



FLAME TREE
(åtbot det fuegu)
Photo credit: Eric Tydingco

INDUSTRY RECOVERY REPORT

MAY 13, 2022



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DESTINATION UPDATES

MASK MANDATE LIFTED

EFFECTIVE 12:01 AM, TUESDAY, MAY 3, 2022

The mask mandate is rescinded. Wearing masks in public settings, whether indoors or outdoors is optional.

Individuals are encouraged to continue to wear masks if they are immunocompromised, at high risk for severe illness, or if they prefer to do so.

Individuals who are not vaccinated or boosted are at an increased risk of infection, hospitalization, and death as a result of COVID-19. Such individuals are encouraged to get vaccinated immediately. Additionally, businesses may impose stricter restrictions, including requiring mask wearing and social distancing in their establishments.



For more information, visit dphss.guam.gov or call 311



The Strength to Overcome, the Faith to Persevere!
Minetgot Para Ta Hulata, Hinengge Para Ta Usuni!



FESTIVITIES

Thursday, July 21, 2022

- 78th Liberation Parade, Marine Corps Drive
 - PBS Live Broadcast of the Liberation Parade, TV Channel 12
- Liberation Drone Light Show and Fireworks Display, Paseo, Hagåtña

Friday, July 22, 2022

- Special Liberation Fandanña Friday Event, Governor Joseph Flores Memorial Park (Ypao Beach)
- Entertainment, Food Trucks, & Family Activities
- Liberation Freedom Jump (US and Guam Flags)
- Fireworks Display

PLEASE SUPPORT THIS SIGNIFICANT
COMMUNITY EVENT WITH A SPONSORSHIP
AND/OR PARTICIPATION IN THE PARADE.

<https://www.visitguam.com/liberation78/>

FREE GUAHÅN TROLLEY SERVICE

- GVB relaunches **FREE** Guahån Trolley Service (GTS) in celebration of tourism month
- For visitors and residents
- Started May 1
- Offered daily between GPO and Micronesia Mall, with multiple stops in Tamuning & Tumon



Guahån Trolley Service

May 9 to June 2, 2022

DAILY

Courtesy of


Safe travels




Northbound Route		1st	2nd	3rd	4th
Guam Premier Outlets	Depart		14:15	16:00	18:50
Onward Beach Resort Guam		10:10	14:22	16:07	18:57
RIHGA Royal Laguna Guam Resort		10:14	14:26	16:11	19:01
Hilton Guam Resort & Spa		10:22	14:34	16:19	19:09
Across Pacific Islands Club		10:25	14:37	16:22	19:12
Fountain Plaza		10:27	14:39	16:24	19:14
Across Holiday Resort		10:29	14:41	16:26	19:16
Pacific Bay/Grand Plaza Hotel		10:31	14:43	16:28	19:18
Tumon Sand Plaza		10:35	14:47	16:32	19:22
Across Hyatt Regency Guam		10:37	14:49	16:34	19:24
T-Galleria by DFS			14:54	16:39	19:29
JP Superstore		10:40	14:57	16:42	19:32
Across The Westin/Pacific Place		10:42	14:59	16:44	19:34
The Beach Bar		-	-	16:46	19:36
Hotel Nikko Guam		10:43	15:00	16:47	19:37
The Tsubaki Tower		10:44	15:01	16:49	19:39
Lotte Hotel Guam		10:46	15:03	16:51	19:41
Micronesia Mall	Arrival	10:54	15:11	16:59	

