taken within 24 hours prior to departure from the country of origin
- No facility-based quarantine required
- Self-monitor for any sign or symptom until the 7th day from arrival

Entry Testing and Quarantine Protocols for Foreign Nationals arriving from Abroad effective 10 February 2022 per IATF Resolution No. 160-B:

<https://aganapcq.dfa.gov.ph/79-advisories/1987-psa-2022-003>

Advisory For Arriving Filipinos Only

Effective February 10, 2022, the new entry, testing, and quarantine protocols for Filipinos arriving from abroad.

The arrival and quarantine protocols for countries/jurisdictions/territories in all ports of entry in the Philippines shall be observed.

Source: IATF 160A & IATF 164-A

Fully Vaccinated Nationals

- Negative RT-PCR test result taken within 48 hours prior to departure from the country of origin OR
- Negative laboratory-based Antigen test result taken within 24 hours prior to departure from the country of origin
- No facility-based quarantine required
- Self-monitor for any sign or symptom until the 7th day from arrival
- Proof of Vaccination

Note: Fully vaccinated Filipino Nationals shall not be included in the arrival quota set by the Department of Transportation (DOTR) and its One-Stop-Shop (OSS)

Unvaccinated, Partially Vaccinated, Unverified Nationals

- Negative RT-PCR test result taken within 48 hours prior to departure from the country of origin OR
- Negative laboratory-based Antigen test result taken within 24 hours prior to departure from the country of origin
- Facility-based quarantine until the release of the negative results
- 5th day swabbing
- Self-monitor for any sign or symptom until the 14th day from arrival

Unvaccinated Minors

- Children below 12 years old who cannot be vaccinated shall follow the quarantine protocols of the parent/s or the accompanying adult/guardian traveling with them.
- Filipino nationals from 12 years to 17 years old shall follow the classification and procedures based on their vaccination status
- Foreign or Filipino parents can accompany the minor during their facility-based quarantine.

Fully Recovered Nationals with Positive RT-PCR Pre-Departure Test Results

- Positive RT-PCR test result taken within 48 hours prior to departure from the country of origin
- Medical Certificate from a licensed physician stating that the traveler:
 - was an asymptomatic, mild, moderate, severe or critical case of COVID-19
 - has completed the mandatory isolation period
 - is no longer infectious; and
 - has been allowed free movement/travel
- Positive RT-PCR test taken 10-30 days prior to departure from the country of origin.

For Fully Vaccinated

- No facility-based quarantine required
- Self-monitor for any sign or symptom until the 7th day from arrival
- Proof of Vaccination

Unvaccinated, Partially Vaccinated, Unverified Nationals

- Facility-based quarantine until the release of the negative results
- 5th day swabbing
- Self-monitor for any sign or symptom until the 14th day from arrival

MARKETS AT-A-GLANCE

JAPAN

- New cases nationwide decreased by 14% from the last week; number of infected patients has been steadily decreasing
- Measures to prevent the spread of the disease are scheduled to be lifted on March 21
- Government continues its efforts to promote the use of the 3rd shot; has also put forth plans for a 4th shot
- As of March 1, those returning from the U.S. (including Guam) who have completed their third inoculation are exempt from quarantine if they are negative upon their return, while those who have completed their second or lower inoculation will be quarantined at home for 3 days
- Effective April 1, the daily entry limit for new foreigners other than for tourism purposes will be relaxed from 5,000 to 10,000
- Most package, agent-organized tours cancelled until mid- to late-April; Jalpak until May 31
- ✈️ • **Flight operation:**
 - United: UA197/196 daily operation
UA827/828, UA136/137, UA150/151 suspended until May 5
UA874/873, UA172/172, UA178/177 suspended until May 25
UA166/165 suspended until July 31
 - JAL: suspended until May 31
 - Tway: suspended until April 30
 - JEJU: suspended until April 30
- Shown in appendix: outbound stats; SNS performance summary, content calendar, creative submissions, promotions, creatives, weekly Guam, and social listening results

PHILIPPINES

- Borders further eased; fully vax travelers permitted from all countries with pre-departure antigen test
- NAIA to double passenger cap, airplanes at 100% capacity
- Philippines removed arrival quotas; all vax foreign tourists now allowed entry
- Philippines grants emergency use of the Pfizer COVID-19 pill
- Possible 'Alert Level 0' on agenda
- ✈️ • **Philippine Airlines - three flights per week; United Airlines - daily flights in March**
- Philippines and Taiwan come to an agreement on vaccination certificates
- Social media insights shown in appendix

SOUTH KOREA

- Weekly average cases and vaccination status shown in appendix
- Korea to extensively ease overseas arrival protocols, exemption of 7-day quarantine for fully vaccinated travelers
- Updated quarantine protocols between Korea-Guam shown in appendix
- The foreign ministry renewed its COVID-19 special advisory against all overseas travel for another month
- Government will begin vaccinating children aged 5-11 from March 31
- Local airports gearing up for the overseas travel resumption
- E-Commerce platform focusing on overseas travel market
- Travel trade partners preparing full-scale marketing with quarantine lift measure
- ✈️ • **March and April airline seat capacity shown in appendix**
- Upcoming marketing plans include: airline, TA, and OTA co-op promotions, AB Road magazine & digital influencers co-op, digital influencers content production, out-of-home advertisement, Guam exhibition at Lotte department store
- SNS weekly activities and marketing content calendar shown in appendix

TAIWAN

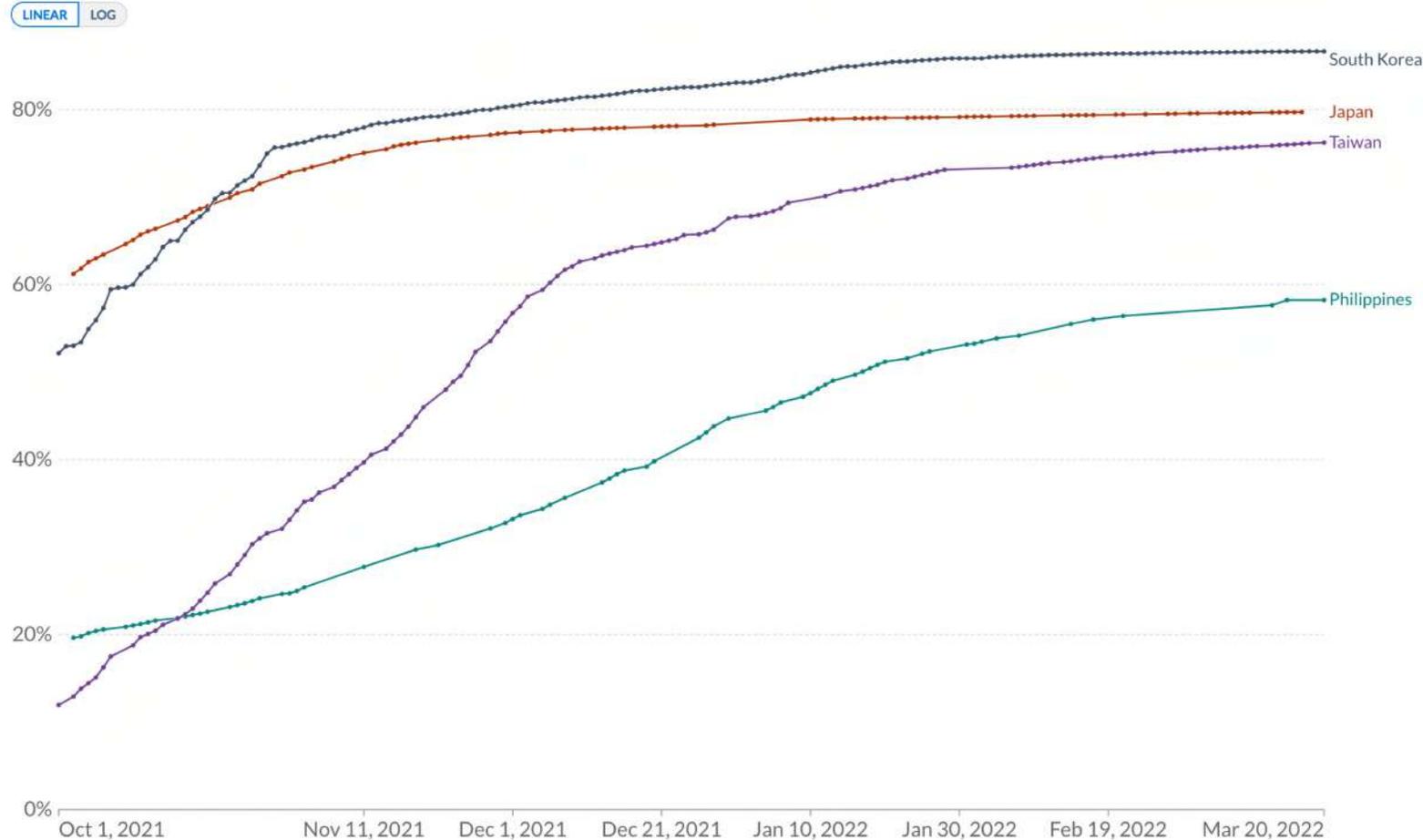
- Taiwan reports no new domestic COVID cases for first time in 2 months
- Taipei lifts COVID curbs on elementary school field trips
- Taiwan unlikely to cancel quarantine entirely this year
- Taiwan begins 10-day quarantine, opens to business travelers; 7-day quarantine possible in April
- Show in appendix: CECC updates, restriction to citizens/non-citizens entering Taiwan, airline routes, and March social media content calendar
- Marketing activities include: AIT-Guam Taiwan office meeting, Concall with Taiwan BIO, ASAO, TAITRA, and AIT members, Taipei Lantern Festival opening press conference, TVA & ANTOR spring outing

DETAILS ARE FOUND IN THE APPENDIX

MARKETS AT-A-GLANCE

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

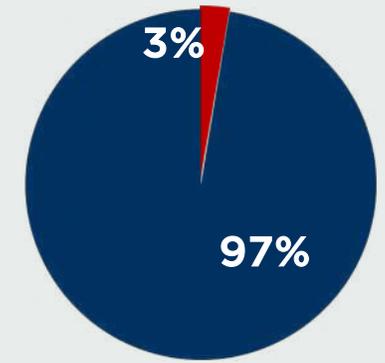
Total number of people who received all doses prescribed by the initial vaccination protocol, divided by the total population of the country.



GUAM

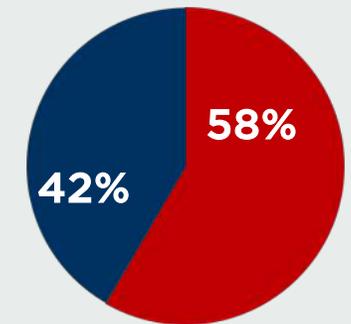
135,730 Fully Vaccinated

COVID-19 CASES



■ Active ■ In-Active

BOOSTER



■ Have yet to receive
■ Received booster

APPENDIX

As of March 17, 2022 and
may be subject to change.



