

#InstaGuam  
@lisabarkand



# *Biba Mes Chamoru*

Guam History and Chamorro Heritage Month

# INDUSTRY RECOVERY REPORT

MARCH 4, 2022



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# DESTINATION UPDATES

# ENTER TO WIN - #InstaGuam

## Weekly Prize Contest

What do you love most about Guam?

Share & Submit Your best photos and videos on [visitguam.com/instaguam](https://visitguam.com/instaguam)



# #InstaGuam

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](https://visitguam.com/instaguam).



# FANDANÑA FRIDAY



The poster features a vibrant orange and red background with palm fronds at the top. In the center, a large yellow sun with a smiling face is positioned above a grey stone fire pit filled with flames. The text 'Fandanña Friday!' is written in a mix of white and blue fonts. At the bottom, there is information about the event's start time and location, along with contact details for the Guam Visitors Bureau.

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](mailto: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.

“Our intent is to not only work with food trucks, but other local businesses, artists, and musicians as we get a true feel for this event,” said GVB Sports & Events Community Development Officer Kraig Camacho. “We’re developing more activities that will aid in the recovery of the tourism industry.”

***“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 (WTTTC) 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](https://visitguam.com) in English, Japanese, Korean, and Chinese. The Safe Travels Stamp certificate is valid through December 31, 2022.



Go to [guamvisitorsbureau.com](https://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](http://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](http://www.visitguam.com/pcr)

For more info, please visit: [www.visitguam.com/pcr](http://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](http://visitguam.com/pcr)
  - Japanese: [visitguam.jp/pcr](http://visitguam.jp/pcr)
  - Korean: [welcometog Guam.co.kr/pcr](http://welcometog Guam.co.kr/pcr)
  - Traditional Chinese: [visitguam.org.tw/pcr](http://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)

AMERICAN SIBIRIAN (Mangilao & The Plaza)  
 CARE (Dededo & Agaña)  
 FHP (Ferdinand Magellan)  
 HSP (Health Services of the Pacific)  
 Guam Seventh Day Adventist Clinic

*Su Qu'os Måi'se'* for your continued support.

GUAM VISITORS BUREAU  
 Tel: +1-671-646-5278  
 Ms. Margaret Sablan  
 margaretsablan@visitguam.com

Mr. Brian Borja  
 brian.borja@visitguam.com

Program ends Thursday, March 31, 2022

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



### INTERISLAND SHIPPING CAN FUEL ECONOMIC EXPANSION

Håfa adai! As science, medicine, and technology work around the clock to turn the turbulent chain of COVID variants into a more manageable endemic, it will be the bailiwick of business and government to close the transportation gaps and fortify the financial frailties that the pandemic has brought to light across the world of commerce.

Shuttered shop-fronts, laid-off workers, the issuance of trillions of dollars in emergency federal assistance, and the inevitable inflation that follows. Canceled air routes, clogged seaports, delayed shipments, and the inexorable reality of dwindling stockpiles and barren store shelves.

Yes, business, finance, and government must build resiliency into local and regional economies that were left ill-prepared for the sequence of institutional lockdowns and supply-chain interruptions that have coincided with the rise of the novel coronavirus.

COVID has disrupted global travel and shuttered businesses all over the planet. It has destroyed assumptions about sustainable inventories and supply lines, spawned rapid advances in workaround technologies, and fundamentally changed the way we live our lives and interact with one another.

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

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

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

LATTE OF FREEDOM  
*Hagåtña*



*Biba Mes C'Hamorru*  
Guam History and Chamorro Heritage Month

# MARKET INTELLIGENCE REPORT

As of March 3 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.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)

[https://www.mofa.go.jp/ca/fna/page4e\\_001053.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](https://www.mofa.go.jp/ca/fna/page22e_000921.html)

## SOUTH KOREA

- All travelers to South Korea must provide proof of a negative COVID-19 test result collected within 48 hours of their departure. (Children below 6 are exempted if parents/guardians provide proof of a negative COVID-19 test result). Accepted tests include: PCR, LAMP, TMA, SDA, and NEAR.
- Upon arrival and on Day 6-7, a mandatory PCR test is conducted at a local public health center; both tests are at no cost to the traveler.
- All international arrivals, except for Singapore and the CNMI, must quarantine for 7 days regardless of vaccination status. Residents must download a contact tracing and system monitoring app and self-quarantine. Foreigners must download a contact tracing and system monitoring app and quarantine at a government facility (traveler's cost).

## 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 14 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
- Classification of green, yellow, and red lists is temporarily suspended
- All inbound passengers shall register with the One Health Pass prior to arrival in the Philippines
- Travelers are considered Fully Vaccinated if:
  - They received 2<sup>nd</sup> 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

### For Arriving Filipinos ONLY:

- Those recently recovered from COVID-19 but still test positive in their required pre-departure RT-PCR test, may be allowed to center subject to certain requirements.

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

<https://aganapcg.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

#### Fully Vaccinated Nationals

- Negative RT-PCR test result taken within 48 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
- 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

# MARKETS AT-A-GLANCE

## JAPAN

- Number of new cases nationwide decreased by 16% from the last week to about 460,000; cases continues to decline
- Government is opening more large scale vaccination centers to promote the third round of vaccinations; progress in third dose vaccination is slow
- Quarantine will be exempted for those who have completed the 3<sup>rd</sup> shot of vaccinations (designated countries only)
- Government announced specific waterfront mitigation measures on February 24
- Starting March 1, those returning from all over the U.S. (including Guam) who have completed their 3<sup>rd</sup> vaccination will be exempt from quarantine with a negative result upon return; those who have completed their 2<sup>nd</sup> or lower vaccination will be quarantined at home for three days
- Most package, agent-organized tours cancelled until March 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 March 31
- Shown in appendix: outbound stats; SNS performance summary, content calendar, posts of the week, promotions, creatives, ambassador FAM tour recaps, weekly Guam, and social listening results

## PHILIPPINES

- Government sets fourth national vaccination days early March
- Metro Manila, 38 other areas enter alert level 1 in March
- PH has 'overcome' worst Covid surge; doctor warns about complacency as Metro Manila shifts to Alert Level 1; Alert Level 1 requires face masks, proof of full vaccination, allows 100% capacity
- Government may fall short of 5M 'Bayanihan Bakunahan' target despite extension
- LRT-2 stations launch vaccination drive for rail commuters; no red-list countries anymore
- Fully vaccinated Filipinos can enter Singapore starting next month
- **Philippine Airlines - three flights per week; United Airlines - daily flights in February** 
- GVB participated in the 7<sup>th</sup> International Travel Festival (ITF) in Cebu; about 180,000 pax visited
- Social media posts shown in appendix

## SOUTH KOREA

- Daily cases surpassed 200,000 for the first time due to omicron variant
- Government considers exempting quarantine for fully vaccinated overseas travelers
- Korea suspends vaccine pass nationwide
- Korea may adopt pandemic exit plan after mid-March
- Korea approved first vaccine for children aged 5 to 11
- Korea extends overseas travel advisory until Mar. 13; Korea's new plan leaves vulnerable patients under 60 on their own
- Quarantine regulations simplified as cases keep surging
- U.S. loosens mask recommendations in 70% of country
- EU countries agree to admit travelers vaccinated with WHO-approved shots
- Australia fully re-opens borders after two-years of Covid-19 closure
- Travel trade key issues shown in appendix
- Saipan eases entry protocol for international travelers 
- **March and April airline seat capacity shown in appendix**
- SNS weekly activities and marketing content calendar shown in appendix

## TAIWAN

- Taiwan to relax mask mandate, lift ban on eating on public transport
- Taiwan to shorten quarantine, grant entry to business travelers from March 7
- Bookings for Feb. 28 - Mar. 6 Covid booster shots to begin
- Official word on "economic travel" bubble announced
- Chen says Taiwan quarantine will not be shortened until 50% receive boosters
- Available COVID booster shots 80% booked in less than two days: CECC
- Taipei planning to lift some COVID restrictions on Feb. 15
- Four COVID-19 infections of unknown origin reported in Kaohsiung
- Taiwan planning to open to business travelers from March
- Taiwan mulling 7-day quarantine by April; mulls easing border controls for foreign travelers
- Show in appendix: CECC updates, restriction to citizens/non-citizens entering Taiwan, airline routes, and March social media content calendar
- Marketing activities include: GVB concall with MOFA; meetings with Antor General, UOG POC Dr. Chen, Compson's overseas vice president, Taipei City mayor's office, Taipei Information and Tourism department, Keelung City Department of Tourism and City Marketing, Ministry of Education, Department of Information & Tourism - Taipei City, Taipei Lantern Festival attendance, and Guam-Taichung sister city agreement signing ceremony

DETAILS ARE FOUND IN THE APPENDIX

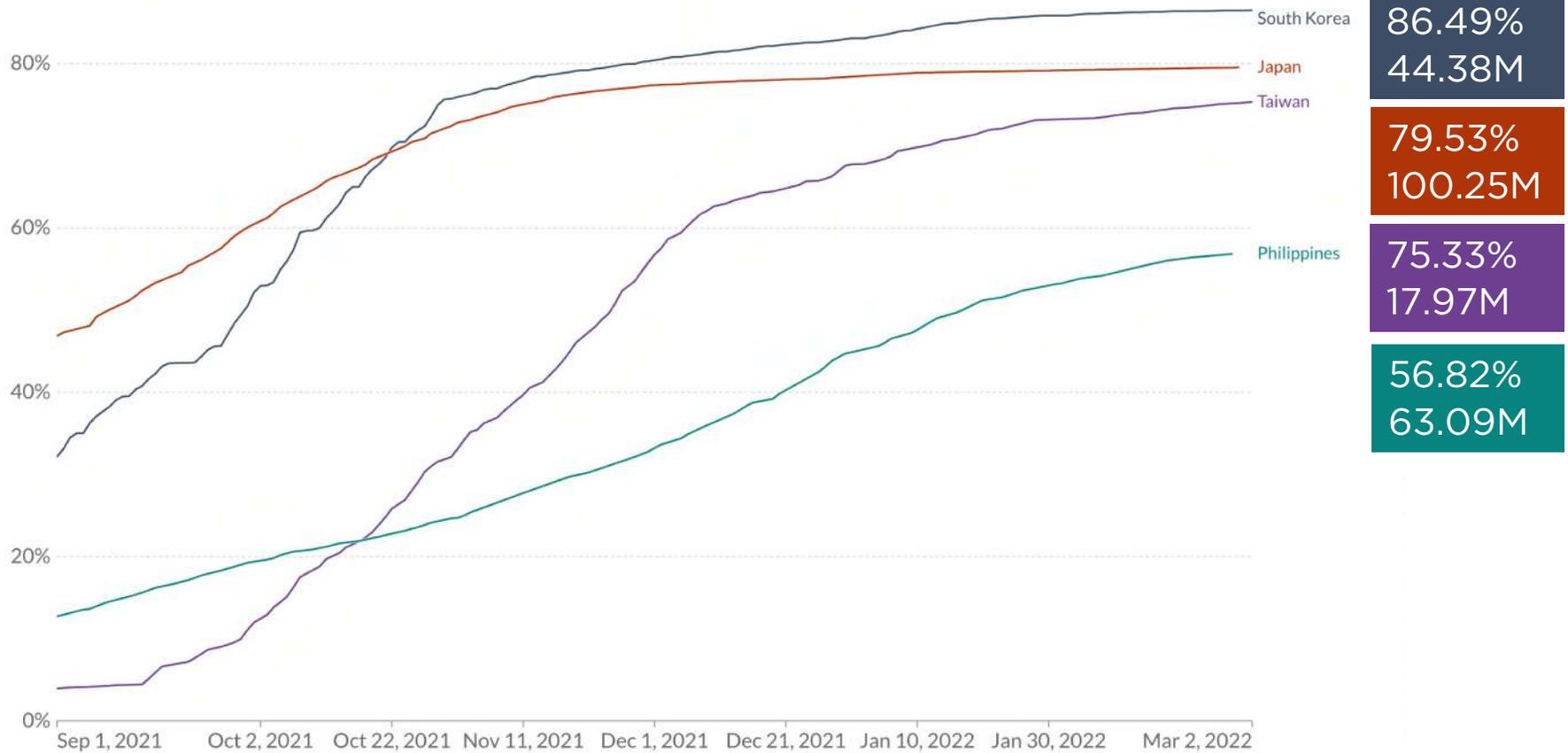
# MARKETS AT-A-GLANCE

## 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.

Our World in Data

LINEAR LOG



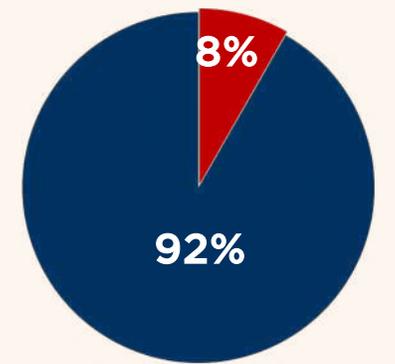
Source: Official data collated by Our World in Data  
 Note: Alternative definitions of a full vaccination, e.g. having been infected with SARS-CoV-2 and having 1 dose of a 2-dose protocol, are ignored to maximize comparability between countries.