Southbound Route		1st	2nd	3rd	4th
Micronesia Mall	Depart		12:30	17:00	19:50
Across The Westin/Pacific Place			12:38	17:08	19:58
The Beach Bar			-	17:10	20:00
Hotel Nikko Guam		10:20	12:40	17:12	20:02
The Tsubaki Tower		10:21	12:41	17:13	20:03
Lotte Hotel Guam		10:23	12:43	17:15	20:05
The Westin/Guam Reef Hotel		10:25	12:45	17:17	20:07
Dust Beach/The Plaza Shopping Center		10:28	12:48	17:20	20:10
Sandcastle/Hyatt Regency Guam		10:30	12:50	17:22	20:12
Across Tumon Sands Plaza		10:32	12:52	17:24	20:14
Holiday Resort/Crown Plaza		10:34	12:54	17:26	20:16
Pacific Islands Club		10:37	12:57	17:29	20:19
Ypao Park/Guam Visitors Bureau		10:39	12:59	17:31	20:21
Hilton Guam Resort & Spa		10:42	13:02	17:34	20:24
RIHGA Royal Laguna Guam Resort		10:50	13:10	17:42	20:32
Onward Beach Resort Guam		10:53	13:13	17:45	20:35
Guam Premier Outlets	Arrival	11:01	13:21	17:53	
Guam Premier Outlets	Depart	11:02	13:22	17:54	
Guam Museum		11:22	13:42	-	
Agana Shopping Center		11:27	13:47	18:14	
Guam Premier Outlets	Arrival	11:42	14:02	18:34	

Guahån Trolley Service

WEDNESDAYS | CHAMORRO VILLAGE

May 11 • May 18 • May 25 • June 1

Guam Premier Outlets		Depart	16:45	18:00			
Chamorro Village	Arrival	17:00	18:15				
Guam Premier Outlets	Depart	17:15	18:30				
Chamorro Village	Arrival	17:30	18:45				
Chamorro Village		Depart		19:00	19:30	20:00	20:30
Onward Beach Resort Guam				19:15	19:45	20:15	20:45
RIHGA Royal Laguna Guam Resort				19:19	19:49	20:19	20:49
Hilton Guam Resort & Spa				19:27	19:57	20:27	20:57
Across Pacific Islands Club				19:30	20:00	20:30	21:00
Fountain Plaza				19:32	20:02	20:32	21:02
Across Holiday Resort				19:34	20:04	20:34	21:04
Pacific Bay/Grand Plaza Hotel				19:36	20:06	20:36	21:06
Tumon Sand Plaza				19:40	20:10	20:40	21:10
Across Hyatt Regency Guam				19:42	20:12	20:42	21:12
T-Galleria by DFS				-	-	-	-
JP Superstore				19:45	20:15	20:45	21:15
Across The Westin/Pacific Place				19:47	20:17	20:47	21:17
The Beach Bar				-	-	-	-
Hotel Nikko Guam				19:49	20:19	20:49	21:19
The Tsubaki Tower				19:50	20:20	20:50	21:20
Lotte Hotel Guam				19:51	20:21	20:51	21:21

Courtesy of


Safe travels




FREE PCR TESTING FOR VISITORS



PCR TESTING FOR VISITORS

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

1 Book an appointment with participating clinics. More information on participating clinics are on www.visitguam.com/pcr.



2 Go to clinic for PCR test. You will need to do the following:

- Complete GVB's Patient Consent Form
- Provide passport, driver's license or birth certificate
- Provide copy of flight confirmations