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JAPAN



JAPAN COVID-19 NEWS

HIGHLIGHTS

- The number of new cases nationwide decreased by 14% from the last week to about 378,000.
- The number of infected people per 100,000 population is about 309 in Japan, and about 461 in Tokyo. (3/5-3/11)
- The number of infected patients has been steadily decreasing, and the measures to prevent the spread of the disease are scheduled to be lifted on March 21.

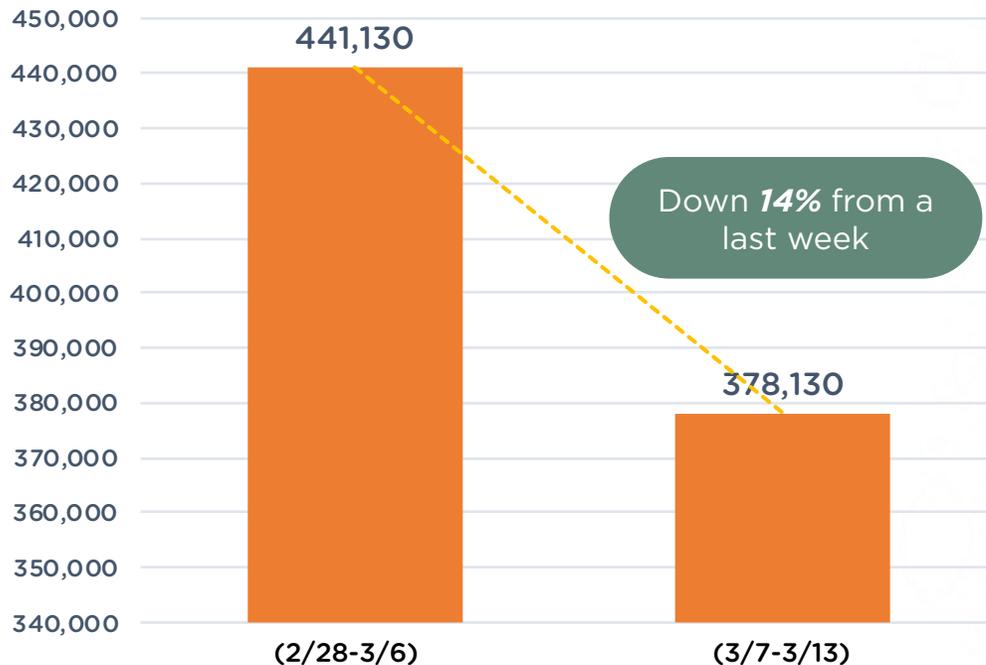


The number of infected people per 100,000 population:

NATIONWIDE
309
TOKYO
461

Total for last 7 days

Nationwide



Area / New cases	Feb-Mar 28-6	Mar 7-13	Changes (#) vs LW	Changes (%) vs LW
Tokyo	77,001	60,961	-16,040	79%
Osaka	49,826	37,382	-12,444	75%
Aichi	29,511	23,398	-6,113	79%
Fukuoka	19,238	17,075	-2,163	89%
Nationwide	441,130	378,130	-63,000	86%

Created based upon data from NHK (Japan Broadcasting Corporation)

Confirmed COVID-19

Cases: 5,855,240

9.3% active (543,964)

AS OF MAR 17, 2022

HIGHLIGHTS

- The government continues its efforts to promote the use of the 3rd shot.
- The 3rd shot is progressing slowly and will soon reach 30%.
- The government has also put forth plans for a 4th shot.

VACCINATION UPDATE

Total number of vaccination:
238,050,214

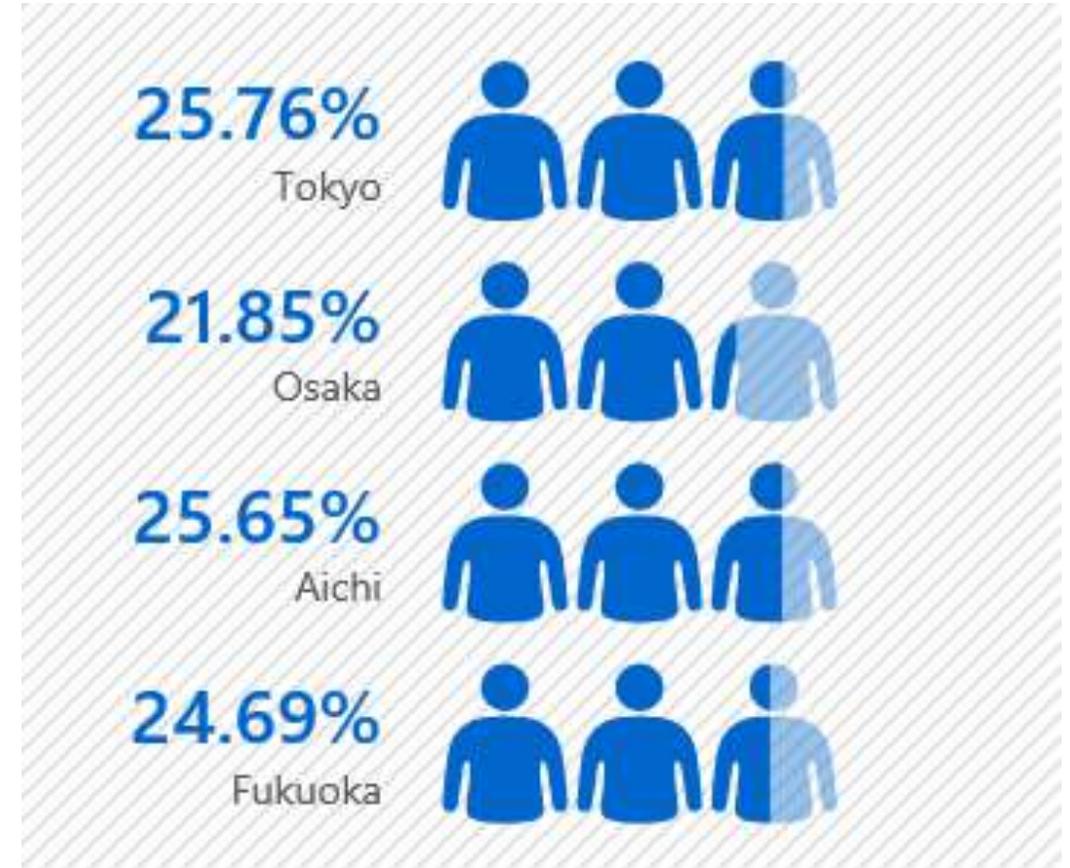
1st & 2nd doses administered:
101,875,160
(80.4%)
100,390,149
(79.3%)

Nationwide 3rd shot:
35,784,905
(28.3%)

Senior Citizens (+65):
1st: 33,167,349
(92.7%)
2nd: 33,051,581
(92.4%)

(3/11)

NATIONWIDE: 3RD SHOT



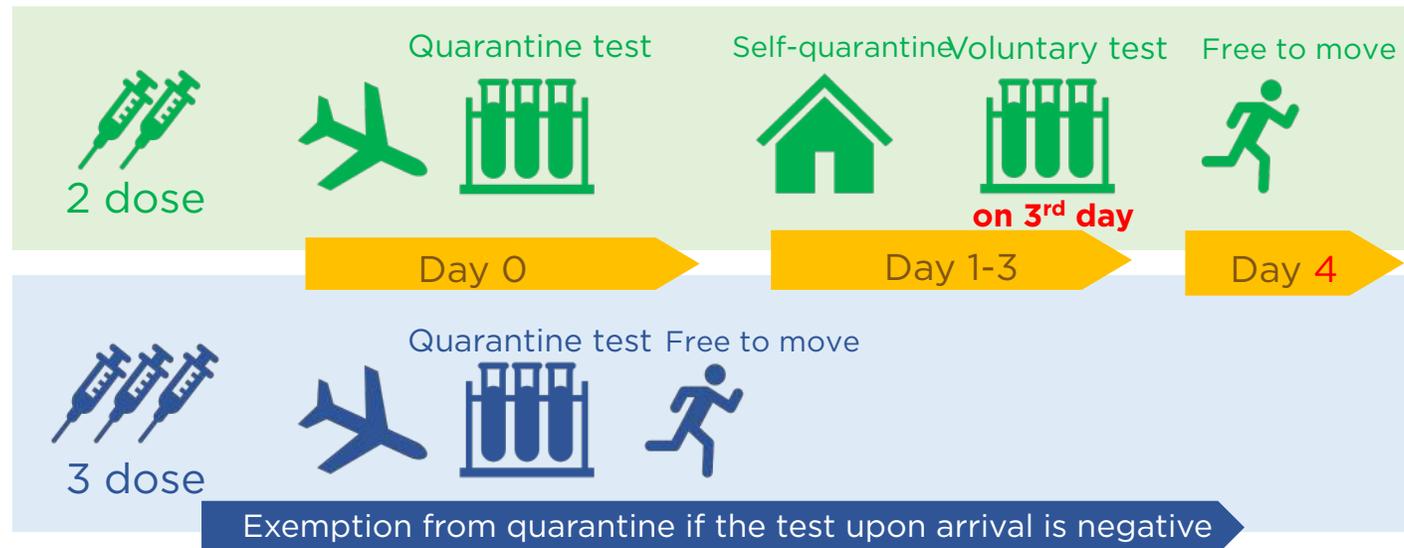
Created based upon data from Prime Minister's Office of Japan

ENTRY PROTOCOLS

HIGHLIGHTS

- As of March 1, those returning from the U.S. (including Guam) who have completed their third inoculation are exempt from quarantine if they are negative upon their return, while those who have completed their second or lower inoculation will be quarantined at home for 3 days.
- Effective April 1, the daily entry limit for new foreigners other than for tourism purposes will be relaxed from 5,000 to 10,000.