CC BY

## GUAM

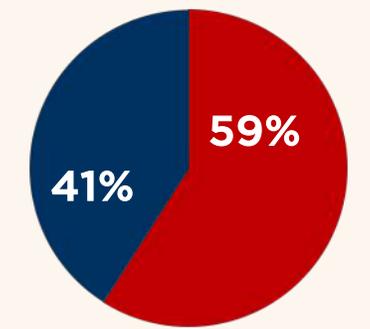
135,084 Fully Vaccinated

### COVID-19 CASES



Active In-Active

### BOOSTER



Have yet to receive Received booster

# APPENDIX

As of March 3, 2022 and  
may be subject to change.



# JAPAN



# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The number of new cases nationwide decreased by 16% from the last week to about 460,000.
- The momentum of the infection has continued to decline over the past week.
- The number of infected people per 100,000 population is about 367 in Japan, and about 569 in Tokyo. (2/22-28)



The number of infected people per 100,000 population:

NATIONWIDE

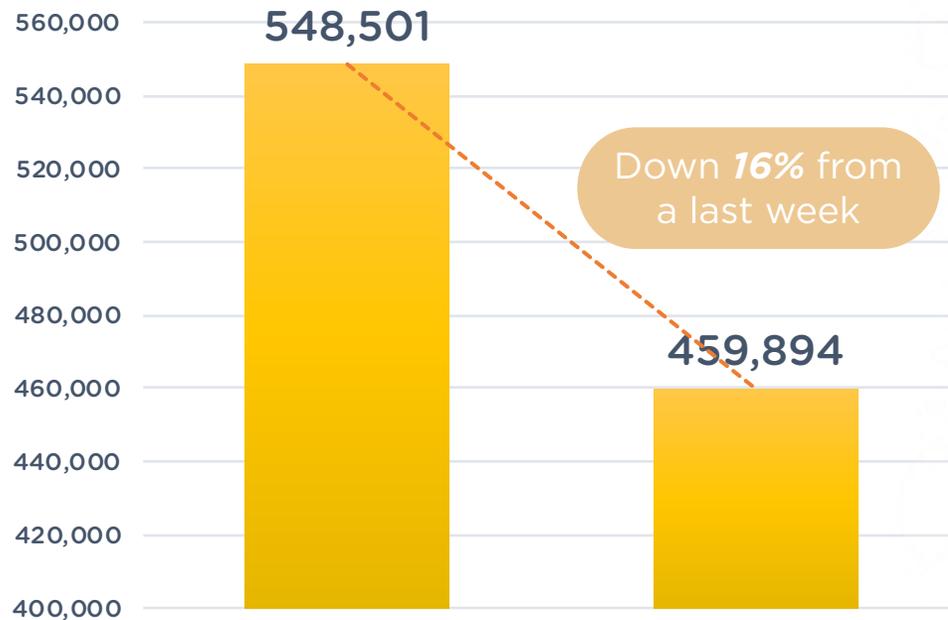
**367.94**

TOKYO

**569.08**

Total for last 7 days

## Nationwide



| AREA / NEW CASES | Feb 16-22 | Feb-Mar 23-1 | Changes (#) vs LW | Changes (%) vs LW |
|------------------|-----------|--------------|-------------------|-------------------|
| Tokyo            | 98,023    | 79,189       | -18,834           | 81%               |
| Osaka            | 74,375    | 56,372       | -18,003           | 76%               |
| Aichi            | 38,278    | 32,016       | -6,262            | 84%               |
| Fukuoka          | 24,406    | 20,833       | -3,573            | 85%               |
| Nationwide       | 548,501   | 459,894      | -88,607           | 84%               |

Created based upon data from NHK (Japan Broadcasting Corporation)

## Confirmed COVID-19

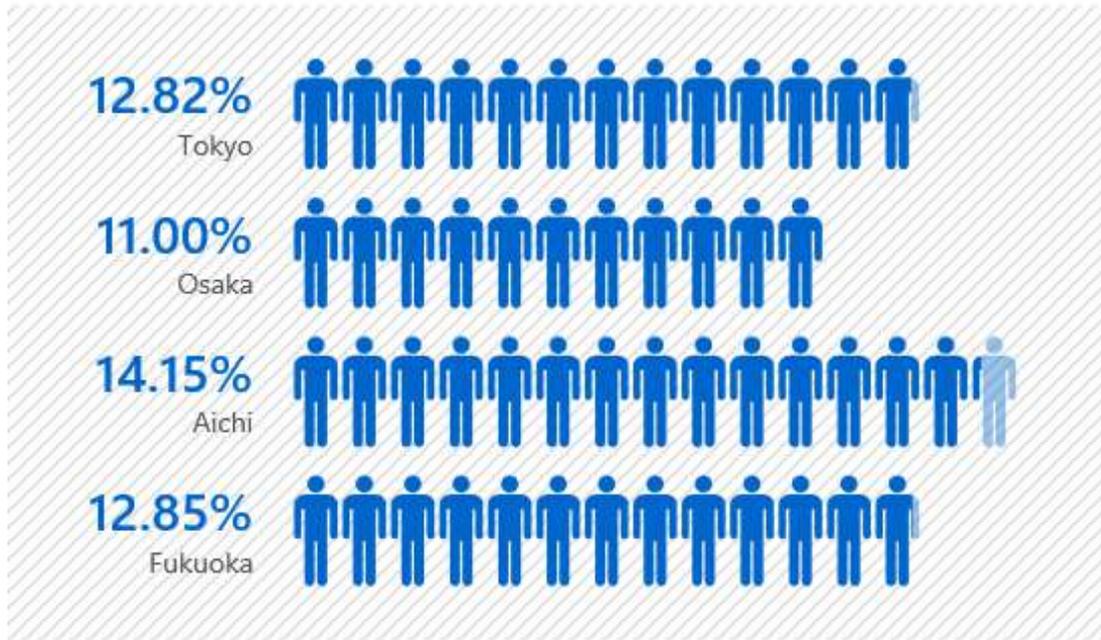
### Cases: 5,139,305

### 13.54% active (695,387)

AS OF MAR 3, 2022

worldometer

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



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

## HIGHLIGHTS

- The government is opening more and more large scale vaccination centers to promote the third round of vaccinations.
- Progress in third dose vaccination is slow
- Quarantine will be exempted for those who have completed the 3<sup>rd</sup> shot of vaccinations.(designated countries only).

## VACCINATION UPDATE

Total number of vaccination:  
**223,820,819**

Nationwide 3<sup>rd</sup> shot:  
**21,969,938**  
**(17.3%)**

1st & 2<sup>nd</sup> doses administered:  
**101,672,246**  
**(80%)**  
**100,178,635**  
**(79%)**

Senior Citizens (+65):  
**1<sup>st</sup>: 33,152,850**  
**(93%)**  
**2<sup>nd</sup>: 33,033,391**  
**(92%)**

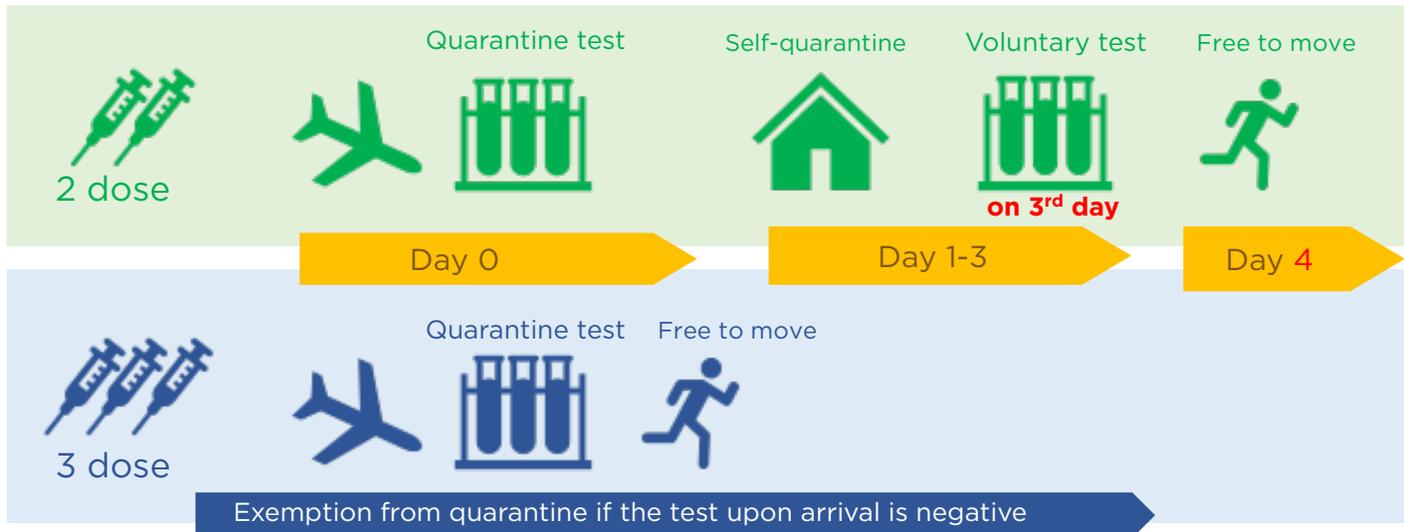
(2/25)

## ENTRY PROTOCOLS

### HIGHLIGHTS

- The government announced the details of specific waterfront mitigation measures on February 24.
- Starting March 1, those returning from all over the U.S. (including Guam) who have completed their 3rd vaccination will be exempt from quarantine with a negative result upon return; those who have completed their 2nd or lower vaccination will be quarantined at home for three days.