3 Wait for clinic to deliver results and any other documents required.



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



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:** Tuesday, May 31, 2022

General Information

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

Participating Clinics

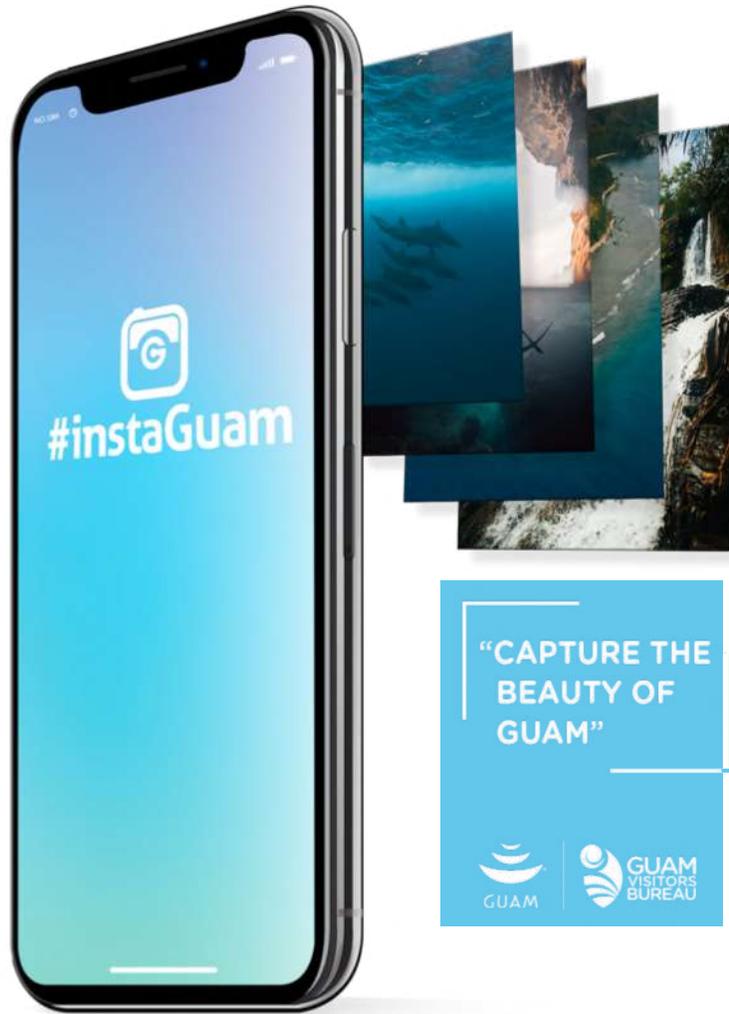
(5 clinics, at 7 locations in Guam)



Su Yuos Maise! for your continued support. Program is subject to change.

 Tel: +1-671-646-5278

Mr. Brian Borja
brian.borja@visitguam.com



“CAPTURE THE
BEAUTY OF
GUAM”



WEEKLY PRIZE CONTEST

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



SAFE TRAVELS STAMP PROGRAM



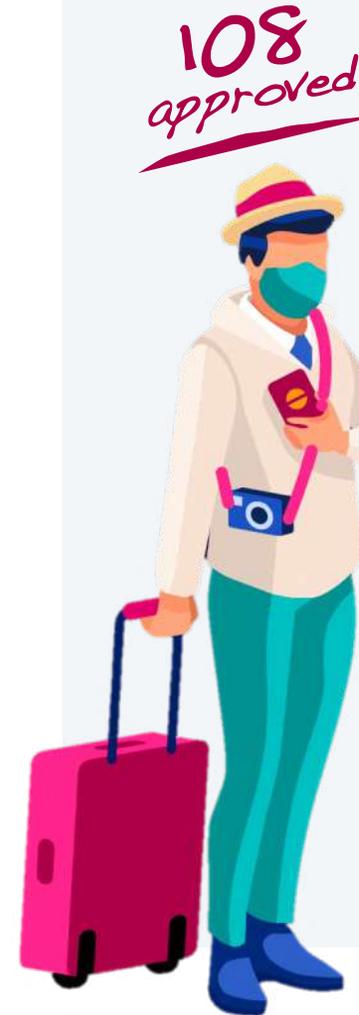
GUAM SAFE TRAVELS STAMP INSTILLS A LEVEL OF CONFIDENCE AND TRUST FOR YOUR VISITORS AND LOCALS

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.

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

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

APPLY [Click here](#)



Go to guamvisitorsbureau.com

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

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

GVB: TOURISM MONTH SETS PACE FOR RECOVERY

Håfa Adai! Fresh back from trips to South Korea and Japan to build rapport with our top two source markets, Guam Visitors Bureau couldn't be more thrilled with the fact that the regional visitor industry is showing signs of a promising recovery during Tourism Month.

Here on Guam, our transportation assets and infrastructures are enhanced and operational, our traditional pastimes are returning, and our island's inbound arrivals are on the upswing as airlines, particularly from Korea, take to the skies again. GVB looks forward to working closely with Japan Consul-General Toshiaki Kobayashi in the months ahead.