Effective from March 1 for those returning to Japan



In the shortest possible time, assuming a negative result

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION

AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Suspended until May 5, 2022	UA827	NRT	11:15 / 16:05	UA828	6:55 / 9:55	Daily	166
	Available	UA 197	NRT	17:30 / 22:20	UA 196	13:05 / 16:05	Daily	166
	Suspended until May 25, 2022	UA874	NRT	21:05 / 1:45 +1	UA873	17:05 / 19:50	Daily	166
	Suspended until May 5, 2022	UA 136	NGO	11:20 / 15:55	UA 137	7:30 / 10:20	Daily	166
	Suspended until May 25, 2022	UA 172	NGO	20:50 / 1:25 +1	UA 171	17:00 / 19:55	Daily	166
	Suspended until May 5, 2022	UA 150	KIX	11:05 / 15:45	UA 151	7:10 / 10:10	Daily	166
	Suspended until May 25, 2022	UA 178	KIX	20:50 / 1:20 +1	UA 177	16:50 / 19:50	Tue, Thu, Sat	166
	Suspended until July 31, 2022	UA 166	FUK	11:50 / 16:50	UA 165	07:40 / 10:50	Daily	166
	Suspended until May 31, 2022	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Daily	199
	Suspended until April 30, 2022	TW311	KIX	10:45 / 15:10	TW312	16:10 / 19:00	Daily	189
	Suspended until April 30, 2022	7C3174	KIX	10:10 / 14:50	7C3173	15:50 / 18:20	Daily	189
		7C3184 (Tue)		10:10 / 14:50	7C3183 (Fri)	15:50 / 18:20		

PACKAGED SALES

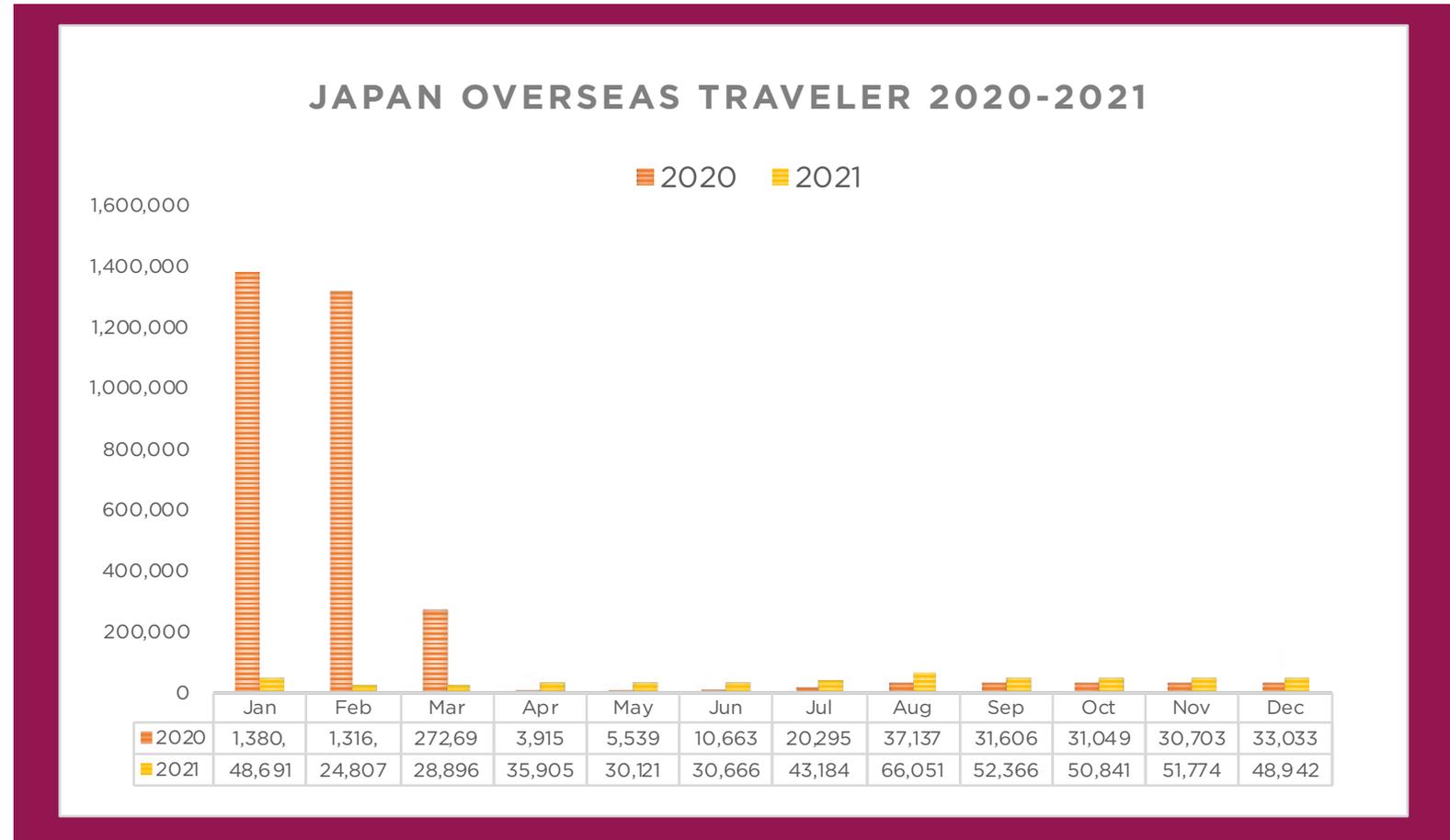
TOUR SELLING (RESUMES)	FIT
 APR 27	*
 APR 16	*
 APR 27	*
 JUNE 1	*
 MAY 1	*
 APR 28	*
 APR 16	*

JAPAN MARKET INTELLIGENCE

OUTBOUND STATISTICS

- Overall Outbound in 2021 and No forecast of the number of travelers in 2022 has been announced by the companies/ organization
- Trend for 2022 overseas travel; Wellness, No work/ Unleash, Feel like first time trip, respect locals, encounter, no plan travel and deployment of new technology

	2020	2021	Changes (%)
Jan	1,380,762	48,691	-96%
Feb	1,316,820	24,807	-98%
Mar	272,697	28,896	-89%
Apr	3,915	35,905	817%
May	5,539	30,121	444%
Jun	10,663	30,666	188%
Jul	20,295	43,184	113%
Aug	37,137	66,051	78%
Sep	31,606	52,366	66%
Oct	31,049	50,841	64%
Nov	30,703	51,774	69%
Dec	33,033	48,942	48%
Total	3,174,219	512,244	-84%



JAPAN MARKET INTELLIGENCE

OUTBOUND STATISTICS: MAJOR COMPETITORS 2021

2021	21-JAN	21-FEB	21-MAR	21-APR	21-MAY	21-JUN	21-JUL	21-AUG	21-SEP	21-OCT	21-NOV	21-DEC	TOTAL
GUAM	708	249	159	52	102	455	579	325	358	315	345	521	4,168
SAIPAN	n/a	0											
HAWAII	1,165	642	1,051	1,367	1,312	1,644	2,817	3,005	1,769	2,155	2,589	4,448	23,964
SOUTH KOREA	1,299	1,719	949	872	1,403	875	881	2,258	1,142	1,623	1,237	1,007	15,265
TAIWAN	1,070	1,076	971	1,151	752	194	372	976	849	1,064	847	734	10,056
HONG KONG	12	7	8	5	33	9	12	24	58	54	82	42	346
SINGAPORE	555	358	601	797	281	121	297	340	780	778	580	580	6,068
THAILAND	193	223	212	304	211	274	611	560	673	306	2,238	3,656	9,461
VIETNAM	n/a	0											

Created based upon data from Japan National Tourism Organization

JAPAN MARKETING ACTIVITIES

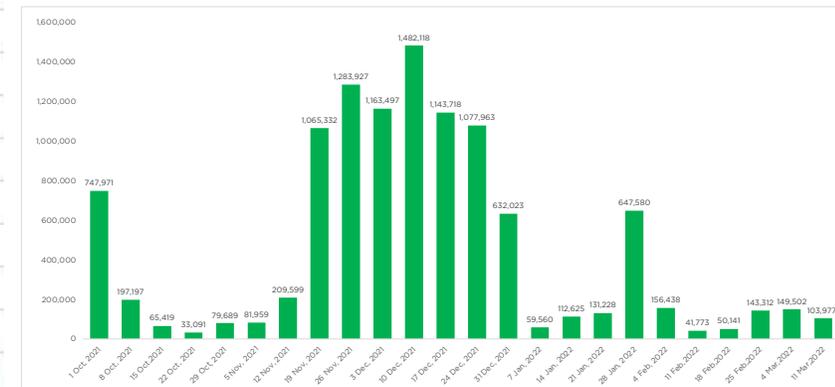


SNS PERFORMANCE SUMMARY

- Ambassadors, immediately after the Hypebeast FAM, saw a decrease in reach and engagement, but an increase in followers

SNS	follower		Week Reach		Week Engagement	
	4 Mar,2022	11 Mar,2022	4 Mar,2022	11 Mar,2022	4 Mar,2022	11 Mar,2022
	22,376	22,386	15,018	12,633	1,595	1,103
	0.04%		-15.88%		-30.85%	
	23,732	23,735	5,697	4,324	1,118	805
	0.01%		-24.10%		-28.00%	
	13,453	13,473	115,487	76,220	5,942	3,768
	0.15%		-34.00%		-36.59%	
	12,207	12,222	13,300	10,800	798	473
	0.12%		-18.80%		;	
	1,650	-	1,650	-	1,650	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	5,816	4,772	8,243	11,821	0:01:30	0:02:01
	-17.95%		43.41%		34.44%	