Effective from March 1 for those returning to Japan



In the shortest possible time, assuming a negative result

## PR / TRADE

- #HereWeGuam webinar announcement
- Date: Mar 3<sup>rd</sup>
- Time: 2PM Guam Time
- Objective: Introduce New GVB Japan structure
- Expected # of audience: 300

**#HereWeGuam Webinar**

開催日: 2022年 3/3(木)

時間: 日本時間 13:00~開始予定 (約90分)

形式: Zoom を利用してのウェビナー方式

出席対象人数: 最大500名様

※各7時から参加人数の上限はございます。※大変お待たせですが、参加人数の方も対象とさせていただきます。

# JAPAN MARKET INTELLIGENCE



## AIRLINE OPERATION

| AIRLINES  | STATUS                            | FLIGHT       | DEPARTURE | JPN TO GUM      | FLIGHT       | GUM TO JPN    | FREQUENCY     | CAPACITY |
|---|-----------------------------------|--------------|-----------|-----------------|--------------|---------------|---------------|----------|
|     | Suspended until<br>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<br>May 25, 2022   | UA874        | NRT       | 21:05 / 1:45 +1 | UA873        | 17:05 / 19:50 | Daily         | 166      |
|   | Suspended until<br>May 5, 2022    | UA 136       | NGO       | 11:20 / 15:55   | UA 137       | 7:30 / 10:20  | Daily         | 166      |
|   | Suspended until<br>May 25, 2022   | UA 172       | NGO       | 20:50 / 1:25 +1 | UA 171       | 17:00 / 19:55 | Daily         | 166      |
|   | Suspended until<br>May 5, 2022    | UA 150       | KIX       | 11:05 / 15:45   | UA 151       | 7:10 / 10:10  | Daily         | 166      |
|   | Suspended until<br>May 25, 2022   | UA 178       | KIX       | 20:50 / 1:20 +1 | UA 177       | 16:50 / 19:50 | Tue, Thu, Sat | 166      |
|   | Suspended until<br>July 31, 2022  | UA 166       | FUK       | 11:50 / 16:50   | UA 165       | 07:40 / 10:50 | Daily         | 166      |
|   | Suspended until<br>May 31, 2022   | JL941        | NRT       | 9:30 / 14:15    | JL942        | 16:50 / 19:35 | Daily         | 199      |
|  | Suspended until<br>April 30, 2022 | TW 311       | KIX       | 10:45 / 15:10   | TW 312       | 16:10 / 19:00 | Daily         | 189      |
|   | Suspended until<br>March 31, 2022 | 7C3174       | KIX       | 10:10 / 14:50   | 7C3173       | 15:50 / 18:20 | Daily         | 189      |
|   |                                   | 7C3184 (Tue) |           | 10:10 / 14:50   | 7C3183 (Fri) | 15:50 / 18:20 |               |          |

## PACKAGED SALES

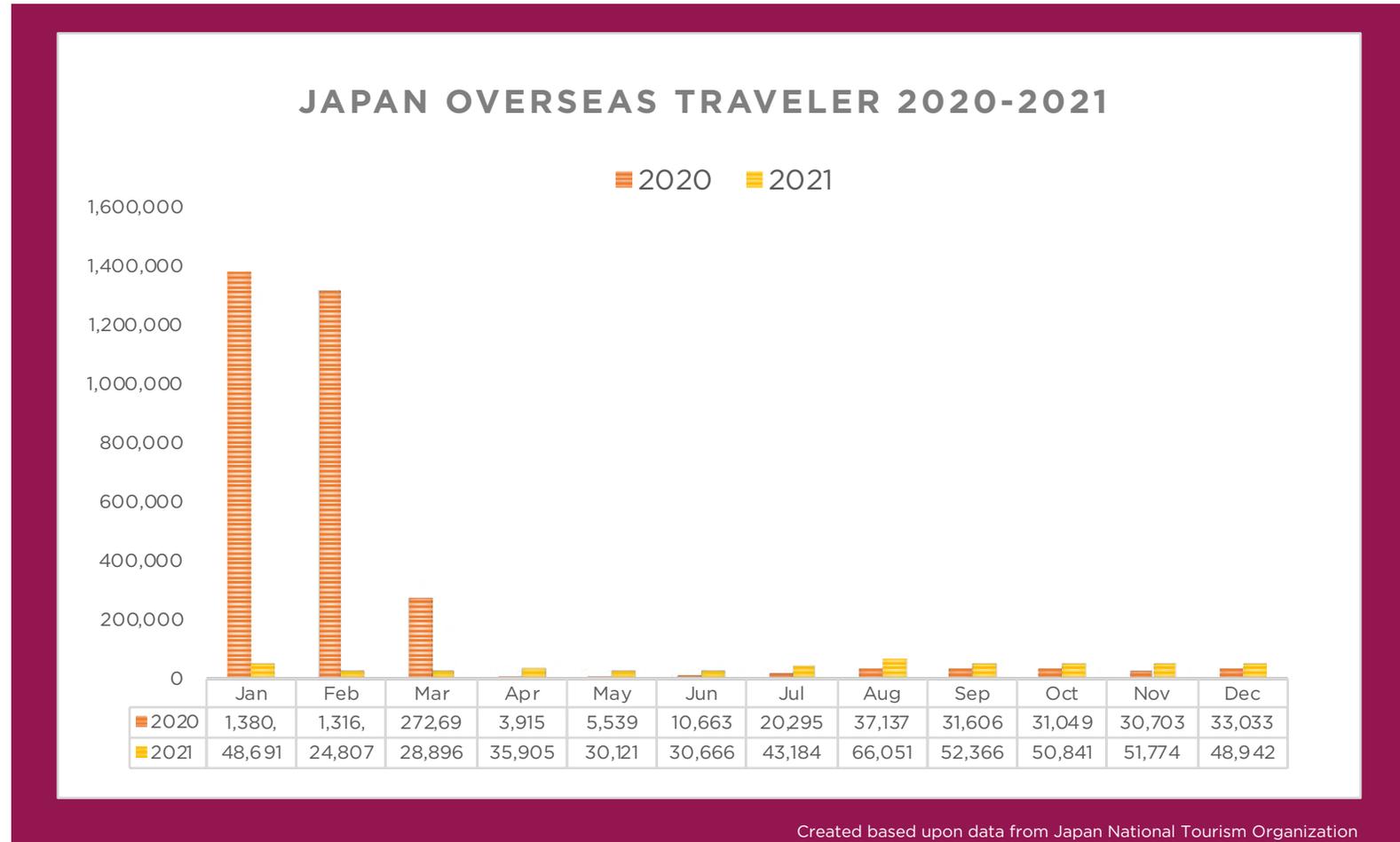
| TOUR SELLING (RESUMES)   | FIT |
|--|-----|
|  APR 01   | *   |
|  APR 01   | *   |
|  APR 01   | *   |
|  JUNE 1   | *   |
|  APR 01  | *   |
|  MAR 16 | *   |
|  APR 01 | *   |

# 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%         |
| <b>Total</b> | <b>3,174,219</b> | <b>512,244</b> | <b>-84%</b> |



# 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

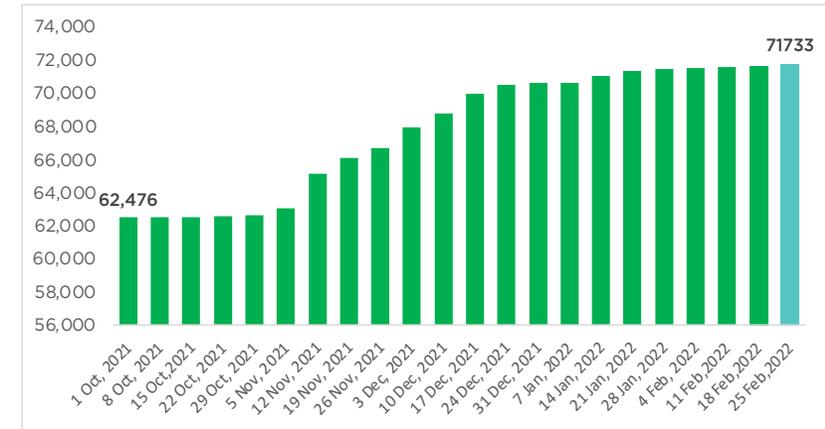
# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

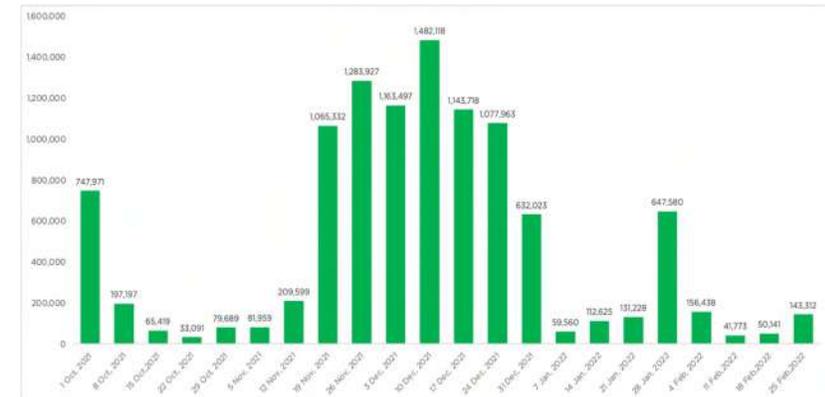
- From the 21st, the ambassador FAM and shooting started and the number of posts is increasing.
- Both Reach and Engagement are increasing across all platforms.

## SNS FOLLOWERS



- Twitter daily multiple real time posts contribute increasing followers

## REACH PERFORMANCE



- Total # of accumulated reach 10,606,160

| SNS          | follower    |             | Week Reach  |             | Week Engagement  |             |
|--------------|-------------|-------------|-------------|-------------|------------------|-------------|
|              | 18 Feb,2022 | 25 Feb,2022 | 18 Feb,2022 | 25 Feb,2022 | 18 Feb,2022      | 25 Feb,2022 |
|              | 22,350      | 22,350      | 12,050      | 14,183      | 1,360            | 1,796       |
|              | 0.00%       |             | 17.70%      |             | 32.06%           |             |
|              | 23,735      | 23,736      | 6,345       | 6,725       | 1,165            | 1,203       |
|              | 0.00%       |             | 5.99%       |             | 3.26%            |             |
|              | 13,424      | 13,446      | 10,646      | 73,704      | 715              | 3,707       |
|              | 0.16%       |             | 592.32%     |             | 418.46%          |             |
|              | 12,080      | 12,201      | 21,100      | 48,700      | 663              | 2,457       |
|              | 1.00%       |             | 130.81%     |             | 270.59%          |             |
|              | 1,650       | -           | 1,650       | -           | 1,650            | -           |
|              | -           |             | -           |             | -                |             |
| Visitguam.jp | Unique User |             | Page View   |             | Ave Time on Page |             |
|              | 3,578       | 3,727       | 8,243       | 8,603       | 0:01:30          | 0:01:35     |
|              | 4.16%       |             | 4.37%       |             | 5.56%            |             |

# JAPAN MARKETING ACTIVITIES



## SNS CONTENT CALENDAR: MARCH

| March 2022 |  |  |   |  |   |  |  |
|------------|--|--|---|--|---|--|--|
|            | Mon  | Tue  | Wed   | Thu  | Fri   | Sat  | Sun  |
| SNS        | 28 Ambassador Fam<br>HypeGOLF Fam              | 1 Ambassador Fam<br>HypeGOLF Fam                                       | 2 Ambassador Fam<br>HypeGOLF Fam                                | 3 Ambassador Fam<br>HypeGOLF Fam<br>Hereweguam Webinar | 4 Ambassador Fam<br>HypeGOLF Fam                                | 5  | 6  |
| Instagram  | Today's best shot                              | Today's best shot<br>Ambassador Fam<br>Hereweguam Webinar Announcement | Weekly Guam<br>Today's best shot                                | Today's best shot<br>Ambassador Fam                    | Weekly GUAM<br>Today's best shot                                | Today's best shot<br>Ambassadors FAM photo shoot | Today's best shot<br>Ambassadors FAM photo shoot |
| Facebook   |  | About traveling to Guam<br>Hereweguam Webinar Announcement             | Weekly Guam   |  | Weekly GUAM   |  |  |
| Twitter    | Today's best shot                              | Today's best shot<br>Ambassador Fam<br>Hereweguam Webinar Announcement | Weekly Guam<br>Today's best shot<br>Ambassadors FAM photo shoot | Today's best shot<br>Ambassador Fam                    | Weekly Guam<br>Today's best shot<br>Ambassadors FAM photo shoot | Today's best shot<br>Ambassadors FAM photo shoot | Today's best shot<br>Ambassadors FAM photo shoot |
| 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   |  |  |
| 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  |  | 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  | Twitter Comic   | Weekly GUAM  | Weekly GUAM   |  |  |
| TikTok     |  |  |   |  |   |  |  |
| LINE       |  |  |   |  |   |  |  |
| SNS        | 21 Vernal Equinox Day<br>schedule : TikTok Fam | 22 schedule : TikTok Fam   | 23 schedule : TikTok Fam  | 24 schedule : TikTok Fam                               | 25 schedule : TikTok Fam  | 26   | 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  | Twitter Comic   | 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

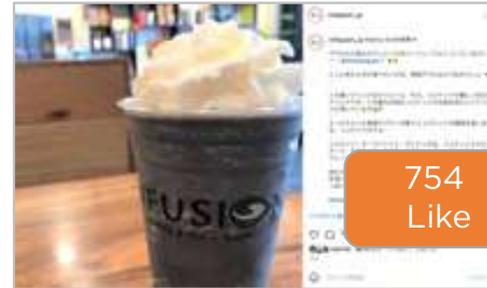
## SNS POST OF THE WEEK



1160 Like



956 Like



754 Like



423 Like



54 Like



61 Like



179 Like



44 Like



112 Like



179 Like



80 Like



64 Like



203 Like

# JAPAN MARKETING ACTIVITIES

## SNS PROMOTION

- Utilize Twitter to post real time basis, which support increasing # of followers