GVB and its partner Lam Lam Tours, relaunched the free Guåhan Trolley Service for residents, military personnel and their families, and visitors in Tumon on May 1.

The trolleys offer transportation to and from Guam Premier Outlets and Micronesian Mall shopping centers with multiple stops in Tamuning and Tumon between 10:10 a.m. and 4p.m. daily. Additional routes will be added.

During a momentous celebration on the front lawn of Adelup on May 3, Governor Lou Leon Guerrero officially dropped the indoor COVID mask mandate. By that afternoon, she was signing a proclamation declaring the month of May as Tourism Month. The governor's endorsement coincides with the 55th anniversary of the first commercial flight from Japan to Guam in 1967.



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

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

CLICK HERE
FOR FULL
ARTICLE



GÁUSÁLI

Photo credit: Stacia San Nicolas

MARKET INTELLIGENCE REPORT

As of May 12 and may be subject to change.



TRAVEL PROTOCOLS

JAPAN

JAPANESE NATIONALS

NO QUARANTINE

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

REQUIREMENTS

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

QUARANTINE

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

FOREIGN NATIONALS NEW ENTRY INTO JAPAN

(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

Information Source:

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

https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/00001214_31_00209.html

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

SOUTH KOREA

NO QUARANTINE

- Fully vaccinated in Korea (14-180 days) or boosted can re-enter Korea without quarantine (as of March 21, 2022).
- Foreigners fully vaccinated other than Korea (14-180 days) or boosted can enter Korea without quarantine (as of April 1, 2022).

REQUIREMENTS

- All travelers entering Korea (nationals and foreigners) must have a negative PCR test 48-hours prior to departure to Korea and K-ETA (only foreigners).
- Upon arrival must take a PCR test within 24 hours and self-antigen test on day 6 or 7 (covered by the Korean government).
 - ❖ *Self-antigen test on day 6 or 7 to be terminated as of June 1*
- Foreigners must register their travel information, vaccination records, and PCR test to KDCA's website Q-Code before entering Korea. <https://cov19ent.kdca.go.kr/>
 - ❖ *Korean nationals should also register Q-Code in order to shorten the time for quarantine inspection upon entry to Korea*
- Fully vaccinated in Korea that had tested positive but recovered must present positive result and official documentation of recovery before boarding their flight. If recovered within 10-40 days, no PCR test is required to return to Korea. If recovered past 40 days a negative PCR test result within 48-hours before departure is required.

QUARANTINE

Unvaccinated nationals (including unvaccinated children 6-11 years old) will be required to self-quarantine for seven (7) days.

NO QUARANTINE

FULLY VACCINATED IN KOREA

- Children 5 years old and below are exempted
- Must present negative PCR result taken 48-hours before departure
- Must present vaccination certificate or register COOV app

FULLY VACCINATED IN KOREA RECENTLY RECOVERED FROM COVID

- Must show positive result, official documentation of recovery
- Recovered between 10-40 days no PCR test is requested before boarding
- Recovered after 40 days, PCR result taken 48-hours before boarding is required

FULLY VACCINATED IN ANOTHER COUNTRY

- Must present negative PCR result taken 48-hours before departure
- Must register KCDA's Q-Code and complete K-ETA - Only Foreigners

TAIWAN

QUARANTINE

- All travelers will be quarantined for 10 days (1 rapid test on the last day of the quarantine period).
- Practice self-health management for 7 days

REQUIREMENTS

- 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
- Passengers from the U.S. (included Guam), Canada, New Zealand and Australia will be tested for COVID-19 upon arrival in Taiwan using a saliva test rather than a nasal swab
- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://hdhg.mohw.gov.tw>
- Those who enter Taiwan shall confirm quarantine program (book a quarantine hotel in advance; or if traveler plan to quarantine at home or a residence of their family or friends, should make sure the principle of one person per residence is met)