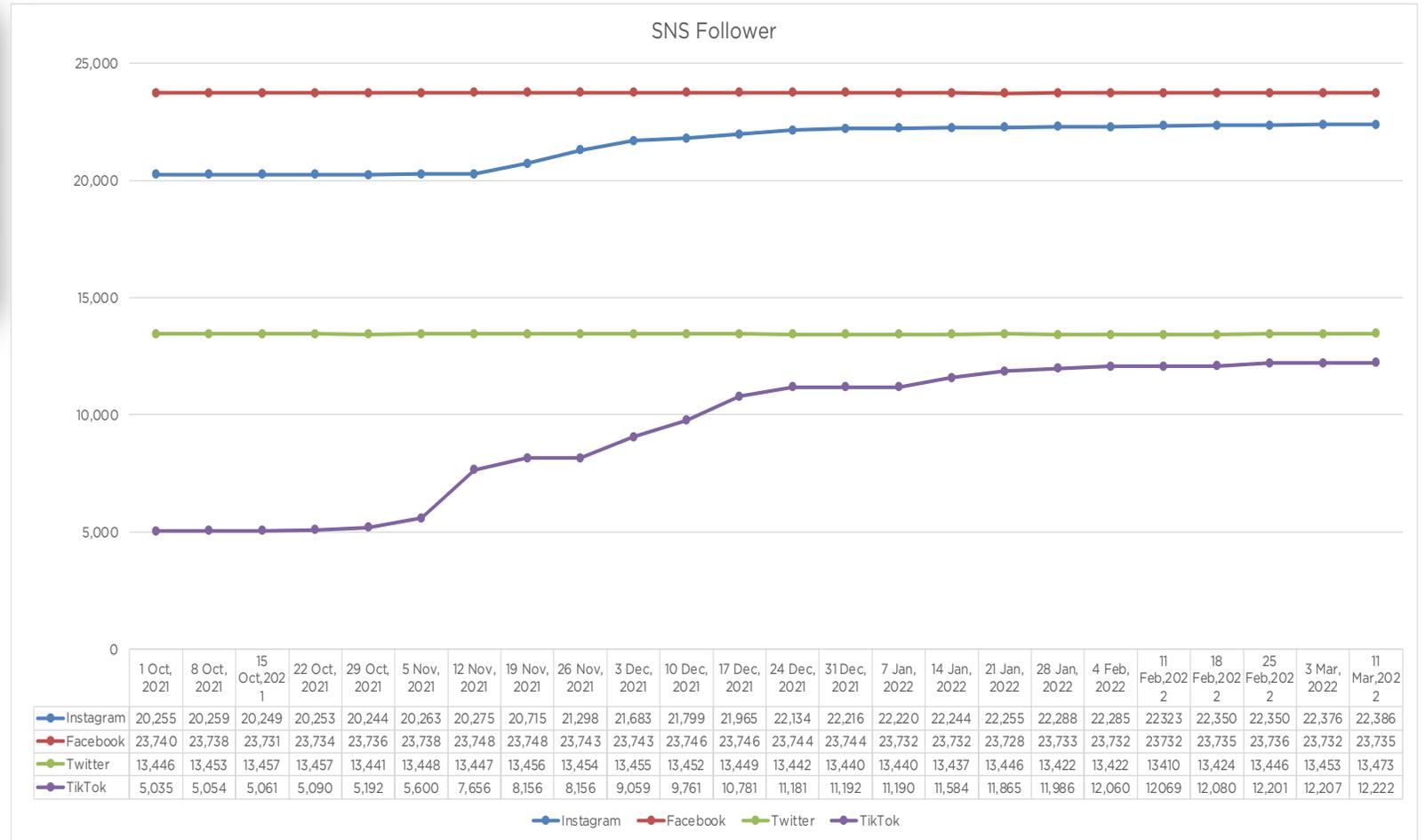
SNS REACH



JAPAN MARKETING ACTIVITIES



SNS FOLLOWERS



JAPAN MARKETING ACTIVITIES



SNS CONTENT CALENDAR: MARCH

March		2022					
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
SNS	28 Ambassador Fam HypeGOLF Fam	1 Ambassador Fam HypeGOLF Fam	2 Ambassador Fam HypeGOLF Fam	3 Ambassador Fam HypeGOLF Fam	4 Ambassador Fam HypeGOLF Fam	5	6
Instagram	Story	Free PCR Program Story	Story	Weekly GUAM Story	Weekly GUAM Story		
Facebook	workcation	Free PCR Program	webinar information	Weekly GUAM	Weekly GUAM		
Twitter	Photo Shooting workcation	Free PCR Program Photo Shooting	webinar information Photo Shooting	Weekly GUAM Photo Shooting	Weekly GUAM Photo Shooting		
Tiktok							
LINE							
SNS	7 #Campaign	8 #Campaign	9 #Campaign	10 #Campaign	11 #Campaign	12	13
Instagram		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM		Ambasador InstaLive
Facebook		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM		
Twitter		50 Things to do in GUAM	Twitter Comic	Weekly GUAM	Weekly GUAM		
Tiktok							
LINE							
SNS	14	15	16	17	18	19	20
Instagram				Weekly GUAM	Weekly GUAM		
Facebook				Weekly GUAM	Weekly GUAM	Workcation Blog	
Twitter	GUAM Daily Life	GUAM Daily Life	GUAM Daily Life	Weekly GUAM GUAM Daily Life	Weekly GUAM GUAM Daily Life	Workcation Blog GUAM Daily Life	
Tiktok			Which is Guam Quiz		Comment Reply Video		
LINE							
SNS	21 Vernal Equinox Day schedule : TikTok Fam	22 schedule : TikTok Fam	23 schedule : TikTok Fam	24 schedule : TikTok Fam	25 schedule : TikTok Fam	26 schedule : TikTok Fam	27
Instagram		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM		
Facebook		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM		
Twitter		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM		
Tiktok							
LINE							
SNS	28	29	30	31	1	2	3
Instagram		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM		
Facebook		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM		
Twitter		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM		
Tiktok							
LINE							

JAPAN MARKETING ACTIVITIES

CREATIVE SUBMISSION EXAMPLES



546 Like



799 Like



1362 Like



94 Like



66 Like



236 Like



139 Like



139 Like



85 Like



132 Like



100 Like



100 Like



74 Like



52 Like



37 Like



63 Like

JAPAN MARKETING ACTIVITIES

CREATIVE SURVEY

- We picked up some of the Creatives that were photographed and asked people to vote on SNS for the best shot every day.



JAPAN MARKETING ACTIVITIES

#HEREWEGUAM PR / SOCIAL LISTENING

- PR communicated all consistent message of an American resort only 3.5 hours from Japan, to convey "safe, secure, and clean"



As of Mar 11
Picked up by **36 media** and media value of **\$240,000**

※More media will be published in the future.



JAPAN MARKETING ACTIVITIES

#HEREWEGUAM PR

- SNS news picked up ambassador activities



CHAMORRO MONTH EVENT



WEEKLY GUAM



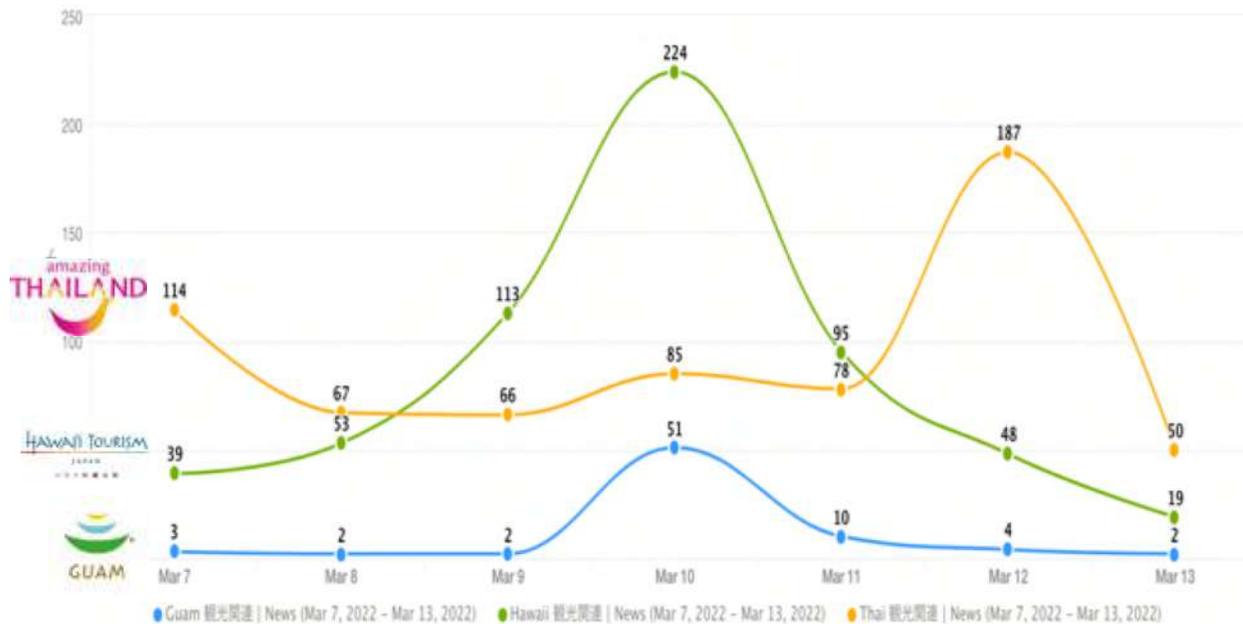
3RD ROSS STORE OPENS

JAPAN MARKETING ACTIVITIES

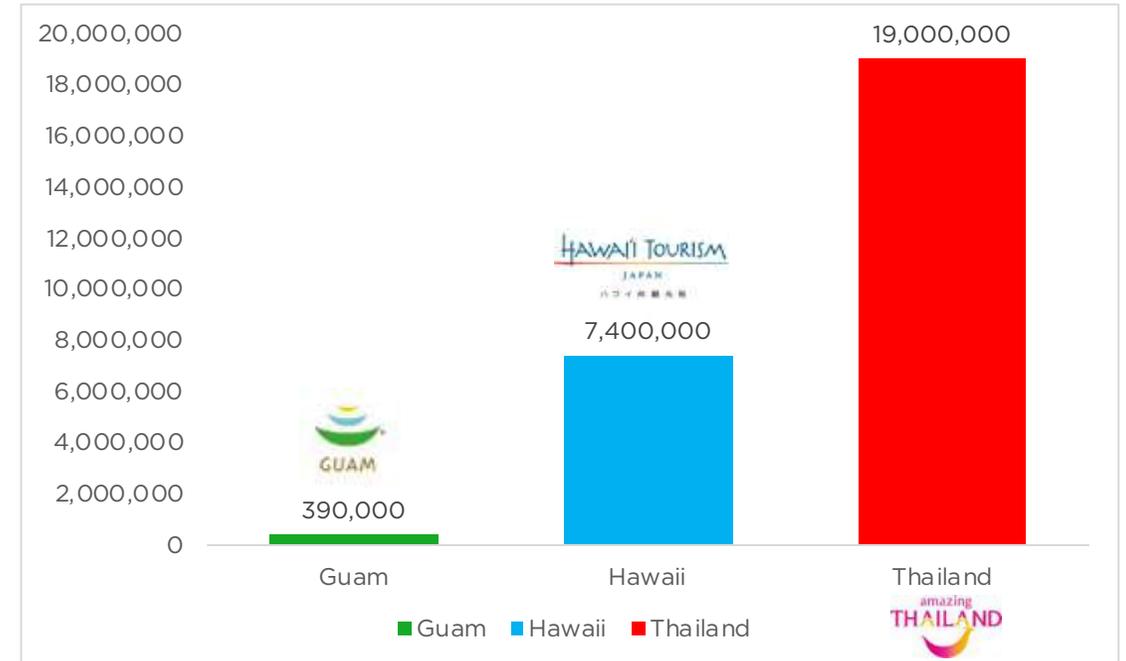
SOCIAL LISTENING

- Overall reach and # of news are increasing trend, which shown overseas travel demands are incremental trend

OF NEWS



SNS REACH



グアム、リカバリーキャンペーン「#Here We Guam」発表、業界向けFAMや商談会も開催へ

グアム政府観光局（GVB）はこのほど観光再開に向けた戦略発表会を開催した。コロナ後のリカバリーキャンペーンとして「#Here We Guam」をテーマに加え、「日本から3時間で行けるアメリカンリゾート」のキャッチコピーとともにグアムならではの魅力を打ち出し、観光業界回復時に「最初に選ばれるグアム」のイメージを打ち出す。観光業界回復時に「最初に選ばれるグアム」のイメージを打ち出す。観光業界回復時に「最初に選ばれるグアム」のイメージを打ち出す。