# 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

## AMBASSADOR FAM TRAVELERS

- Ambassadors: Takuya and Akiko
- Travel Period: Feb 21 - 26, 2022
- Off shots from shooting
- #HereWeGuam brand campaign will commence from Apr 4, *Please Stay Tune*

FEB 21 @ GUAM AIRPORT



FEB 22 @ URUNAO PRIVATE BEACH



FEB 25 @ FANDANÑA



# JAPAN MARKETING ACTIVITIES

## AMBASSADOR FAM TRAVELERS: HYPEBEAST FAM TRIP

- #HereWeGuamAmbassador: Kanna and Lucas
- Travel Period: Feb 28 – Mar 4 & 5, 2022
- #HereWeGuam brand campaign
- HypeBeast Fam Tour (5 pax)
- Gold and Island Tour
- Erica and Reina with Hypebeast Media Crew



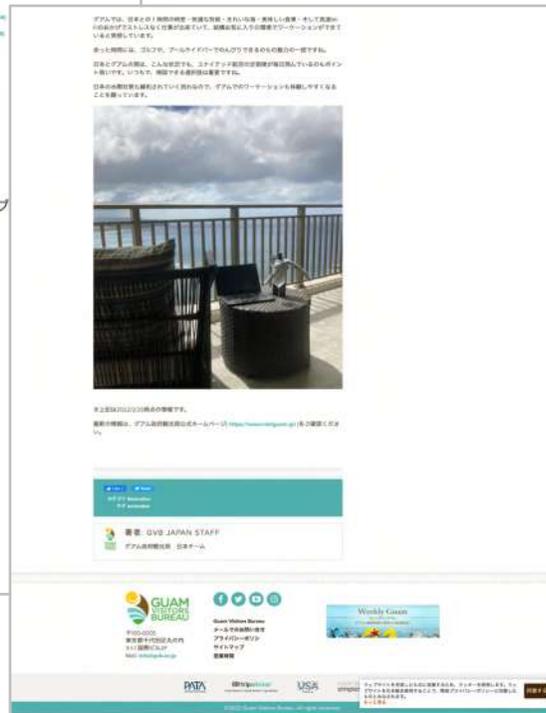
# JAPAN MARKETING ACTIVITIES

## WORKCATION BLOG

- In order to attempt “Workcation demand”, GVB Japan staff to utilize 3 weeks shooting opportunity to communicate real experiences on GVB.JP + share via Twitter



<https://www.visitguam.jp/weekly/post/workcation-blog-vol1/>



<https://www.visitguam.jp/weekly/post/workcation-blog-vol2/>



# JAPAN MARKETING ACTIVITIES

## WEEKLY GUAM

- Enjoy the tropical café menu

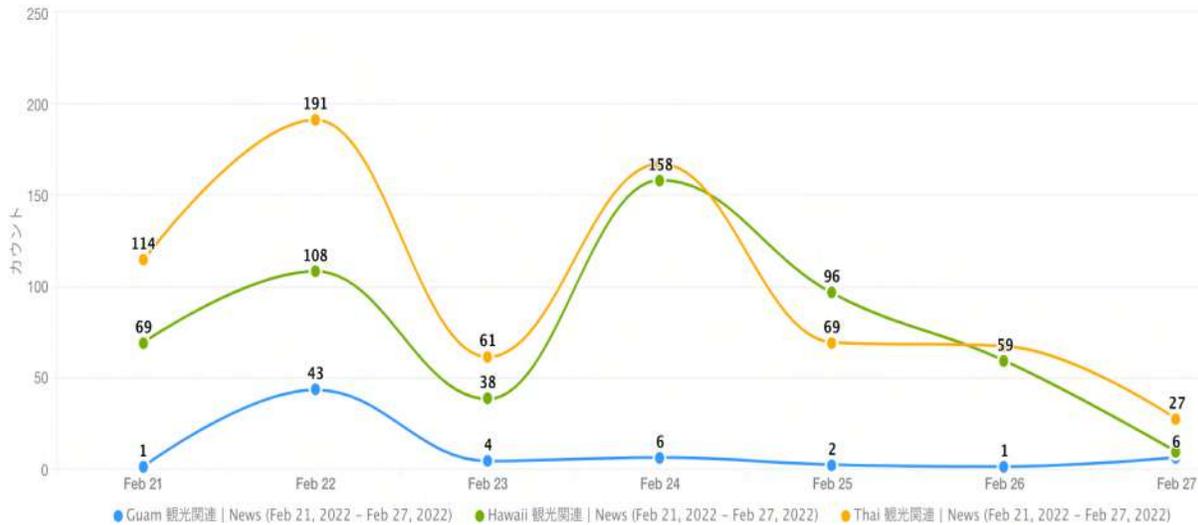
- Popular restaurants for tourists is now open for business

# JAPAN MARKETING ACTIVITIES

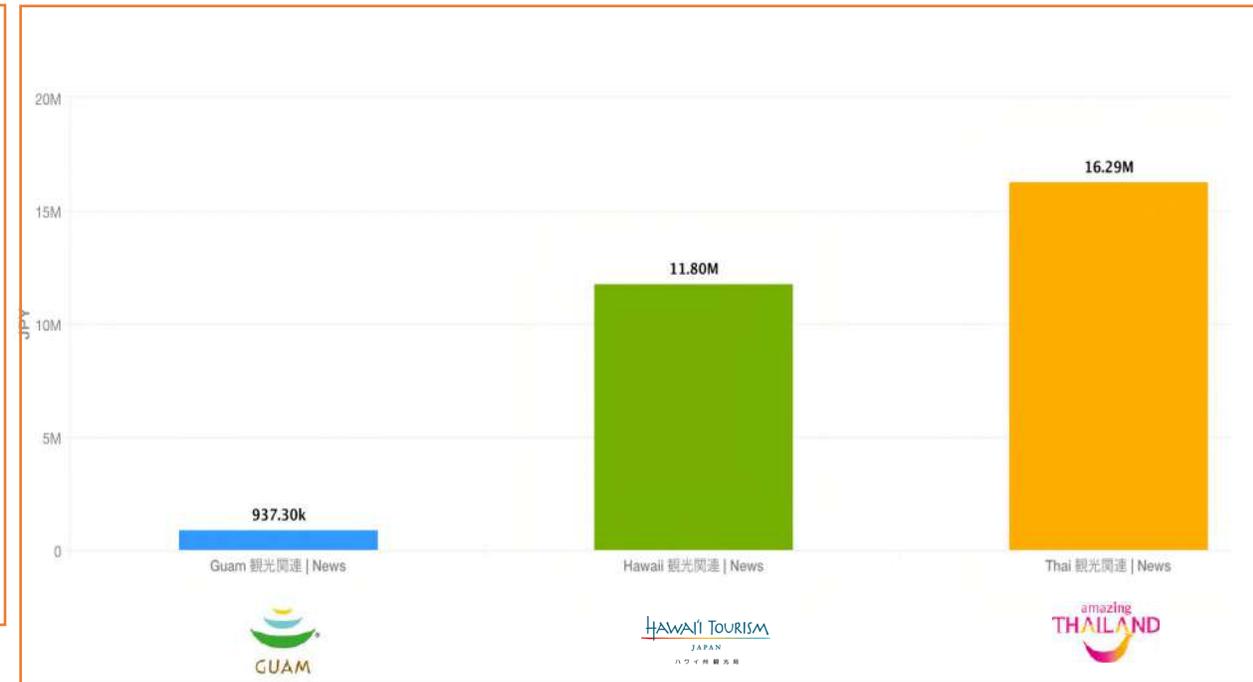
## SOCIAL LISTENING

- Guam's SNS exposures are gradually increasing

### # OF WEEKLY NEWS ON SNS



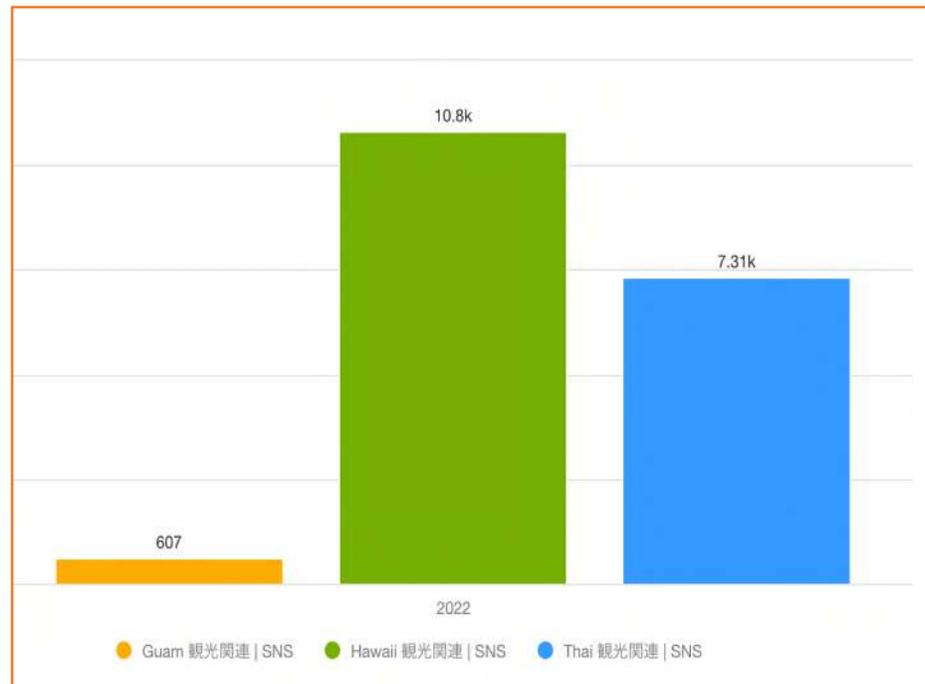
### MEDIA VALUE



## SOCIAL LISTENING

- Guam still lower # of posts among competitive destination and we are working to improve
- #HereWeGuam PR release to be distributed right after FAM has done and leverage by #HereWeGuam brand campaign which would increase # of followers

# OF POST ON SNS



POSTED BY WING TRAVEL



ウイング JPN · Feb 25 · 2:27 pm

★グアム政府観光局、観光再開へ戦略発表会

旅行会社など対象、3月3日に開催

旅行会社など対象、3月3日に開催 **グアム政府観光局**（GVB）日本事務所は、3月3日に旅行会社やツアーオペレーター、航空会社などを対象に観光再開に向けた新戦略発表会を実施すると発表した。GVBは今年1月に日本事務所の事業体制を一新した。これにあわせて観光再開に向けたリカバリー

**#HereWeGuam Webinar**  
～GVB 戦略発表会～

|        |  |
|--------|--|
| 開催日    | 2022年 3/3(木)   |
| 時間     | 日本時間13:00～開始予定(約90分)   |
| 形式     | Zoomを利用したウェビナー方式   |
| 出席可能人数 | 最大500名様<br>※各社様からの参加人数の上はございません。<br>※大変恐縮ですが、旅行業者のみを対象とさせて頂いております。 |

リーチ 55k · Social Echo

ニュートラル

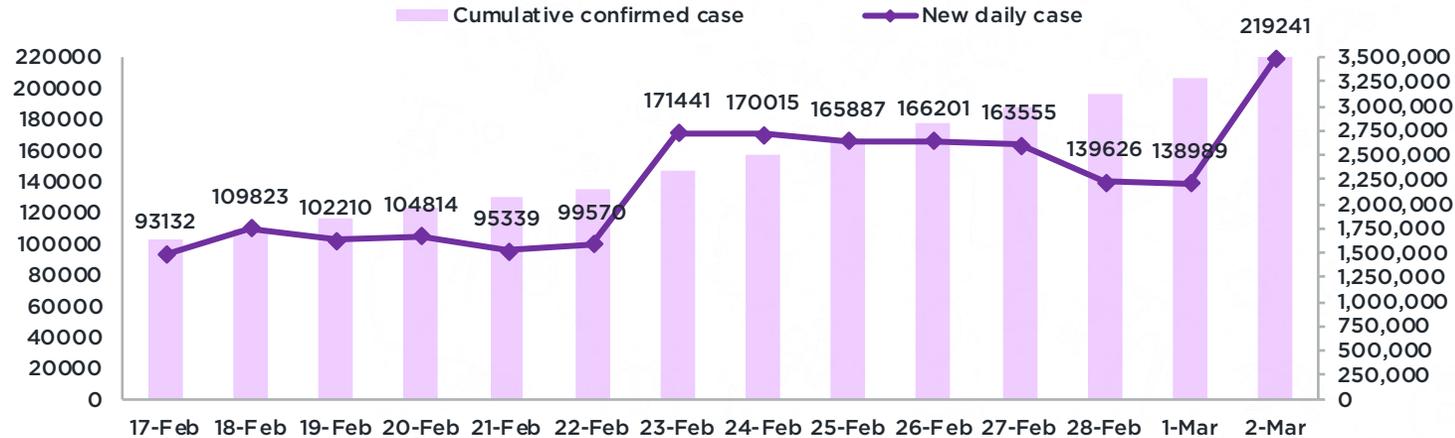
# SOUTH KOREA

# KOREA COVID-19 NEWS

## HIGHLIGHT

- Korea reported 219,241 COVID-19 cases on March 02.
- South Korea's daily coronavirus cases surpassed 200,000 for the first time Wednesday as the highly transmissible omicron variant continues its frenetic spread across the nation.