PHILIPPINES

NO QUARANTINE

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

REQUIREMENTS

- Negative RT-PCR test result taken within 48 hours prior to departure from Guam
- OR a negative laboratory-based antigen test result taken within 24 hours prior to departure from Guam
- All inbound passengers shall register with the One Health Pass prior to arrival in the Philippines
- Self-monitor for any sign or symptom until the 7th day from arrival

FACILITY-BASED QUARANTINE

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

Travelers are considered Fully Vaccinated if:

- They received 2nd dose series or single dose vaccine for more than 14 days prior to departure from country of origin
- Vaccine is included in EUA list or compassionate special permit (CSP) issued by the Philippine Food and Drug Administration OR EU listing of WHO

Accepted proofs of vaccination:

- World Health Organization (WHO) International Certificate of Vaccination or Prophylaxis; OR
- VaxCertPH; OR
- National/state certificate of the foreign government, including original CDC vaccination cards for those vaccinated in the US

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>

MARKETS AT-A-GLANCE

JAPAN

- New cases nationwide fell 17% from last week
- For the first time in three years, there were no "restrictions"
- Prime Minister Fumio Kishida, who is visiting the UK, said he will review the new corona countermeasures, including domestic waterfront measures, in stages in June
- Progress on the third shot has been slow; currently at 53.6%
- New vaccine from Novavax has been approved; will be used in late May
- MOFA's "Overseas Travel Safety Information" level is at "Level 2"
- Government plans to accept tourists in June, starting with group tours and gradually expanding the target; likely maximum number of tourists entering Japan will be limited to approximately 20,000 per day
- Refer to appendix for resumption of package, agent-organized tours
- ✈️ • **Flight operation:**
 - United: UA197 daily operation
UA827 available from May 7 to June 2; **UA874 available from May 8** ; UA136, UA150 suspended until June 2; UA172 suspended until June 23; UA178 suspended until May 24; UA166 suspended until July 31
 - JAL: suspended until June 30
 - Tway: **suspended until June 1**
 - JEJU: suspended until May 31
- Shown in appendix are: SNS performance summary and followers/reach charts, content calendar, SNS posts, 55 campaign countdown, press coverage, Weekly Guam, and social listening updates

SOUTH KOREA

- South Korea's omicron wave is showing a steady downward trend, with the removal of outdoor mask mandate regulation
- S. Korea detects its first case of 'BA.2.12.1' mutation
- Hana Tour's honeymoon reservations surged 41.6% compared to March
- CDC restates recommendation for masks on public transportation
- ✈️ • **May-July airline outbound seat capacity details in appendix; May capacity is 17,545; June is 23,336; and July is 41,024**
- Shown in appendix are: media monitoring, SNS weekly activity, and marketing content calendar

TAIWAN

- Taiwan ends PCR test rule
- Taiwan eyes end to home violation for Covid contacts in June
- Over 2.63 million Pfizer-BioNTech vaccine doses to arrive in Taiwan
- Taiwan to shorten quarantine for arriving travelers from 10 to 7 days
- Shown in appendix are: restrictions for foreigners entering Taiwan, CECC updates, airline routes, social media monitoring, and May social media content calendar
- Wonderville approached GTO to learn if there are medical device firms in Guam