GVBによると、グアムでのワクチン接種率は95%で、3回接種完了者は52%に達している。島内のホテルや飲食店は世界旅行観光協議会（WTTTC）のプロトコルに則り安全と清潔に配慮した運営をおこなっており、「安心・安全・清潔なアメリカンリゾート」というキャッチコピーも加えてPR展開を図っていくという。

主要セグメントである若年層へのSNSを活用したマーケティングは継続。SNSの活用に向けた、旅行への意欲が高い18〜39歳の世代をターゲットとして訴えかけ、さらにインフルエンサーによる情報発信も積極的にこなす予定だ。すでに2月よりインフルエンサー9名を現地へ招き、PR映像の撮影をしており、GVBアカウントディレクターの小島伸佳氏は「SNS発信を通じ、グアムのファンを確実に増やしていきたい」と意気込みを述べた。

GVBによるとSNSでおこなったアンケートでは90%以上が「すぐにもグアムに行きたい」と回答しており、小島氏は「この潜在需要を確実に引き上げていきたい」として、コロナ後に「最初に選ばれるグアム」を目指しファミリーや富裕層、MICEなどへとキャンペーンを拡大していく考え。

2022年はグアム/日本観光55周年の年で、「GO GO! GUAM」キャンペーンの実施を予定している。島内のレストラン、観光施設が「55%オフ」「先着55名様」など55にちなんだサービスを展開する予定。旅行会社にはキャンペーンに参加する事業者をまとめたマップを配布するほか、賛同会社へのプロモーションや販促サポートなどもおこなう。さらに7月に業界向けのFAMツアーと現地商談会、8月にはMICE向けのウェビナーなどを予定している。

GVBグローバルマーケティングディレクターのネディーン・レオン・グレイ氏は「日本はグアムにとって55年の間変わらず、最も重要なビジネスパートナー。これからも多くの日本人をお招きしていきたい」と挨拶。GVBボードディレクター兼理事およびJMCバイスチェアマンのポール・シミズ氏も「グアムの観光リカバリーに向け、日本の旅行会社からの意見や提案もぜひ伺いたい。グアムでお会いできることを楽しみにしている」と語った。

#HEREWEGUAM WEBINAR ... MORE TO COME

ウイングトラベル

★グアム政府観光局、リカバリープロモを本格化

ウイングトラベル



若年女性層から喚起、5月以降は業界向け企画も

グアム政府観光局はこのほど、旅行会社やメディアなどを対象としたオンラインセミナーを開催し、海外旅行再開を見据えた今後のプロモーション方針などについて説明した。今月から日本政府による水際対策が一部緩和され、新型コロナウイルスワクチンの3回接種が完了していれば帰国後隔離が不要となるなど、グアム渡航へのハードルが下がってきたことを契機にリカバリープロモーションに本腰を入れる。まずは若年層の女性をターゲットに、日本から短時間で安全・安心に多様な体験ができる点を重点的に訴求するキャンペーンを展開する。

また、業界向けに今年グアムに日本人観光客が初めて訪問してから55周年を迎えることをフックとした企画を展開。現地の観光関連事業者が「55」をキーワードとしたさまざまな特典企画を用意するとともに、これらを活用した商品作成を行う旅行会社に対するプロモーションサポートを展開していく。これらの取り組みを推進していくことで、いち早い日本人渡航需要の獲得につなげていきたい考えだ。

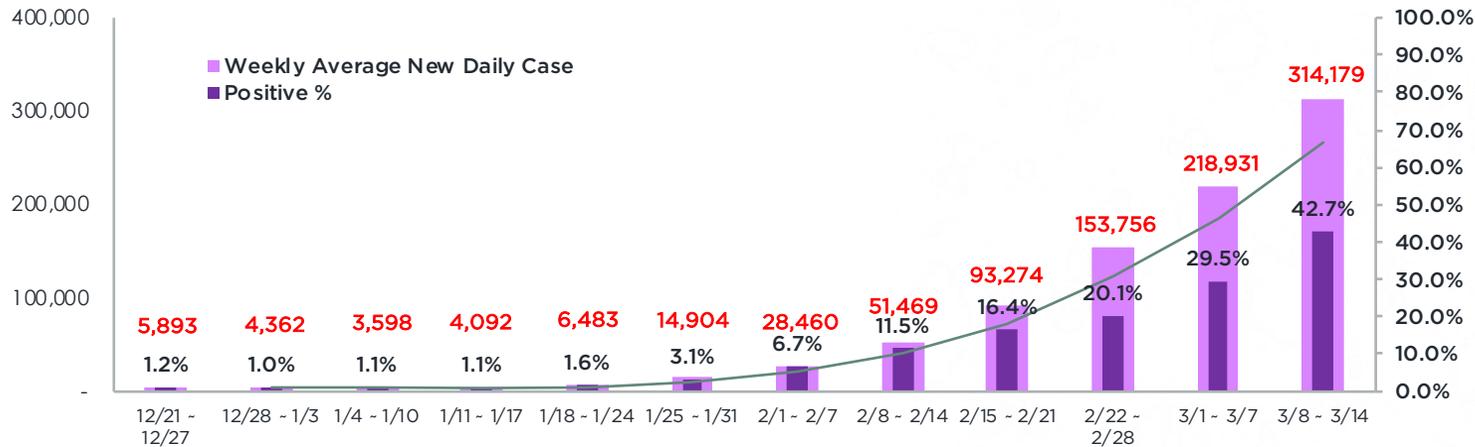
※写真＝日本の渡航要件緩和を歓迎するグアム政府観光局のネディーン・レオン・グレイグローバルマーケティングディレクター

1月の日本人入島者数は約1100人ととまる 日本側の水際対策緩和と歓迎、観光客受入体制整う

SOUTH KOREA

KOREA COVID-19 NEWS

WEEKLY AVERAGE CASE



Source: Central Disaster and Safety Countermeasures Headquarters

COVID19 Test	Confirmed Case
153 M	6.8M (4.5%)
Death	Vaccination (Age 18+)
10,595 (0.2%)	2 nd Dose: 96.2% Booster: 72.4%

Confirmed COVID-19

CASES: 7,629,275

N/A% active (N/A)

COVID-19 VACCINATION STATUS: FEB 26, 2021 – MAR 14, 2022

1ST DOSE ADMINISTERED

44,907,445
87.5% of total population
97.1% of 18 and older
96.2% of 60 and older

FULLY IMMUNIZED

44,434,348
86.6% of total population
96.2% of 18 and older
95.7% of 60 and older

BOOSTER SHOT

32,102,960
62.6% of total population
72.4% of 18 and older
88.7% of 60 and older

Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot
AstraZeneca	11,072,525 (24.7%)	9,239,336 (20.8%)	1,047 (TBD)
Pfizer	25,356,665 (56.5%)	26,950,926 (60.7%)	21,389,962 (66.6%)
Janssen	1,515,295 (3.4%)	1,515,295 (3.4%)	26,561 (0.1%)
Moderna	6,809,135 (15.2%)	6,633,267 (14.9%)	10,653,014 (33.3%)
NOVAVAX	76,434 (TBD)	20,382 (TBD)	27,070 (TBD)
etc. (WHO-authorized)	77,391 (0.2%)	75,142 (0.2%)	5,306 (TBD)
Total:	44,907,445	44,434,348	32,102,960

AS OF MAR 17, 2022

“Korea to extensively ease overseas arrival protocols:
Exemption of 7-day quarantine for fully vaccinated travelers”

**Fully vaccinated: Administered WHO EUA Vaccines / 14-180 days passed from 2nd shot administration OR Administered booster shot*

Reduced PCR tests

- PCR tests will only be required on the first day of arrival
- On the seventh day of arrival, people will be asked to take a rapid antigen test instead

Quarantine Exemption

- Fully vaccinated travelers in Korea or those who have registered vaccination history after vaccinated in overseas will be exempted from quarantine from Mar.21
- Fully vaccinated travelers in overseas but not registered vaccination history will be also exempted from quarantine from Apr. 1

Convenient Entry Protocol

- **Pre-entry reporting system:** Individuals submit their vaccination history before arrival via Q-code system
<https://cov19ent.kdca.go.kr/cpasportal/>
- **Suspension of quarantine transportation system:** All arrivals are allowed to use public transportation from April 1st

QUARANTINE PROTOCOL: TRAVEL BETWEEN KOREA-GUAM

March 21, 2022~



If I am Vaccinated in Korea (Nationals, Foreigners) or registered on COOV

**Fully vaccinated: Administered WHO approved Vaccines / 14-180 days passed from 2nd shot administration OR Administered booster shot*

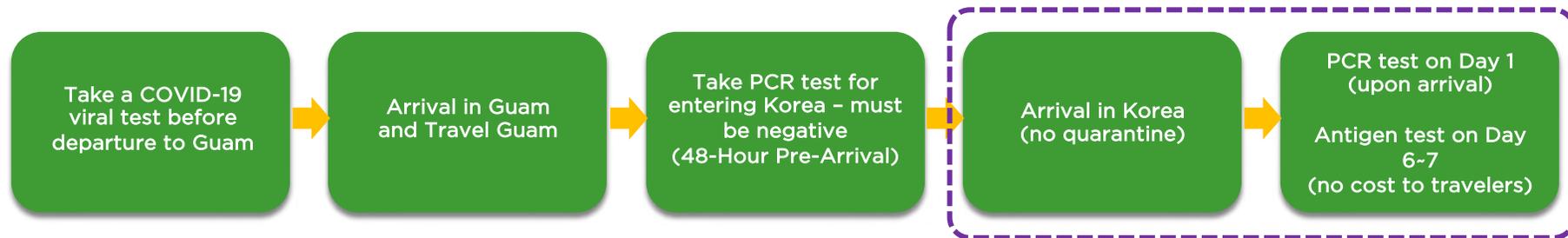


April 1, 2022~



If I am Vaccinated in Korea (Nationals, Foreigners) or registered on COOV

If I am Vaccinated in overseas and registered vaccination history via Q-code (Foreigners): [Q-code - Quarantine covid19 defence \(kdca.go.kr\)](#)

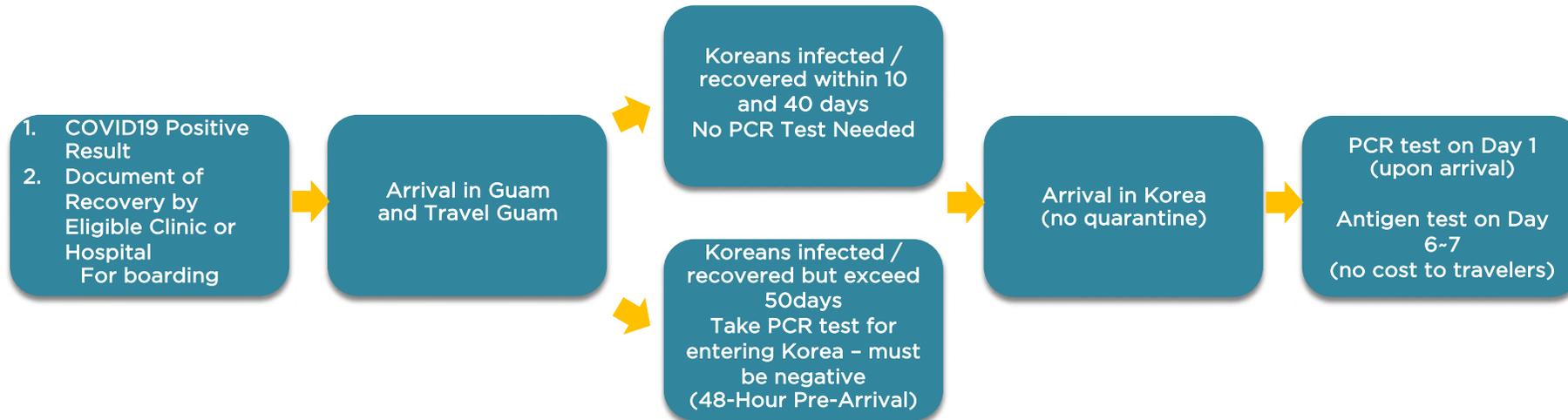


QUARANTINE PROTOCOL: TRAVEL BETWEEN KOREA-GUAM

March 21, 2022-



If I am previously confirmed positive result with COVID-19 and recovered
If I am Vaccinated in Korea (Nationals, Foreigners) or registered on COOV



TRAVEL TRADE: KEY ISSUE

01

The foreign ministry renewed its COVID-19 special advisory against all overseas travel for another month, which was first issued two years ago.