DAILY & CUMULATIVE CONFIRMED CASES FOR RECENT TWO WEEKS



Confirmed COVID-19

CASES:  
3,691,488

73.5%  
active  
(2,713,570)

## COVID-19 VACCINATION STATUS: FEB 26, 2021 – MAR 02, 2022

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

**44,860,559**  
87.4% of total population  
97% of 18 and older  
96.2% of 60 and older

### FULLY IMMUNIZED

**44,370,169**  
86.5% of total population  
96.1% of 18 and older  
95.6% of 60 and older

### BOOSTER SHOT

**31,510,985**  
61.4% of total population  
71.1% of 18 and older  
88.3% of 60 and older

| Vaccine Maker         | 1st Dose Administered | 2nd Dose Administered | Booster Shot          |
|-----------------------|-----------------------|-----------------------|-----------------------|
| AstraZeneca           | 11,072,033<br>(24.7%) | 9,238,862<br>(20.8%)  | 984<br>(TBD)          |
| Pfizer                | 25,343,693<br>(56.5%) | 26,908,023<br>(60.6%) | 20,979,105<br>(66.6%) |
| Janssen               | 1,515,147<br>(3.4%)   | 1,515,147<br>(3.4%)   | 26,446<br>(0.1%)      |
| Moderna               | 6,808,361<br>(15.2%)  | 6,631,306<br>(15%)    | 10,483,964<br>(33.3%) |
| NOVAVAX               | 45,390<br>(TBD)       | 3,102<br>(TBD)        | 15,519<br>(TBD)       |
| etc. (WHO-authorized) | 75,935<br>(0.2%)      | 73,729<br>(0.2%)      | 4,967<br>(TBD)        |
| <b>Total:</b>         | <b>44,860,559</b>     | <b>44,370,169</b>     | <b>31,510,985</b>     |

AS OF MAR 3, 2022

## GOVERNMENT CONSIDERS EXEMPTING QUARANTINE FOR FULLY VACCINATED OVERSEAS TRAVELERS

- The government announced that Korea will push to ease overseas entry restrictions since it achieved its goal of preventing the spread of Omicron variant in Korea.
- The pilot program involves a "pre-entry reporting" system, in which individuals submit proof of vaccination before arriving into Korea. The system is underway and the government said it will consider changing the entry protocol.



## KOREA SUSPENDS VACCINE PASS NATIONWIDE

- The KDCA shut down the COVID-19 vaccine pass system on March 1, allowing people nationwide to enter public venues without proving whether they have been vaccinated by scanning their QR codes upon entry.
- The relatively low rate of critical cases caused by the now dominant Omicron variant and its increased contagiousness had preceded the introduction of the new measures.

## KOREA MAY ADOPT PANDEMIC EXIT PLAN AFTER MID-MARCH



- The Korean government may adopt a pandemic exit plan after the Omicron wave peaks, which it believes will come in mid-March, revising quarantine measures toward a phased return to normalcy.
- Experts predict that after the current wave will reach its peak in mid-March, as seen in other countries, the number of infections will begin to fall, when the government will review revising social distancing measures.

## S. KOREA APPROVED FIRST VACCINE FOR CHILDREN AGED 5 TO 11



- The Ministry of Food and Drug Safety has approved the use of Pfizer's COVID-19 vaccine for children aged 5 to 11 amid growing concerns over sharply soaring infections ahead of schools' opening next week.
- The vaccine will be administered twice with a three-week interval, while children with severely weak immune systems will be able to receive a third jab four weeks after the second inoculation.

## KOREA EXTENDS OVERSEAS TRAVEL ADVISORY UNTIL MAR. 13



- South Korea has extended its special advisory against overseas travel for another month due to the continued spread of COVID-19.
- The travel advisory was first imposed in March and has been extended every month as many countries struggle with the outbreaks of various COVID-19 variants and continue to restrict the entry of people arriving from overseas.



## KOREA'S NEW PLAN LEAVES VULNERABLE PATIENTS UNDER 60 ON THEIR OWN

- COVID-19 patients recovering at home under the age of 60 will no longer be provided care and monitoring unless they are prescribed with Paxlovid, Pfizer's oral antiviral treatment, raising concerns for younger but vulnerable patients.
- However, at the same time, the government plans to increase the country's medical capacity to handle the increasing number of at-home care patients.

## QUARANTINE REGULATIONS SIMPLIFIED AS CASES KEEP SURGING



- The quarantine period for all COVID-19 patients in Korea will be seven days from the date of testing, regardless of symptoms and vaccination.
- For those who come into contact with someone infected with the virus, only the cohabitants who have not been vaccinated and those who were in close contact with the infected person at vulnerable facilities will be put under self-isolation.

## U.S. LOOSENS MASK RECOMMENDATIONS IN 70% OF COUNTRY



- The U.S. CDC dramatically eased its COVID-19 guidelines for masks, including in schools, a move that means 72% of the population reside in communities where indoor face coverings are no longer recommended.
- The new masking guidelines shift from a focus on the rate of COVID-19 transmission to monitoring local hospitalizations, hospital capacity and infection rates.



## EU COUNTRIES AGREE TO ADMIT TRAVELERS VACCINATED WITH WHO-APPROVED SHOTS

- EU countries agreed to open their borders to travelers from outside the bloc who have had shots against COVID-19 authorized by the WHO, easing restrictions on those who received Indian and Chinese vaccines.
- Until now, most EU countries have not admitted people from outside the bloc if they have been vaccinated with shots not approved in the EU but the new policy would be applicable from March 1.

## AUSTRALIA FULLY RE-OPENS BORDERS AFTER TWO-YEARS OF COVID-19 CLOSURE



- Australia opened its international borders to all vaccinated tourists, after the island nation first imposed some of the world's strictest travel restrictions, except for Western Australia, which isn't set to open until March 3.
- Arrivals are required to take a viral test within 24 hours of arriving at their accommodation, which they must not travel to via public transport.

## TRAVEL TRADE: KEY ISSUE

01

### FTC GIVES CONDITIONAL APPROVAL TO KOREAN AIR-ASIANA MERGER

The Fair Trade Commission has decided **to conditionally approve a deal of Korean Air-Asiana merger**, which will allow Korean Air to acquire a 63.88 percent stake in Asiana Airlines. However, **six other major countries are still reviewing the deal - the U.S., U.K Australia, EU, Japan, and China.**

#### CONDITIONS

- **Structural measures such as the transfer of slots and transportation rights were imposed for the next 10 years** to promote new entry by competing airlines on related domestic and overseas routes.
- **The airlines must not raise fares or reduces seats in their routes** as the FTC found 26 out of their 65 overlapping international routes and 14 out of their 22 overlapping domestic routes can undermine fair competition.
- The two airlines were also requested **not to change their mileage systems to make them more disadvantageous to customers** than those implemented in the pre-pandemic year of 2019.

## TRAVEL TRADE: KEY ISSUE

02

### ASIANA AIRLINE'S BOARDING RATE TO SAIPAN VIA TRAVEL BUBBLE AGREEMENT REACHES 94%

Asiana Airlines' Saipan Travel Bubble travelers accumulated approx. over 6,000 pax with the steady increase in demand for honeymoon and group tours. In the early days of the implementation of Travel Bubble, the boarding rate was not high, but the average boarding rate rose to 66% this year.

Considering that the seat capacity is limited to 70%, it can be seen that the average boarding rate reaches about 94%, which is almost full. In particular, it recorded the highest in February 2022 since the Saipan package resumed sales, with at least 2,800 Korean travelers.

| PERIOD                    | TRAVELER SUPPORT PROGRAM (MAR - MAY)  |
|---------------------------|---|
| QUARANTINE                | 7 Day Quarantine for all non-vaccinated travelers<br><br>Non-vaccinated travelers under 18 are exempted from quarantine if accompanied by vaccinated parents from Feb. 9- |
| PCR TEST COST             | Support of \$300 per PCR test<br>(Free test required for departure to Korea)  |
| NUMBER OF LOCAL PCR TESTS | Less than 7N: 1 time (within 48 hours of returning to Korea)<br><br>More than 8N: 2 times (5th day of on-site arrival, within 48 hours of returning to Korea)             |
| TRAVEL INCENTIVEES        | COVID-19 Quarantine cost &<br>Treatment cost covered by the government if confirmed during the travel period  |

## TRAVEL TRADE: KEY ISSUE

03

### SINGAPORE OKS KOREAN AIR-ASIANA COMBINATION

Korean Air has received **unconditional regulatory approval** from Singapore for its integration with Asiana Airlines in a move that could speed up its process to acquire the smaller domestic rival.

04

### EASTAR FINANCIALLY CAPABLE OF EXPANDING FLEET TO 18 BY 2023

**Eastar Jet is preparing for the flight resumption by 2023**, after it recently submitted the application for an air operator certificate (AOC), which is expected to get approval early next March.

05

### KIM JIN KOOK, FORMER CEO OF HANA TOUR, TO BE NOMINATED AS A NEW CEO OF YB TOUR

YB tour will reinforce its competitiveness by recruiting industry experts ahead of normalization of the travel market.

06

### PHILIPPINES WELCOMES BACK FOREIGN TOURISTS FOR FIRST TIME IN TWO YEARS

**The Philippines** welcomed back more than 200 foreign tourists on February 10, which **reopened to revive a battered tourism sector** after having seen a sharp drop in coronavirus cases.

07

### VIETNAM TO END COVID CURBS ON INTERNATIONAL FLIGHTS FROM FEB 15

**Vietnam will remove its COVID-19 restrictions on international passenger flights with all markets** starting Feb. 15, with no limitation on the number of flights.



  
If I am  
departing  
to & from  
**SAIPAN**

## SAIPAN EASES ENTRY PROTOCOL FOR INTERNATIONAL TRAVELERS

- With approximately 99% of the CNMI's eligible population fully vaccinated and 53% of those fully vaccinated having received a booster shot, CNMI eased its entry protocols.
- All travelers entering the CNMI will no longer be tested on-arrival from February 8. Also, unvaccinated minors aged under 18 will also be able to travel without quarantine if accompanied by vaccinated parents.

Take viral  
test within 1  
day prior to  
departure



Take PCR test  
within  
48 hours prior  
to departure  
to Korea



PCR test on  
Day 1  
(upon arrival),  
Day 6-7

- If staying for more than 8 days, travelers must get additional COVID-19 test on day 5.

- Unvaccinated minors still have to quarantine for 7 days upon arrival in Korea as they are not subjected to the travel bubble policy.