PHILIPPINES

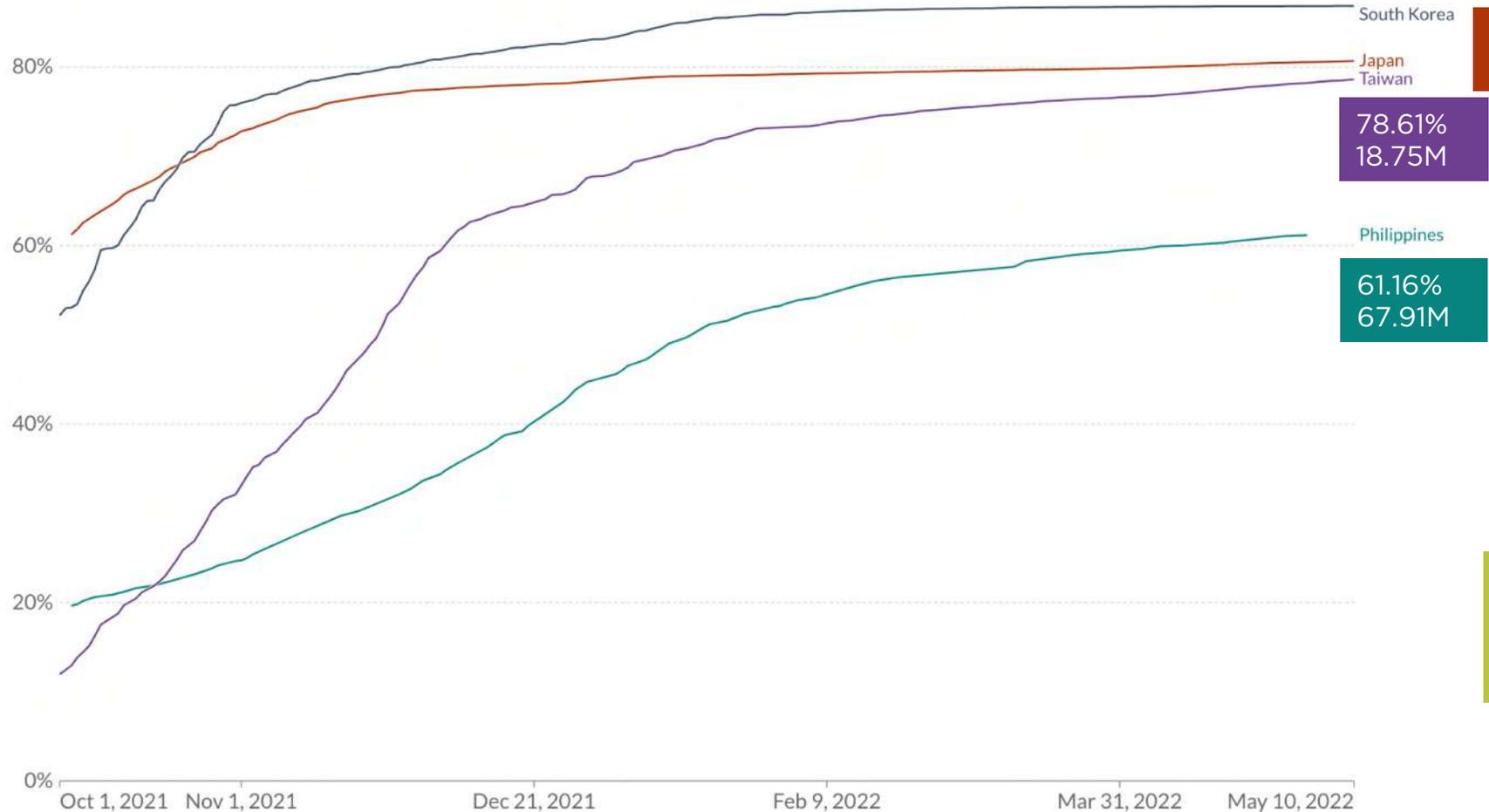
- More places under Alert Level 1 until May 15
- 3.6M expired shots under Covax to be replaced
- Marcos, Jr. poised to win Philippine presidency
- ✈️ • **Philippine Airlines - five flights per week; United Airlines - daily flights in May; anticipated seat capacity for FY2022 is 106,500 (a 134% increase from FY21)**
- Google data shows Philippine outbound travel demand has returned to 70% of pre-pandemic levels
- Elisse Joson, a Filipina actress, model, dancer and influencer, visits Guam
- Social media monitoring shown in appendix

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.