This extension is expected to be the last as the ministry said it would shift to country-specific advisories next month from the blanket advisory.



02

The government will begin vaccinating children aged 5-11 from March 31, beginning at 1,200 clinics nationwide.

Meanwhile, the government also began administering a booster shot for teenagers aged 12-17 who completed their two-dose vaccination at least three months ago.



LOCAL AIRPORTS GEARING UP FOR THE OVERSEAS TRAVEL RESUMPTION

Local travel partners are busy preparing chartered flight products targeting to depart in H1. Following Gimhae Airport, Muan Airport is also in the process of resuming the operation of Saipan chartered flights departing from April to May, while another chartered flight products to Da Nang and Chiang Mai are also being prepared for May to June.



E-COMMERCE PLATFORM FOCUSING ON OVERSEAS TRAVEL MARKET

Curly, Korea's top e-commerce platform, plans to sell travel packages to countries such as Guam and Saipan where travelers are exempted with quarantine, targeting late March to early April when there is a possibility of quarantine lift upon arrival in Korea in cooperation with Mode Tour.

TRAVEL TRADE PARTNERS ALL PREPARING FOR THE FULL-SCALE MARKETING WITH QUARANTINE LIFT MEASURE

Overseas travel is expected to be activated in earnest with the announcement of quarantine lift measure, which is effective from March 21, and the subsequent marketing promotions of diverse travel agencies.



TRAVEL AGENCY	ISSUE
	<ul style="list-style-type: none"> Reinforced US products with diverse travel theme Ex. Long-term/honeymoon/aurora/living two weeks in US
	<ul style="list-style-type: none"> Launched new marketing campaign "Dreams come true" Ex. Hana Live broadcast, time sale, early bird promotion, Safety&Joy program
	<ul style="list-style-type: none"> Opened eco-friendly Europe tour (small FIT group)
	<ul style="list-style-type: none"> Opened 2022 overseas honeymoon promotion Provision of benefits for each resort in Maldives

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	KE113	THU/SUN	9:00	14:20	2,484
Jin Air	LJ641	TUE/FRI	9:15	14:40	945
TOTAL					3,429

Jin Air : canceled March 1, 8, 15, 22



TOTAL OUTBOUND SEAT CAPACITY (MARCH): 3,429 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	KE113	THU/SUN	9:00	14:20	2,208
Jin Air	LJ641	TUE/FRI	9:40	15:05	1,701
T'way	TW301	WED/SAT (Apr 8 th -)	18:00	23:40	1,512
TOTAL					5,421

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT (Apr 30~)	08:05	13:05	220
Jin Air	LJ773	TUE/SAT (Apr 16~)	08:00	13:00	945
TOTAL					1,165



TOTAL OUTBOUND SEAT CAPACITY (APRIL): 6,586 SEATS

KOREA MARKET INTELLIGENCE

MAY AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	WED/THU/SAT/SUN	9:00	14:20	4,692
Jeju Air	7C3102	THU/SUN (May 5 th ~)	9:00	14:30	1,512
Jin Air	LJ641	TUE/WED/FRI/SUN	9:35	14:50	3,402
T'way	TW301	WED/THU/SAT/SUN	18:00	23:40	3,213
Air Seoul	RS101	WED/SAT (May 4 th ~)	20:45	02:15(+1)	1,560
TOTAL					14,379

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,980
Jin Air	LJ773	TUE/SAT	08:00	13:00	1,701
TOTAL					3,681



TOTAL OUTBOUND SEAT CAPACITY (MAY): 18,060 SEATS

UPCOMING PLANS

AIRLINE CO-OP PROMOTION

- **Period:** February- 2022
- **Airline:** Korean Air, Jeju Air, Jin Air, T'way, Air Seoul, Air Busan
- **Target:** General consumer, airline consumers

- **Scheme:**
 - Airlines to open [special promotion page](#) on their website.
 - Provide discount for Guam air ticket for [early bird promo](#).
 - Conduct [SNS event](#) to provide prizes and maximize exposure.
 - Place [on/offline advertisement](#).
 - Expose Guam logo on the promotion page.



TA CO-OP PROMOTION

- **Period:** March- 2022
- **TAs (TBD):** Hana, Mode, Lotte, Interpark, Lotte, YB, online, etc.
- **Target:** General consumers

- **Scheme:**
 - Develop special packages for market diversification
 - TAs to conduct website promotion to increase sales.
 - Provide benefits to consumers who book Guam packages during the promotion period.
 - Conduct TV home shopping, liver commerce, and social commerce promotion, etc.
 - Expose Guam logo on the promotion page.



UPCOMING PLANS

OTA CO-OP PROMOTION

- **Period:** March - April
- **Channel:** Kayak, HotelsCombined, Skyscanner
- **Target:** FITs, general consumers, potential travelers, OTA users
- **Ad Type:** Homepage takeover, Native inline, after-click, mobile display, display ads, stand banner, newsletter
- **Promotion Plan:**
 - Expose Guam Air Ticket & Hotel promotions in OTA Website & Mobile channels
 - Expose promotion on official Naver blog & Event banner
 - Link the banner to Guam sales page and GVB Korea SNS channels
 - Guam logo & GuamAgain will be exposed throughout the promotion



UPCOMING PLANS

AB ROAD MAGAZINE X DIGITAL INFLUENCERS CO-OP

- **Period:** March - May
- **Media:** AB-Road & JOIN enjoy (Jeju Air in-flight magazine)
- **Influencers:** Park, Eun Ha
- **Scheme:**
 - Co-op with digital influencers and have them travel Guam from Mar 31 to Apr 7
 - Experience diverse activities including food, diving, etc. and create contents
 - Post on their blog and SNS channel
 - Also, expose the contents on AB-Road magazine (May issue) as a Guam special edition with cover advertisement



@elenaehapark
Follower 61,621



<https://blog.naver.com/neweunha>



Circulation:
50,000



Circulation:
80,000

UPCOMING PLANS

DIGITAL INFLUENCERS CONTENT PRODUCTION

- **Period:** March - May
- **Target:** FITs, general consumers, potential travelers, SNS users, couples/honeymooners, etc.
- **Influencers:** 11 Influencers
- **Categories:** Photography Pitch (March) / Couple (April) / FIT - Millenials Boy&Girls Getaway (May)
- **Scheme:**
 - Co-op with digital influencers to travel to Guam and capture contents from different categories consecutively
 - Experience Guam according to the adequate theme of trip
 - Post and share their experience on their Instagram
 - Submit image/video contents to GVB for marketing and promotional usage



@dal._moo
Videographer/Photographer
36.8K Followers



@haeny_gram
Model/Influencer
89.5K Followers

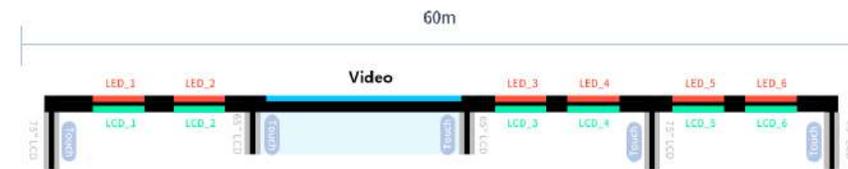
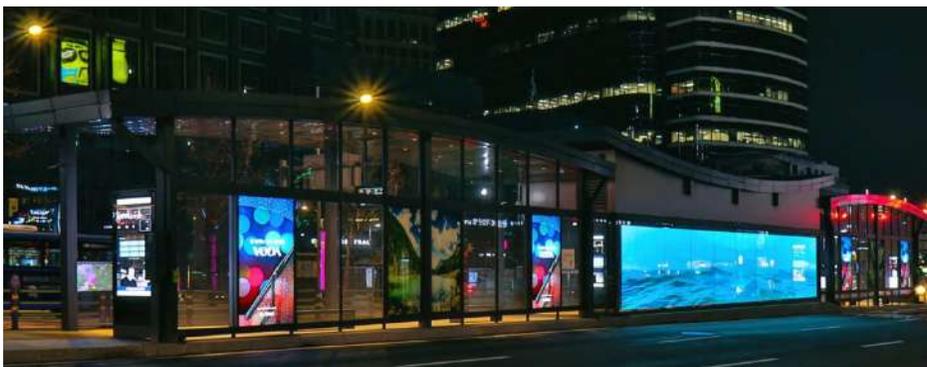


@saram.travel
Photographer/Influencer
24.1K Followers

UPCOMING PLANS

OUT-OF-HOME ADVERTISEMENT

- **Period:** April
- **Channel:** Outdoor advertisement at Hongdae and Sungnyemun
- **Platform:** Bus Shelter (Video & Signage)
- **Target:** Potential travelers in Hongdae and Sungnyemun area, office workers, people of all ages, FITs (10s-50s), etc.