# 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         |
| Jeju Air     | 7C3102     | THU/SUN<br>(Mar 27~) | 9:00     | 14:30    | 378           |
| Jin Air      | LJ641      | TUE/FRI              | 9:35     | 14:50    | 1,323         |
| <b>TOTAL</b> |            |                      |          |          | <b>4,185</b>  |

T'way : Canceled flight in March  
Jin Air : Canceled flights on March 1, 8  
Air Seoul : Delayed (TBD)



TOTAL OUTBOUND SEAT CAPACITY (MARCH): 4,185 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         |
| Jeju Air     | 7C3102     | THU/SUN | 9:00     | 14:30    | 1,512         |
| Jin Air      | LJ641      | TUE/FRI | 9:35     | 14:50    | 1,701         |
| T'way        | TW301      | WED/SAT | 18:00    | 23:30    | 1,512         |
| <b>TOTAL</b> |            |         |          |          | <b>6,933</b>  |

Air Seoul : Delayed (TBD)

### • B U S A N - G U A M

| Airlines     | Flight No. | Days    | DEP Time | ARR Time | Seat Capacity |
|--------------|------------|---------|----------|----------|---------------|
| Air Busan    | BX614      | WED/SAT | 08:05    | 13:05    | 1,755         |
| <b>TOTAL</b> |            |         |          |          | <b>1,755</b>  |



TOTAL OUTBOUND SEAT CAPACITY (APRIL): 8,688 SEATS

# KOREA MARKETING ACTIVITIES

## SNS WEEKLY ACTIVITY: FEB 21 - FEB 25

#GuamAgain

WATER SPORTS IN GUAM



# KOREA MARKETING ACTIVITIES



## SNS WEEKLY ACTIVITY: FEB 7 - FEB 11

#GuamAgain

HOTEL BUFFET & RESTAURANTS IN GUAM



국 광정부관광청 한국사... Q

골라 먹는 재미! 광 호텔 뷔페 Best 5

광정부관광청 2022. 2. 7. 15:14

광 호텔 뷔페 추천  
골라 먹는 재미가 담긴 뷔페 5곳!

Hafa Adai~

근사한 분위기와 다양한 음식을 즐길 수 있어

visitguam\_kr

1,331 게시물 2만 팔로워 2,004 팔로잉

광정부관광청 한국사무소 Hafa Adai! 광정부관광청 한국사무소 공식 인스타그램에 오신 것을 환영합니다.

더 다양한 소식은 아래 링크를 통해 만나보세요! linktr.ee/visitguam.kr

kwonow\_님, joochnam님 외 1명이 팔로우합니다

팔로잉 메시지 전화하기

#GuamAgain 샵 e-패스...

광정부관광청 한국사무소 Hafa Adai~

골라 먹는 재미! 광 호텔 뷔페 Best 5

근사한 분위기와 다양한 음식을 즐길 수 있어 많은 사람들이 찾는 호텔 뷔페!

광에도 다양한 호텔 뷔페들이 있는데요, 오늘은 광 여행에서 호텔을 즐기기 위한 필수 코스! 호텔 뷔페를 소개해 드리겠습니다!

<https://blog.naver.com/gubkorea/222641155144>

광 호텔 뷔페 추천  
골라 먹는 재미가 담긴 뷔페 5곳!

Visit Guam 광관광청 한국사

2월 7일 오후 4:00

<Pika's Best of Guam 2021>에서 가장 추천한 레스토랑으로 선정된 미 있다!

봄이 가득한 레스토랑과 지중해 스타일의 다양한 주류가 수놓여져 있다!

봄이 가득한 레스토랑과 지중해 스타일의 다양한 주류가 수놓여져 있다!

봄이 가득한 레스토랑과 지중해 스타일의 다양한 주류가 수놓여져 있다!

Visit Guam 광관광청 한국사

2월 7일 오후 3:16

Hafa Adai~

근사한 분위기와 다양한 음식을 즐길 수 있어 많은 사람들이 찾는 호텔 뷔페!

광 호텔 뷔페 추천  
골라 먹는 재미가 담긴 뷔페 5곳!

Visit Guam 광관광청 한국사

2월 7일 오후 3:16

광 호텔 뷔페 추천  
골라 먹는 재미가 담긴 뷔페 5곳!

온기를 꼭 가이알 곳 광

Visit Guam 광관광청 한국사

2월 11일 오후 6:00

는 장미꽃 가게

는도 흥미하고 피로도 가득한 수요일!

드넓게 펼쳐진 푸른 끝이 풍경으로 힐링하세요! 자연을... 더보기

Visit Guam 광관광청 한국사

2월 11일 오후 6:00

은 호텔에서 먹는 뷔페는 끝!

이런 이쁜 사진은 항상... 자연을 즐기는 방법을 소개해 드립니다!

맛있는 뷔페도 즐기세요! 더보기

Visit Guam 광관광청 한국사

2월 11일 오후 6:00

은 호텔 뷔페를 한 번에 즐길 수 있는 곳이다!

아기나 (Agnia Bay)의 아름다운 노을과 함께! 화려한 전통공연도 보고! 맛있는 뷔페도 즐기세요! 더보기

# KOREA MARKETING ACTIVITIES



## GVB KOREA - March Content Calendar

**\*Key Message: #GuamAgain Campaigns**

| Channels:                       |
|---------------------------------|
| Instagram Story / Video         |
| Naver Blog/<br>Facebook/Kakao   |
| Instagram Feed<br>Daily Uploads |
| SNS EVENT                       |
| Offline Event Notice            |

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

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

# TAIWAN



## TAIWAN TO RELAX MASK MANDATE, LIFT BAN ON EATING ON PUBLIC TRANSPORT

Taiwan will relax several of its COVID-19 prevention measures from March 1, including a mask mandate and a ban on eating on public transport, the Ministry of Health and Welfare (MOHW) said Thursday.

Currently, people are required to wear a mask at all times when they are outside of their homes. They are only exempted from the rule when eating, participating in water-related activities, or if they are in outdoor spaces with very few people, such as in forests or fields.

From March 1, people will also be exempted from wearing a mask in the following circumstances: when they are driving alone or with family members in a car, exercising either indoors or outdoors, or taking individual or group photos indoors or outdoors, the MOHW said.

## TAIWAN TO SHORTEN QUARANTINE, GRANT ENTRY TO BUSINESS TRAVELERS FROM MARCH 7

Taiwan will shorten quarantine for all arrivals from 14 to 10 days and also grant entry to business travelers beginning March 7, the Executive Yuan announced Thursday.

Arrivals must take two polymerase chain reaction (PCR) tests and five rapid tests after arriving in the country during the 10-day quarantine and subsequent 7-day self-health management period, the Executive Yuan said in a statement.

Under self-health management protocols, people can lead their lives as usual, so long as they do not attend large-scale gatherings or dine in large groups.

Also starting March 7, nonresident business travelers will be able to apply to enter Taiwan for reasons including fulfilling business contracts and for investment purposes, the Executive Yuan said.



Confirmed  
COVID-19

CASES:  
20,582

5.86%  
active  
(1,206)

AS OF MAR 3, 2022

worldometer

## BOOKINGS FOR FEB. 28-MARCH 6 COVID BOOSTER SHOTS TO BEGIN

The government's 1922 COVID-19 vaccination booking website will begin accepting appointments between Wednesday and Friday for booster doses to be administered from Feb. 28-March 6, the Central Epidemic Command Center (CECC) said Tuesday.

Of the 6.46 million eligible recipients, the 1922 website will first accept appointments from people aged 55 and over who received their second dose before Dec. 12, from 10 a.m. Wednesday, while those aged between 38 and 54 can book their shot from noon, the CECC said.

The remaining eligible recipients aged 18 and above will be able to make an appointment from 2 p.m., the CECC said, adding that the website will stop accepting appointments at noon Friday.

A total of 1.65 million vaccine doses will be available during the round starting Feb. 28, CECC spokesperson and Centers for Disease Control Deputy Director-General Chuang Jen-Hsiang said during a press briefing Tuesday.



## OFFICIAL WORD ON "ECONOMIC TRAVEL BUBBLE"

An official announcement on shortening the quarantine for visitors arriving in Taiwan and relaxing border restrictions for business travelers will be made soon, Health and Welfare Minister Chen Shih-chung said Tuesday.

When asked about the issue, Minister of Economic Affairs Wang Mei-hua said business travelers would be able to apply to enter Taiwan as long as they submit evidence of the business activities they will undertake.

The "economic travel bubble" will still be available to business travelers who come to Taiwan for "necessary, urgent, and irreplaceable" work, Wang said.



## GVB CONCALL WITH MOFA

- Date: **Feb 8**
- GTO had a meeting with Mandy Tsai from the Department of North American Affairs and Gary Huang to discuss future coordination and cooperation.
- GTO offered assistance to Gary for his coming trip to Guam on 18th February, and Gary expressed his support in promoting direct flights with China Airlines and support GTO from TECO in Guam.



## CHEN SAYS TAIWAN QUARANTINE WILL NOT BE SHORTENED UNTIL 50% RECEIVE BOOSTERS

The head of the Central Epidemic Command Center (CECC) on Thursday (Feb. 10) said that quarantines will not be shortened until booster vaccine coverage reaches 50%.

During a press conference on Thursday, reporters asked CECC head Chen Shih-chung if the 14-day quarantine for arrivals from overseas could be shortened to 10 days in March, given the recent rise in COVID cases. Chen said that unless there are major changes in the outbreak in the future, the "original plan" will be followed, but stressed that this will depend on the vaccine coverage rate, especially whether the percentage of booster shots reaches a certain level.



Chen said the goal is to reach a 50% booster coverage rate by early March. In addition, he emphasized overall epidemic prevention is "safe and assured." He explained that safety depends on scientific data, while "assured" depends on the "social climate and mental preparation."

## AVAILABLE COVID BOOSTER SHOTS 80% BOOKED IN LESS THAN TWO DAYS: CECC

Most of the 1.56 million doses of COVID-19 vaccines reserved as booster shots had been booked as of Thursday, after appointments opened the previous day on the government's 1922 website, according to the Central Epidemic Command Center (CECC).

As of 5 p.m. Thursday, 1,278,614 people had made online appointments to receive a booster dose of one of the four COVID-19 vaccines available in Taiwan, CECC data showed.

The CECC is offering a total 1.56 million doses of AstraZeneca, Moderna, Pfizer-BioNTech, and the locally produced Medigen over a one-week period, Feb. 14-20, at designated hospitals, clinics and other sites across the country, CECC spokesperson Chuang Jen-hsiang said at a press briefing.

According to Chuang, 775,000 people had made online appointments for the Moderna vaccine, of which 833,000 doses are available in the current booking period that ends Friday at noon.



## TAIPEI PLANNING TO LIFT SOME COVID RESTRICTIONS ON FEB. 15

Provided the situation with the pandemic remains stable in Taipei and there are no unidentified community infections, the city plans to lift some COVID restrictions on the day of the Lantern Festival, Feb. 15.

At a press conference on Wednesday (Feb. 9), Mayor Ko Wen-je said that over one million people have returned to the city from southern Taiwan after the Lunar New Year holiday. Ko said that health department officials will monitor the situation with cases until Friday (Feb. 11).



He said that if there are no infections from unknown sources, "it means that the situation is stable." If this is the case, Ko said that there will be a slight easing of COVID restrictions in the city.

## FOUR COVID-19 INFECTIONS OF UNKNOWN ORIGIN REPORTED IN KAOHSIUNG

Taiwan on Wednesday recorded 10 new domestic COVID-19 cases, with four of them linked to a family cluster in Kaohsiung, and the source of that cluster has not yet been determined, according to the Central Epidemic Command Center (CECC).



Health officials are trying to find possible connections between the four new cases and a previous cluster at the Port of Kaohsiung in central Taiwan, but no link has been established so far, CECC head and Health Minister Chen Shih-chung said at a daily press briefing.

The other six domestic cases reported Wednesday are people who tested positive while in quarantine, and those infections are linked to existing clusters, Chen said. Among them, one case was associated with a family cluster in New Taipei that has an unknown source of infection, he said.

## ANTOR GENERAL MEETING

- Date: **Feb 9**
- During the meeting, the future program for this season was discussed. Felix mentioned the current situation in Guam and the preparations for welcoming tourists.