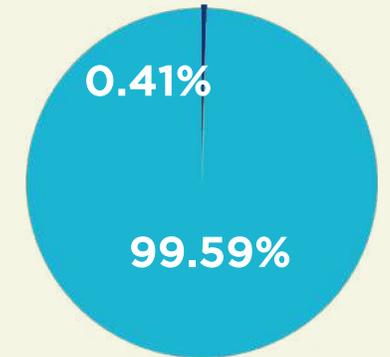
LINEAR LOG



Our World in Data

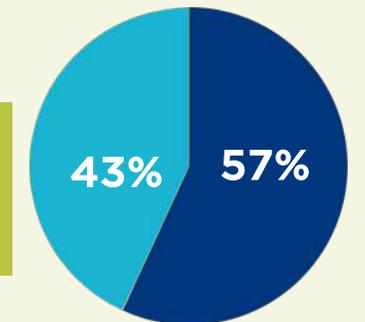
GUAM
 136,505 Fully Vaccinated

COVID-19 CASES



Active In-Active

BOOSTER



89% of total population fully vaccinated

Have yet to receive
 Received booster

APPENDIX

As of May 12, 2022 and
may be subject to change.



HIBISCUS (*guma'mela*)
Photo credit: Florencia Villagomez



JAPAN

JAPAN COVID-19 NEWS

HIGHLIGHTS

- The number of new cases nationwide fell 17% from last week to about 200,000.
- The number of cases per 100,000 population was approximately 144 nationwide and 149 in Tokyo. (5/1-5/7)
- For the first time in three years, there were no "restrictions" due to the new coronavirus, and the turnout was much higher than last year and the year before throughout the country.



The number of infected people per 100,000 population:

NATIONWIDE

144

TOKYO

149

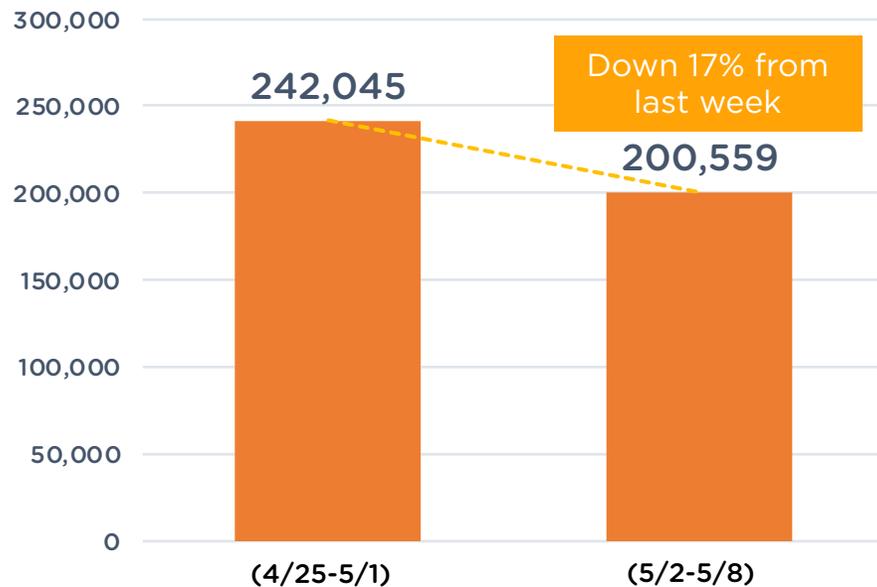
Total for last 7 days

**Confirmed
COVID-19**

**CASES:
8.17M**

**+39,041
NEW
CASES**

Nationwide



Area / New cases	Apr-May 25-01	May 02-08	Changes (#) vs LW	Changes (%) vs LW
Tokyo	29,668	22,280	-7,388	75%
Osaka	17,655	16,013	-1,642	91%
Aichi	12,951	10,718	-2,233	83%
Fukuoka	14,192	11,694	-2,498	82%
Nationwide	242,045	200,559	-41,486	83%

Created based upon data from NHK (Japan Broadcasting Corporation)

AS OF MAY 12, 2022

JAPAN COVID-19 NEWS

- Prime Minister Fumio Kishida, who is visiting the UK, indicated at a press conference held in London on 5 June that he intends to review the new corona countermeasures, including domestic waterfront measures, in stages in June, based on expert opinion. The policy is to maintain vigilance against the spread of infection while restoring socio-economic activities.