UPCOMING PLANS

GUAM EXHIBITION AT LOTTE DEPARTMENT STORE HQ

- **Period:** April (tentative)
- **Target:** Lotte Department & Duty Free Membership, FITs, general consumers, potential travelers, etc.
- **Scheme:**
 - Secure Lotte Duty Free Shop lounge venue for Guam exhibition about a month
 - Decorate the spaces and showcase Guam photos and video to target Lotte DFS membership
 - During the exhibition period, invite media and influencers for press conference to promote Guam and maximize exposure



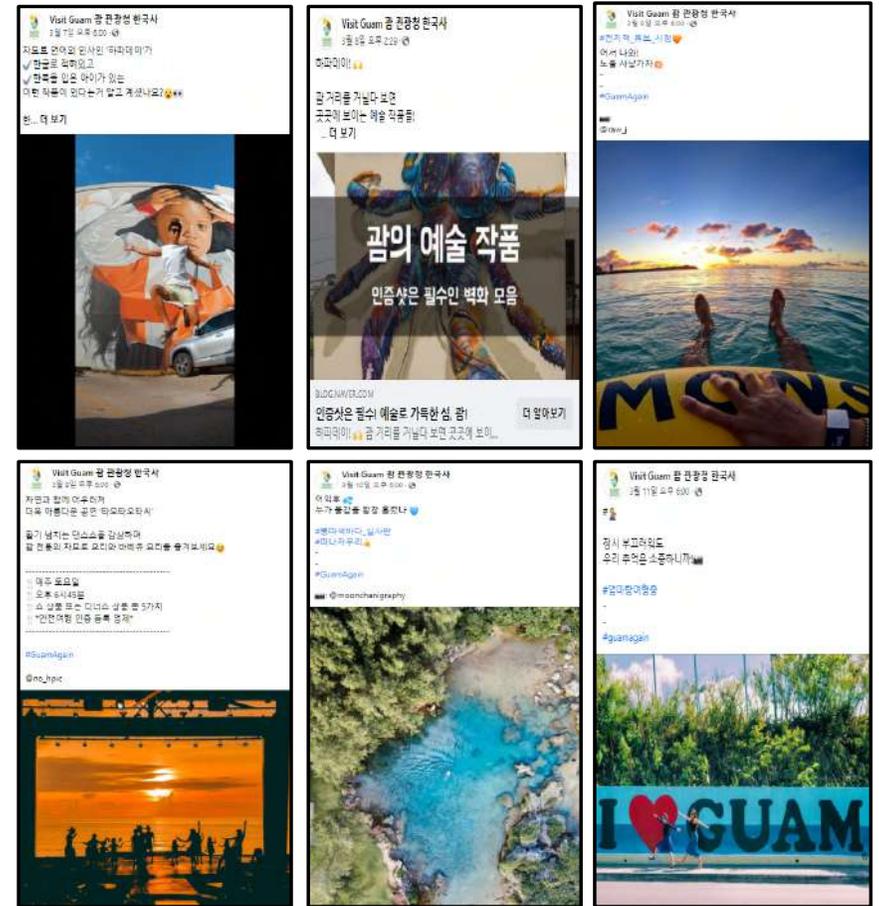
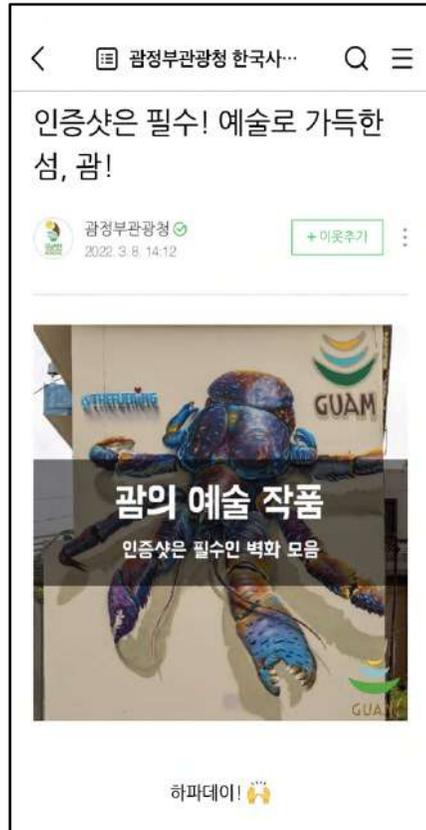
Australia case study

KOREA MARKETING ACTIVITIES

SNS WEEKLY ACTIVITY: MAR 7 - MAR 11

#GuamAgain

ARTWORKS IN GUAM



KOREA MARKETING ACTIVITIES



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

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

	February 28	March 1	March 2	March 3	March 4	March 5	
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		#GuamAgain Baby Fair & Education Fair	#FromGuam UGC	#FromGuam FAMTour UGC	#GuamAgain Foodtrucks	#FromGuam Unique Cafe	
	March 6	March 7	March 8	March 9	March 10	March 11	March 12
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		#GuamAgain Artworks in Guam	#GuamAgain Wall Paintings	#FromGuam FAMTour UGC	#GuamAgain Artworks in Guam	#FromGuam UGC	
	March 13	March 14	March 15	March 16	March 17	March 18	March 19
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		#FromGuam PCR test Announcement	#GuamAgain Scenery - Inarajan	Event	#GuamAgain Sightseeing Spot (Card News)	#GuamAgain Night Scenery	
	March 20	March 21	March 22	March 23	March 24	March 25	March 26
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		#GuamAgain 2022 WTTC Golf Clubs	#GuamAgain Golf - Onward Dream Hole	#FromGuam FAMTour UGC	#GuamAgain Golf (Card News)	#GuamAgain Golf	
	March 27	March 28	March 29	March 30	March 31		
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		#GuamAgain Beaches in Guam	#FromGuam Beach	#FromGuam FAMTour UGC	#GuamAgain Beach		

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

TAIWAN



TAIWAN REPORTS NO NEW DOMESTIC COVID CASES FOR FIRST TIME IN 2 MONTHS

Taiwan reported no new domestically transmitted COVID-19 cases for the first time in over two months on Thursday, though four clusters are still being monitored, according to the Central Epidemic Command Center (CECC).

The fact that Taiwan recorded zero new domestic cases "can make everyone happy for a day, but we still need to do the work to keep the COVID-19 situation under control day by day," Minister of Health and Welfare Chen Shih-chung said at a press briefing.

According to the CECC, Taiwan last reported zero new domestic cases on Jan. 1.



TAIPEI LIFTS COVID CURBS ON ELEMENTARY SCHOOL FIELD TRIPS

Elementary schools and kindergartens in Taipei are now allowed to conduct school field trips around Taiwan, the city government announced Wednesday as it begins to ease restrictions as the COVID-19 situation in the country improves.

Effective from Wednesday, the suspension of off-campus activities outside Taipei by elementary schools and kindergartens will be lifted, the Taipei City Department of Education said in a statement.

This follows a decision by the central government to relax some epidemic prevention measures as the coronavirus outbreak slows down, the department said.

Day trips should be given priority when planning such events, and if there is a need for accommodation, hotels with comprehensive COVID-19 prevention measures in place should be prioritized, while students who travel on the same tour bus should stay in the same hotel when on field trips, according to the department.



Confirmed
COVID-19

CASES:
21,492

5.84%
active
(1,256)

AS OF MAR 17, 2022

worldometer

TAIWAN UNLIKELY TO CANCEL QUARANTINE ENTIRELY THIS YEAR: MINISTER

Taiwan's Minister of Health and Welfare Chen said Tuesday that it is unlikely that the quarantine period required for arrivals would be canceled entirely before the end of 2022, unless there were new types of medicine targeting COVID-19.

The quarantine period was shortened to 10 days beginning March 7, and Chen said Monday that it could be shortened further to seven days after a one-month observation period.



At a legislative hearing on Tuesday, Chen said they were actively examining how Taiwan could open up its borders while keeping infection rates low.

These factors included the country's vaccination rate, the international pandemic situation, whether arrivals to Taiwan follow quarantine rules, the COVID-19-positive rate of arrivals, and the ability of individuals, businesses, local governments, and the central government to respond quickly in the case of an outbreak, Chen said.

Shortening the quarantine period from 14 to 10 days is "very safe" in terms of disease prevention, but shortening it even further to seven days would be a challenge, Chen said.

TAIWAN BEGINS 10-DAY QUARANTINE, OPENS TO BUSINESS TRAVELERS

The mandatory quarantine for overseas arrivals was shortened to 10 days on Monday (March 7), and borders were opened to business travelers.

The Ministry of Health and Welfare reduced this period from 14 days, and quarantines are still followed by seven days of self-health monitoring. Foreigners can now apply for special entry permits for business-related activities, such as investment and execution of business contracts.

Foreign professionals who can now apply for business visas include workers recruited by Taiwanese companies, managers of foreign or overseas Taiwan-invested companies, teachers hired by cram schools, athletes, coaches, and entertainers. The Ministry of Foreign Affairs stipulates that foreigners in these categories must first apply for a special entry permit at a Taiwanese representative office overseas.



SEVEN-DAY QUARANTINE POSSIBLE IN APRIL: HEALTH MINISTER

Taiwan's Health Minister Chen said Monday the quarantine period for arrivals to Taiwan could be further shortened to seven days in April, three days fewer than the current 10-day quarantine period.

Taiwan began implementing several new measures on Monday as part of its loosening of border restrictions/

When asked whether the quarantine period could be further shortened to seven days after a one-month observation period, Chen said that was a possibility.

"We are prepared to shorten the quarantine period even further" provided the COVID-19 situation in Taiwan remains stable and under control, he said.

Other factors that will be taken into consideration are whether people follow quarantine rules, the vaccination rate of seniors, and the international pandemic situation, he added.



- The latest list of the risk categories for countries/regions is as follows:
 - Level 1 (Watch): None.
 - Level 2 (Alert): Palau.
 - Level 3 (Warning): The rest of the countries/regions in the world except for Palau.
- CECC announced that it has begun devising plans for quarantine, moving towards reducing the 14-day quarantine to a 10-day quarantine followed by a 7-day self-health management. (Feb. 14)
- CECC announced that it will relax epidemic prevention measures from March 1 to March 31. Details about related regulations include: (Feb. 24)
 - A. Mask rules will be loosened.(for example, Masks may be removed when consuming food/beverages outside)
 - B. consuming food and beverages will be allowed inside a vehicle such as train, ships, and domestic flights.
 - C. Stores, supermarkets, and markets: crowd control will not be required, and food sampling will be allowed.
 - D. Dining venues should: Toasting each table will be allowed at banquets.
 - E. Religious venues and religious gatherings or events: shall abide by epidemic prevention and control regulations issued by the Ministry of Interior.
- Starting February 15, Taiwan to implement second phase of special program for foreign workers' entry. Employers are allow to bring in foreign workers from Indonesia, Vietnam, the Philippines, and Thailand.