## TAIWAN PLANNING TO OPEN TO BUSINESS TRAVELERS FROM MARCH

Taiwan is planning to allow the entry of business travelers, starting in March, and also to shorten the quarantine time for all arrivals, Minister of Health and Welfare Chen Shih-chung said Thursday.

If that plan goes well and the COVID-19 situation in the country is brought under control, consideration will also be given to loosening other restrictions on international travel, he said at a CECC press briefing.

Under the plan, the Central Epidemic Command Center (CECC) will lift the entry restrictions for businesspeople, and all travelers arriving in Taiwan will be required to quarantine for 10 days only, instead of 14, Chen said.



By April, if those measures are implemented and going well, the CECC will decide whether to cut the quarantine period to seven days, he said.

## TAIWAN MULLING 7-DAY QUARANTINE BY APRIL

If Taiwan's planned shortened quarantine of 10 days goes well in March, an even shorter quarantine of seven days is possible in April, Central Epidemic Command Center (CECC) head Chen Shih-chung has said.

Given the shortened incubation period for Omicron, the CECC on Monday (Feb. 14) said that the country's quarantine policy is moving towards "shortening the number of home quarantine days to 10 days, and implementing self-health management for seven days after the quarantine period expires." Chen emphasized that the center is hoping that the shortened quarantines can "begin before mid-March."

During a press conference on Wednesday (Feb. 16), Chen said that after the quarantine is shortened to 10 days, an assessment will be made on its effectiveness before moving forward. "When the quarantine is shortened to 10 days, there will be a few tests in between. You can see when most cases will be detected and shorten (quarantine days) in that direction."

## TAIWAN MULLS EASING BORDER CONTROLS FOR FOREIGNERS



Taiwan is considering easing its COVID-19 related border restrictions, starting with the entry of foreign tourists and then lifting the ban on overseas travel by tour groups, the Central Epidemic Command Center (CECC) said Tuesday.

Priority will be given to opening the borders to foreign visitors, as that will help increase Taiwan's foreign exchange reserves, Health Minister Chen Shih-chung said at a CECC press briefing.

Taiwan's current ban on group tours to other countries, meanwhile, is aimed at preventing large numbers of people from visiting countries at high risk of COVID-19, but that regulation could be eased with the establishment of "travel bubbles," he said without giving a time frame for revising the travel rules.

On the question of whether only people who have received three doses of a COVID-19 vaccine will be allowed to travel overseas in tour groups, Chen said the CECC will discuss that issue in its upcoming meetings.



- 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.
- 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.

- On November 11, CECC announced the "7+7" policy for travelers who have been fully vaccinated against COVID-19 for at least two weeks before their arrival in Taiwan. Under the policy, which will be in place from Dec. 14, 2021 to Feb. 14, 2022, travelers will spend the first seven days of quarantine in a government facility or designated hotel, and then spend the remaining seven days of quarantine at home.
- Lunar New Year Quarantine Programs extended until February 28, 2022
- 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. The CECC explained that the preliminary adjustments for the plans have been drawn up to maintain domestic disease prevention capacities, bring social and economic activity back to normal and efficiently manage associated risks. (Feb. 14)

## GTO MEETING WITH UOG POC DR. CHEN

- Date: *Feb 10*
- Felix and Dr. Chen talked about the plan to participate in education exhibitions in Taiwan, as well as the planning of fam tour in the future. Hope to bring more student groups to Guam.



# TAIWAN COVID-19 NEWS

## RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

| Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting January 4, 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 )<br>2. strengthened quarantine measures *note1                 |
| Traveler Type  | Credential<br>• ARC means R.O.C. (Taiwan) Resident Certificate |   | Requirement   |
| Foreign National   | Holder of ARC (Resident visa not included)                     | 1. Open to all purposes of entry.<br>2. Migrant worker must also hold re-entry permit.  | Yes<br>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 )<br>2. strengthened quarantine measures *note1 |
|  | Non-ARC holder   | 1. Who obtains entry permission for emergency or humanitarian reason.<br>2. Spouse or underage child of Taiwan national.<br>3. Student who obtains permission by Ministry of Education. *note3<br>4. Spouse or underage child of a ARC holder*note5 | Yes<br>2. strengthened quarantine measures *note1   |
|  | All others   |   | No  |
| <b>Note:</b> <ol style="list-style-type: none"> <li>All travelers are required to undergo 14-day quarantine after arrival. 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.</li> <li>Beginning 00:00 on November 29, 2021 (arrival time), travelers who have visited South Africa, Botswana, Namibia, Lesotho, Eswatini, Zimbabwe, Malawi, Mozambique, Egypt, and Nigeria in the last 14 days (transits included) will be required to quarantine in group quarantine facilities for 14 days after arrival and to undergo PCR tests (upon checking in and at the end of quarantine) for COVID-19; they will also be required to practice an additional 7-day self-health management (a COVID-19 rapid test using a home test kit on the sixth or seventh day).</li> <li>Beginning 00:00 am, May 19, 2021, transit via Taiwan will be temporarily suspended.</li> <li>Personnel on diplomatic /government official business, migrant workers, <u>students</u>, should follow instructions by Ministry of Foreign Affairs, Ministry of Labor, and Ministry of Education.</li> <li>ARC holder as migrant worker, student will not be applicable.</li> </ol> |  |   |   |
| 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. ( <a href="https://hdhq.mohw.gov.tw/">https://hdhq.mohw.gov.tw/</a> ) Show confirmation message to quarantine staff. The confirmation message is required for entering Taiwan.   |  |   |   |

## AIR V&V PROMOTION - NR MONITOR

From Feb 19 to Feb 25, a total of 59 exposures are monitored.

As of Feb 25, a total of 95 exposures are monitored this month including:

- TV Exposure: 10
- Online Exposure: 79
- Social Media: 6



# TAIWAN MARKET INTELLIGENCE

## CECC MEASURES FOR FOLLOWING UP ON PERSONS AT RISK OF INFECTION

### CECC Measures for Following Up on Persons at Risk of Infection

05/14/2021

| Intervention                                | Home Isolation  | Home Quarantine  | Enhanced self-health management   | Self-health management  |
|---|---|--|---|---|
| <b>Groups of persons</b>                    | Individuals who had contact with confirmed cases  | Individuals with international travel history  | Eligible individuals who have applied and obtained permission to shorten their home quarantine period   | Group 1: Individuals who were reported as a suspected case and subsequently tested negative<br>Group 2: Individuals who have completed their home quarantine or isolation period.<br>Group 3: Individuals who have completed their enhanced self-management period.<br>Group 4: Individuals who returned from Palau under the Taiwan-Palau travel bubble<br>Group 5: Individuals to whom local health authorities deem it necessary to issue a "self-health management" notice.   |
| <b>Responsible authorities</b>              | Local health authorities  | Local civil affairs bureau or borough chief  | Relevant central competent authorities/local health authorities   | Central/Local health authorities  |
| <b>Enforcement</b>                          | Home isolation for 14 days<br>Active monitoring twice a day   | Home quarantine for 14 days<br>Active monitoring once or twice a day   | From the end of the shortened home quarantine period to the 14th day after entry into Taiwan<br>Random daily audit will be conducted  | Groups 1 & 4: Self-health management for 14 days<br>Groups 2 & 3: Self-health management for 7 days   |
| <b>Notes concerning respective measures</b> | <ul style="list-style-type: none"> <li>Health authority will issue a "Home (Self) Isolation Notice"</li> <li>Health authority shall check health status of the individual twice a day</li> <li>During the home isolation period, the individual is to stay at home (or designated location) and not go out, and may not leave the country or use public transportation</li> <li>Symptomatic individuals will be sent to the hospital for medical attention</li> <li>Individuals not adhering to the CECC's prevention measures will be penalized under the Communicable Disease Control Act and be forcibly placed</li> <li>After the home isolation period ends, the individual should conduct an additional 7-day period of self-health management</li> <li>See Ministry of Health and Welfare notice for detailed requirements (<a href="#">Click here</a>)</li> </ul> | <ul style="list-style-type: none"> <li>Where the relevant authority has issued a <b>Novel Coronavirus Health Declaration and Home Quarantine Notice</b>, the individual is to wear a surgical mask and go home (or to a designated site) for quarantine</li> <li>The local borough chief or borough clerk shall call the individual every day during the 14-day period to ask about the individual's health status, and shall record the information obtained</li> <li>During the quarantine period, the individual is to stay at home (or designated location) and not go out, and may not leave the country or use public transportation</li> <li>Symptomatic individuals will be sent to designated medical facilities for tests; the relevant health authority will also begin active monitoring</li> <li>Individuals not adhering to the CECC's prevention measures will be penalized under the Communicable Disease Control Act and be forcibly placed</li> <li>After the home quarantine period ends, the individual should conduct an additional 7-day period of self-health management</li> <li>See Ministry of Health and Welfare notice for detailed requirements (<a href="#">Click here</a>)</li> </ul> | <p>In addition to regular self-health management measures and precautions, enhanced self-health management requires additional compliance with the following:</p> <ul style="list-style-type: none"> <li>The individual is only allowed to carry out limited business activities and is prohibited from going to crowded places (such as markets, nightclubs, night markets, department stores, restaurants, tourist destinations, etc.)</li> <li>The individual shall postpone all non-essential or non-urgent medical care or examinations; and make sure to inform the physician of travel history when seeking medical attention.</li> <li>The individual must visit leisure facilities in the quarantine hotel at staggered times to avoid contact with others, and notify quarantine hotel staff to conduct environmental disinfection after leaving those facilities.</li> <li>The individual must be picked up and accompanied by a designated person throughout the stay in Taiwan to ensure that protective measures are followed.</li> <li>A record must be kept of the individual's daily activities and the names of people he or she comes into contact with. The individual must not come into contact with anyone except the persons scheduled to meet according to the itinerary; the individual must wear a medical mask and maintain social distance all the time.</li> <li>The individual must reply to daily text messages requesting an update on personal health status from the competent health authority.</li> <li>Group 2 individuals may stay in a certified quarantine hotel or stay in a residence that meets the one person per room requirement, with each person having one private bathroom.</li> </ul> | <ul style="list-style-type: none"> <li>Asymptomatic individuals can resume their normal activities. However, individuals should avoid going to places where social distancing may be difficult, where they may come into close contact with random people, or public settings where face mask wearing is not mandatory. It is forbidden to participate in close-contact or crowd activities, such as group dining, parties, or public gatherings. Non-urgent medical appointments or check-ups should be rescheduled. When going out, a medical face mask must be worn at all times. Frequent hand-washing, respiratory hygiene, and cough etiquette should also be followed.</li> <li>Body temperature should be measured twice a day in the morning and evening</li> <li>Individuals with fever or respiratory symptoms such as coughing or running nose must contact local public health bureau or call 1922, and follow the instructions to seek medical attention immediately, make sure to wear a surgical mask, do not use public transport, inform the physician of your contact history, travel history, and whether anyone else has similar symptoms; wear a surgical mask while returning home and avoid going out, and keep 1 meter away from others when talking to them.</li> <li>Individuals in Group 4 should take a Covid test at a designated site at their own expense &gt; 7 days after re-entry to Taiwan.</li> <li>After being tested for COVID-19 and returning home, individuals are to stay at home and not to go out before receiving results.</li> <li>See Ministry of Health and Welfare notice for detailed requirements (<a href="#">Click here</a>)</li> </ul> |
| <b>Legal basis</b>                          | <ul style="list-style-type: none"> <li>Article 48, Communicable Disease Control Act</li> <li>Paragraph 1, Article 15, Special Act for Prevention, Relief and Revitalization Measures for Severe Pneumonia with Novel Pathogens</li> </ul>   | <ul style="list-style-type: none"> <li>Article 58, Communicable Disease Control Act</li> <li>Paragraph 2, Article 15, Special Act for Prevention, Relief and Revitalization Measures for Severe Pneumonia with Novel Pathogens</li> </ul>  |   | <ul style="list-style-type: none"> <li>Article 48, Communicable Disease Control Act, Article 58, Communicable Disease Control Act</li> <li>Article 67, Communicable Disease Control Act, Article 69, Communicable Disease Control Act</li> </ul>  |

Central Epidemic Command Center



[www.cdc.gov.tw](http://www.cdc.gov.tw)

Communicable Disease Reporting and Consultation Hotline: 1922

## AIRLINE UPDATES CURRENT ROUTE IN OPERATION

### CHINA AIRLINES

- Routes scheduled for March-May

### EVA AIR

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

### STARLUX AIRLINES

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



# TAIWAN MARKETING ACTIVITIES

## TAIPEI LANTERN FESTIVAL OPENING PRESS CONFERENCE

- Date: **Feb 11**
- GTO was invited to participate in the Taipei Lantern Festival Opening with a free booth, lantern base, and space to display.
- To optimize media exposure, GVB attended the Guam opening press conference on opening day, and the Deputy Mayor of Taipei City also attended.
- Felix introduced our lantern on the press conference.