TAIWAN COVID-19 NEWS

RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting March 7, 2022 Taipei Time)				
Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement upon Arrival	
R.O.C. (Taiwan) National	Departure from any international port	Yes	1. a COVID-19 RT-PCR test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date) 2. strengthened quarantine measures *note1	
Traveler Type	Credential	Eligible to Enter Taiwan?	Requirement	
Foreign National	Holder of ARC (Resident visa not included)	1. Open to all purposes of entry. 2. Migrant worker must also hold re-entry permit.	Yes	1. a COVID-19 RT-PCR negative test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date) 2. strengthened quarantine measures *note1
	Non-ARC holder	1. Who obtains entry permission for emergency or humanitarian reason. 2. Spouse or underage child of Taiwan national. 3. Student who obtains permission by Ministry of Education. *note3 4. Spouse or underage child of a ARC holder*note4 5. Business traveler	Yes	
	All others		No	

Note:

- All travelers are required to undergo 10-day quarantine after arrival. (the day of arrival counts as Day 0; a 7-day self-health management will be required starting the 11th day.) All travelers are required to arrange their location of quarantine prior to arrival and follow other regulations and instructions by Taiwan Centers of Disease Control.
- Effective 00:00 am, May 19, 2021, transit via Taiwan is temporarily suspended.
- Personnel on diplomatic /government official business, migrant workers, students, should follow instructions by Ministry of Foreign Affairs, Ministry of Labor, and Ministry of Education.
- ARC holder as migrant worker, student will not be applicable.

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




Mar. 7 2022
National Immigration Agency
Ministry of the Interior

AIR V&V PROMOTION - NR MONITOR

From Mar 5 to Mar 11, a total of 6 exposures are monitored.

As of Mar 11, a total of 34 exposures are monitored this month including:

- TV Exposure: 0
- Online Exposure: 33
- Social Media: 1



AIRLINE UPDATES CURRENT ROUTE IN OPERATION

CHINA AIRLINES

- Routes scheduled for March-May

EVA AIR

- TPE to Seoul, Singapore, Hong Kong (four flights per week)
- TPE to Shanghai, LA, BKK, Jakarta, Tokyo, San Francisco, New York (three flights per week)
- TPE to Manila, Osaka, Seattle (two flights per week)
- TPE to Paris, Vancouver (one flight per week)

STARLUX AIRLINES

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



AIT-GUAM TAIWAN OFFICE MEETING

- Date: **Mar 7**
- GTO spoke with AIT Commercial Officer Clint Brewer and Commercial Specialist Rita Chen to discuss opportunities for Taiwanese companies to cooperate and invest in the Guam Broadband Infrastructure Program.

Rita Chen, 商務經理



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CONCALL WITH TAIWAN BIO, ASOA, TAITRA AND AIT

- Date: **Mar 8**
- GTO talked with AIT, Taiwan Bio, ASOA members, and TAITRA, preparing for the upcoming Bio Forum and discussing the updated agenda.



TAIWAN MARKETING ACTIVITIES

TAIPEI LANTERN FESTIVAL OPENING PRESS CONFERENCE

- Date: **Mar 8**
- GTO had dinner with Starlux and the former chairman of TATA, Starlux Airlines attendees include:
 - Ms. Joyce pan, Mr. Joshua Cheng, Ms. Hanna Lee, Mr. Ken Wang
- GTO thanked the former chairman for his support to Guam, learned about Starlux's latest news and views on the island market, and discussed the future plans about Guam (the four attendees are all important managers in the North American market of Starlux)



- They are optimistic about Guam's market after the relevant ban is lifted, and they also praised Guam's high media share of voice, mentioning that Guam has always been on their target list of future flight routes.

TVA & ANTOR SPRING OUTING

- Date: **Mar 10**
- GTO participated in TVA & ANTOR Spring Outing, building good relationships and interaction with TVA and ANTOR members



TAIWAN MARKETING ACTIVITIES



Social Media March Content Calendar

							Safe-Certified Accommodations
							Safe-Certified Service Safe-Certified Shopping
							Attractions and Activities
							Safe-Certified Restaurants
							Guam Scenery
			1-Mar-22	2-Mar-22	3-Mar-22	4-Mar-22	5-Mar-22
Week 1		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Safe-Certified Restaurants- Capricciosa Ristorante Italiano	Safe-Certified Accommodations- Guam Plaza Resort & Spa	x	Guam Scenery 1	Safe-Certified Shopping- Guam Premier Outlets
Week 2	6-Mar-22 SUNDAY	7-Mar-22 MONDAY	8-Mar-22 TUESDAY	9-Mar-22 WEDNESDAY	10-Mar-22 THURSDAY	11-Mar-22 FRIDAY	12-Mar-22 SATURDAY
		Attraction - Country Club of the Pacific		Guam Scenery 2	x	GVB-DestinationMarketing pic 1	
Week 3	13-Mar-22 SUNDAY	14-Mar-22 MONDAY	15-Mar-22 TUESDAY	16-Mar-22 WEDNESDAY	17-Mar-22 THURSDAY	18-Mar-22 FRIDAY	19-Mar-22 SATURDAY
	Safe-Certified Restaurants- Jeff's Pirates Cove	White Day Event	Guam Scenery 3	Safe-Certified Restaurants- California Pizza Kitchen	x	Safe Shopping - DFS Guam LP	
Week 4	20-Mar-22 SUNDAY	21-Mar-22 MONDAY	22-Mar-22 TUESDAY	23-Mar-22 WEDNESDAY	24-Mar-22 THURSDAY	25-Mar-22 FRIDAY	26-Mar-22 SATURDAY
	Activities- Guam Tropical Dive Station	GVB-DestinationMarketing pic 2		Activities - Guam Ocean Park	x	Guam Scenery 4	Safe-Certified Restaurants- Crust Pizzeria Napoletana
Week 5	27-Mar-22 SUNDAY	28-Mar-22 MONDAY	29-Mar-22 TUESDAY	30-Mar-22 WEDNESDAY	31-Mar-22 THURSDAY	FRIDAY	SATURDAY
		Guam Scenery 5		Safe-Certified Accommodations - Dusit Thani Guam Resort	x		

PHILIPPINES

Borders further eased; fully vaxxed travellers permitted from all countries with pre-departure antigen test.



Source: Cases - John Hopkins University (2022-03-15). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2022-03-15). Retrieved from OurWorldInData.org

NAIA TO DOUBLE PASSENGER CAP, AIRPLANES AT 100% CAPACITY

The Ninoy Aquino International Airport (NAIA) is ready to double its passenger arrival cap from 5,000 to 10,000 now that the National Capital Region (NCR) and several other regions are under Alert Level 1, Transportation Secretary Arthur Tugade said. “Two days ago, we hit 7,500 for inbound passengers at the NAIA. And we are expecting in the next couple of days it will be 10,000 passengers,” Tugade said.

Since the shift to the least strict Alert Level 1 last March 1, all public transportation, including by air, are allowed to operate at 100 percent capacity. However, Tugade said that all “universal and mandatory safety measures” from departure, in flight, and arrival will remain in effect in all airports and aircraft. He said the NAIA Terminal 4 will reopen beginning March 28 with domestic travel in the country logging an increase of 150 percent from January to February this year. He added that the newly-inaugurated NAIA Taxiway Charlie would allow the airport to increase its aircraft slots from around 34 to 40 aircraft to 44 to 46 aircraft.

PHL REMOVES ARRIVAL QUOTAS; ALL VAXXED FOREIGN TOURISTS NOW ALLOWED ENTRY

THE Philippine government has opened its borders further to all fully vaccinated leisure tourists from abroad starting April 1.

This was the decision on Thursday by the Inter-Agency Task Force on the Management of Emerging Infectious Diseases (IATF), paving the way for the Department of Foreign Affairs (DFA) to start processing tourist visas for citizens of countries not covered by the government regulations on those with visa-free status.

The IATF likewise has allowed an alternative option for fully vaccinated foreign tourists to submit a negative laboratory-based antigen test result taken within 24 hours from departure, instead of a negative RT-PCR test result taken 48 hours prior to departure, which was earlier required by the body.



Tourism Secretary Bernadette Romulo Puyat

PHILIPPINES GRANTS EMERGENCY USE OF PFIZER COVID-19 PILL

The Philippines' Food and Drug Administration (FDA) has granted emergency use authorization (EUA) for Pfizer COVID-19 pill Paxlovid, FDA chief Oscar Gutierrez announced on March 11. An EUA would clear the way for products it covered to be used by the public even while these are still in the development phase. COVID-19 vaccines being used now are also under EUA approval.

The granting of EUAs is intended to ensure timely access to medicines and vaccines by cutting down the approval processes that normally take six months, to just about a month.



POSSIBLE 'ALERT LEVEL 0' ON AGENDA: WILL FACE MASKS FINALLY GO?

The government's pandemic managers would be discussing guidelines for a possible "alert level 0," which could end most if not all of the health emergency restrictions in the country, according to Health Secretary Francisco Duque III.

With COVID-19 cases in the country continuing to drop under alert level 1, which allows establishments to operate at 100-percent capacity, the restrictions could be relaxed even further, Duque said.

The Philippines currently has five alert levels, and Metro Manila and 38 other areas are under alert level 1, which is the least restrictive and is called the "new normal" by the Department of Health (DOH).

He said the Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF) would still have to discuss the factors that need to be taken into account before moving ahead. "Among the questions are, under alert level 0, can masks be removed? Can hand hygiene not be followed? Or are ventilations sufficient?" Duque said.



Health Secretary Francisco Duque III



UA 184 MNL-GUM:
DAILY FLIGHTS



PR 110 MNL-GUM:
3X WEEKLY
(TU, TH, SU)

PHILIPPINES MARKET INTELLIGENCE

PHILIPPINES, TAIWAN COME TO AGREEMENT ON VACCINATION CERTIFICATES

Taiwan and the Philippines have reached agreement on mutually recognizing each other's vaccination certificates, meaning travelers carrying Taiwan-issued certificates will no longer have to be quarantined upon arrival in the Philippines.



According to the Taipei Economic and Cultural Office in the Philippines, Taipei and Manila will now recognize each other's international vaccination certificates and digital vaccine certificates.

The Philippines' Bureau of Quarantine said it has also received the IATF's notice, and travelers carrying Taiwan issued vaccination certificates can board their flights without having to book a quarantine hotel and undergoing quarantine, Chen said.

MARKETING ACTIVITY: SOCIAL MEDIA



Post Reach	Post Engagements	New Page Likes
233.2k ▼ 29%	8,749 ▼ 25%	10 ▼ 41%

Posts ? [SEE MORE](#)
3 posts published in the last 7 days.

MOST ENGAGING POSTS

Post	Reach	Engagements
 For Filipino immigrants stayi... March 16	1.3K	57
 Start your day right, with the stu... March 10	503	18
 Be in your own element and emb... March 14	315	7

Insights Overview

Take a deeper look at how your account and content are performing on Instagram during Mar 9 - Mar 15.

Accounts reached	1,499 -32.6%
Accounts engaged	87 +55.3%

FREE RT-PCR TEST FOR GUAM VISITORS

Visit any of our partner clinics for your FREE RT-PCR test for your return flight home. (Available until March 31, 2022)

For more information, visit www.visitguam.com/pcr