## TAIPEI LANTERN FESTIVAL OPENING LANTERN LIGHTING CEREMONY

- Date: **Feb 12**
- Taipei City Government invited GTO to participate in the Taipei Lantern Festival Opening Lantern Lighting Ceremony and interacted with representatives from various countries and cities
- Meanwhile, GTO held a flash event to attract more visitors, and consumers participated enthusiastically. More than 200 people visited our booth. Many people expressed that they would like to travel to Guam after the Covid-19 situation improved and Taiwan lifted pandemic travel restrictions.



## MEETING WITH COMPSON'S OVERSEAS VICE PRESIDENT

- Date: **Feb 15**
- GTO met with Compson's new overseas vice president and discussed the possibility of investing in Guam and establishing a base in the future



# TAIWAN MARKETING ACTIVITIES

## MEETING WITH TAIPEI CITY GOV. MAYOR'S OFFICE

- Date: *Feb 16*
- GTO met with Adam Li, Amber Yang, Claire Tseng from Taipei city gov. mayor's office of external affairs and discussed the opportunities for future cooperation for the 50th Anniversary of the Sister city agreement.
- GTO will provide proposal to the city government and they will review the regulations and then confirm what they can support.



## MEETING WITH DEPARTMENT OF INFORMATION AND TOURISM, TAIPEI CITY GOVERNMENT

- Date: *Feb 16*
- GTO visited Taipei Information and Tourism department to learn where lanterns can be displayed after the Lantern Festival. Also, discuss possible marketing activities for the 50th Anniversary of Sister city agreement



## MEETING WITH DEPARTMENT OF TOURISM AND CITY MARKETING, KEELUNG CITY GOVERNMENT

- Date: *Feb 16*
- GTO met with the general director of department of tourism and city marketing, Keelung city government.
- GTO inquired about Keelung City Expo and discussed potential cooperation, for example, GTO proposed if a delegation from Guam comes, we could sign and sister city agreement to promote bilateral education, tourism, and investment.



## SECRETS OF THE OCEAN TRIBES PREMIERE PRESS CONFERENCE

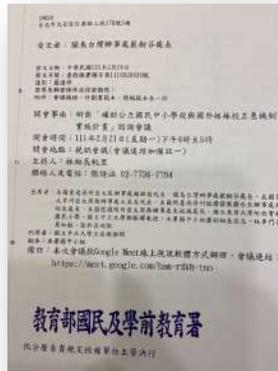
- Date: *Feb 17*
- GTO was invited by the council of indigenous peoples to attend Secrets of the Ocean Tribes Premiere Press Conference and interacted with other ambassadors and representatives.

# TAIWAN MARKETING ACTIVITIES



## MEETING WITH MINISTRY OF EDUCATION AND SCHOOL REPRESENTATIVES

- Date: *Feb 21*
- GTO was invited by the Ministry of Education to participate in this meeting with other ASOA members and school representatives.
- Discussed the sister schools signing and exchange plan between Taiwan primary/secondary schools and foreign sister schools, and the goal is to have 340 sister schools by 2030.



## MEETING WITH DEPARTMENT OF INFORMATION AND TOURISM, TAIPEI CITY GOVERNMENT

- Date: *Feb 22*
- GTO was invited by Taiwan Bio Industry Organization to participate in this online meeting for 2022 BIO Asia-Taiwan.
- The lineup of events planned for BIO Asia-Taiwan 2022 was introduced during this meeting, and the theme and focus include innovation, supply, and investment.



## GUAM-TAICHUNG SISTER CITY AGREEMENT SIGNING CEREMONY

- Date: *Feb 23*
- Guam signed a sister city agreement with Taichung City. The media was very active in reporting this ceremony and called it the move a step forward in relations with the U.S.
- A total of 58 media disclosures were created, including 7 reports on TV, 51 online news, and 1 post on social media.



## 2022 TAIPEI LANTERN FESTIVAL AWARDS CEREMONY

- Date: *Feb 24*
- Taipei city government produced a special video to thank the participating organizations and groups, and the Guam booth was also featured in the video.
- Certificates of appreciation are issued to partners who assist in this festival.
- 2022 Taipei lantern festival went smoothly and successfully attracted 6 million people both online and offline.



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

# PHILIPPINES

#coronavirus #impact-summary

## Philippines

Continued arrivals for int'l reopening, 24,826 travellers from 10-20 Feb.



Source: Cases - John Hopkins University (2022-03-01). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2022-02-27). Retrieved from OurWorldInData.org

## GOV'T SETS FOURTH NATIONAL VACCINATION DAYS EARLY MARCH

The government set its fourth national COVID-19 vaccination drive, dubbed "Bayanihan, Bakunahan," for early March.

"About the week of March 7 ang ating (is our) [National Vaccination Days] 4. We are still finalizing the concept," Health Undersecretary Myrna Cabotaje said during Laging Handa public briefing.

The fourth Bayanihan, Bakunahan will focus on senior citizens, minors aged 12 to 17, and areas with low vaccination coverage.

## METRO MANILA, 38 OTHER AREAS TO ENTER ALERT LEVEL 1 IN MARCH

Metro Manila, along with 38 other areas throughout the country, will see coronavirus restrictions downgraded to the loosest level on Tuesday, March 1, nearly two years after the pandemic shuttered the Philippines.

Acting Presidential Spokesperson and Cabinet Secretary Karlo Nograles made the announcement on Sunday, February 27, saying the government's coronavirus task force approved placing the capital region under Alert Level 1 from March 1 until March 15.

The relaxation of quarantine restrictions comes as COVID-19 infections in the Philippines continue to decline, with nationwide case numbers staying below the 2,000 range in the past week.



## PH HAS 'OVERCOME' WORST COVID SURGE



The Philippines has "overcome" its worst Covid-19 surge, which was driven by the highly infectious Omicron variant, according to the Department of Health. Health Undersecretary Maria Rosario Vergeire said daily Covid-19 cases have been slashed by half in just two weeks. From 6,034 cases on February 4 to 10, it slipped to 2,876 cases on February 11 to 17, Vergeire said. On Friday, the DoH reported 2,232 new Covid-19 cases, a significant drop.

## DOCTOR WARNS OF COMPLACENCY AS METRO MANILA SHIFTS TO ALERT LEVEL 1

In a Laging Handa Briefing, PMA President Dr. Benito Atienza reminded Filipinos to still observe minimum public health standards as more establishments and workplaces are now allowed to operate at full capacity. Atienza also urged parents to have their children vaccinated against COVID-19. He also noted that there are still 200,000 individuals with co-morbidities and at least two million senior citizens who have not been vaccinated against the viral illness.



## ALERT LEVEL 1 REQUIRES FACE MASKS, PROOF OF FULL VACCINATION, ALLOWS 100 PERCENT CAPACITY

As the National Capital Region (NCR) and 38 other areas are slated to deescalate to the COVID-19 Alert Level 1 on March 1 to 15, 2022, the government's pandemic task force has released the guidelines for the said risk classification which includes, among others, the wearing of well-fitted face masks and the presentation of proof of full vaccination for election-related events. In a statement, Cabinet Secretary Karlo Nograles said the Inter-agency Task Force (IATF) for the Management of Emerging Infectious Diseases approved the said guidelines on Sunday, February 27.

According to the acting Palace spokesman, well-fitted face masks shall be worn properly at all times, whether outdoors or in indoor private or public establishments, including in public transportation. All private offices and workplaces, including public and private construction sites, may operate at full capacity, consistent with national issuances on vaccination requirements for on-site work. However, they may continue to provide flexible and alternative work arrangements.

## GOVT MAY FALL SHORT OF 5M 'BAYANIHAN BAKUNAHAN' TARGET DESPITE EXTENSION, DOH EXEC ADMITS



The government could fail to achieve its goal of vaccinating 5 million individuals in the current round of National Vaccination Days despite an extension, a Department of Health official admitted. Initially set from Feb. 10-11, authorities extended the third installment of “Bayanihan Bakunahan” until Friday, Feb. 18.

The current round hopes to administer 5 million primary doses and booster shots to adults and youth aged 12-17.



## LRT-2 STATIONS LAUNCH VACCINATION DRIVE FOR RAIL COMMUTERS

The light rail transit authority, which operates the light rail transit-line 2 rail line, is set to hold vaccination drives at select stations of the rail line starting Tuesday, Feb. 22, 2022. In a statement sent to reporters, department of transportation secretary Arthur Tugade announced earlier that railway stations will be used as vaccination sites to ramp up the government vaccination campaign.



## DOTR: THERE ARE NO RED-LIST COUNTRIES ANYMORE

The Department of Transportation said no countries are under the government red list anymore, essentially allowing all international travelers — Filipinos or foreigners — to enter the Philippines. The development came after the national government announced that the Philippines has begun to “slowly transition” toward a new normal, as fresh COVID-19 cases continued to decline.

The Philippines reopened its borders to fully vaccinated international travelers beginning on February 10 in a bid to drive recovery for the country’s hard-hit tourism industry.

# PHILIPPINES MARKET INTELLIGENCE

## FULLY VACCINATED FILIPINOS CAN ENTER SINGAPORE STARTING NEXT MONTH

Fully vaccinated Filipinos will be allowed to enter Singapore starting March 4 under the Vaccinated Travel Lane (VTL) program, according to the Singaporean government.



The Civil Aviation Authority of Singapore (CAAS) said it will expand the VTL to include the Philippines and Israel. The program allows a "quarantine-free travel" to the country via air transport.

"Travelers from these countries may enter Singapore under the VTL on or after March 4. VTP applications for these countries will open on March 1 at 1000 hours (Singapore time)," CAAS said.

## MARKETING ACTIVITIES



Page Insights

Jan 30 - Feb 26 Last 28 days

|                 |                  |                |
|-----------------|------------------|----------------|
| Post Reach      | Post Engagements | New Page Likes |
| 391.7k<br>▼ 59% | 14.4k<br>▼ 63%   | 29<br>▼ 19%    |

Posts 9 posts published in the last 28 days. SEE MORE

MOST ENGAGING POSTS

|   |                             |
|---|-----------------------------|
| Take a stroll to the Governor Joseph ...<br>February 25 | Reach 529<br>Engagements 20 |
| Take a leap and #TravelToGuam f...<br>February 7        | Reach 497<br>Engagements 20 |
| Jump into this natural pool, alive...<br>February 11    | Reach 479<br>Engagements 17 |

visitguamph



View Insights Boost post

95 views · Liked by ashbalash  
visitguamph Swimming underwater feels like flying. Feel weightless and free-dive among coral re... more  
20 hours ago

Insights

Last 30 Days Jan 28 - Feb 26

### Insights Overview

You gained 3 more followers compared to Dec 29 - Jan 27.

|                  |                 |
|------------------|-----------------|
| Accounts reached | 1,619<br>-12.3% |
| Accounts engaged | 132<br>+10%     |
| Total followers  | 4,461<br>+0%    |

Content You Shared

9 Posts





**UNITED**   
UA 184 MNL-GUM:  
DAILY FLIGHTS

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

## 7<sup>TH</sup> INTERNATIONAL TRAVEL FESTIVAL (ITF), CEBU

GVB attended the 7<sup>th</sup> International Travel Festival at the Ayala Center in Cebu from February 18-20, 2022. It is Cebu's biggest, premiere travel fair.



- An estimated 180,000 pax attended the 3-day event
- About 60 private industry stakeholders
- GVB was the only NTO at the event; received a lot of good queries for Guam.
- Some TAs prepared Guam packages; had several bookings during the event.
- More than half of booth visitors had existing US visas and ready to travel.