- Regarding the current infection situation, the Prime Minister stated that, although the number of infections continues to decrease, mainly in metropolitan areas, the situation cannot be predicted due to the increase in the number of people coming to the country during the holidays. After assessing the infection situation after the holidays, he expressed his willingness to "gradually review corona countermeasures, including waterfront measures, in June, taking into account the views of experts, and to further restore normality".
- When he gave a speech on his economic policy, 'New Capitalism', in the City of London's financial district prior to the conference, he also said that he would "ensure that entry into the country will be as smooth as in other G7 (major seven) countries in June" in terms of waterfront measures.

HIGHLIGHTS

- Progress on the third shot has been slow and is currently at 53.6%.
- A new vaccine from the American pharmaceutical company Novavax has been approved and will be used starting in late May.

NATIONWIDE 3RD SHOT

53.19%

Tokyo



46.75%

Osaka



50.61%

Aichi



51.75%

Fukuoka



VACCINATION UPDATE (5/6)

Total number of
vaccination:
272,738,717

1st & 2nd doses
administered:
103,229,339
(81.5%)
101,566,339
(80.2%)

Nationwide 3rd shot:
67,943,039
(53.6%)

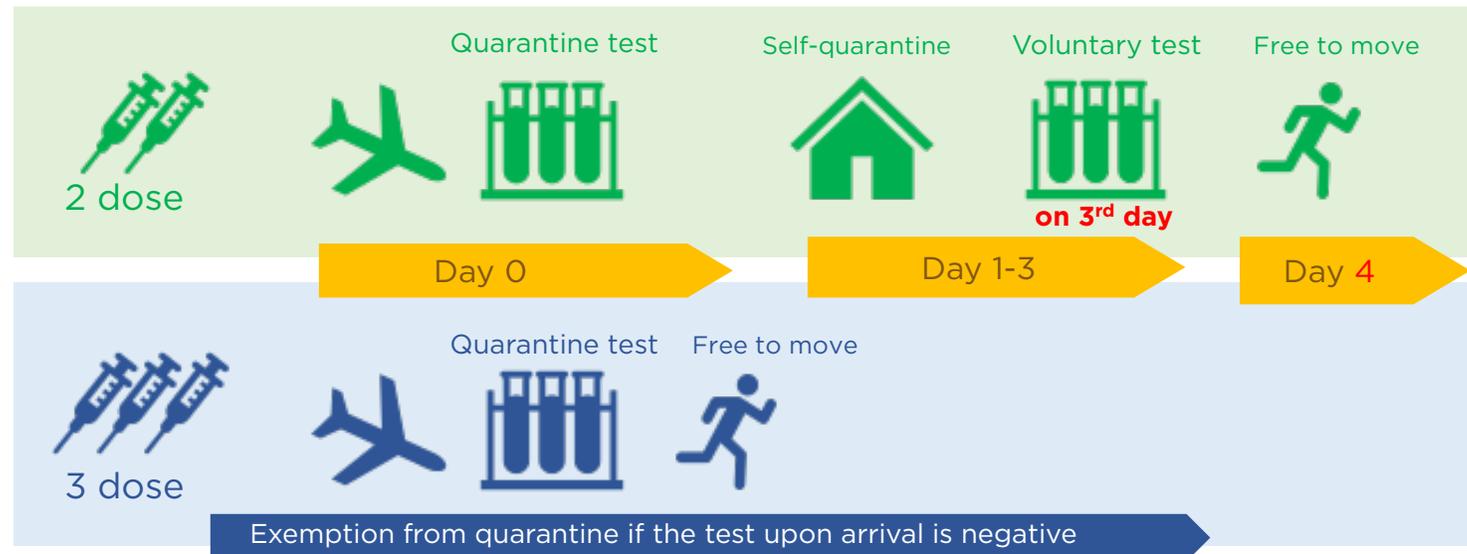
Senior Citizens (+65)
3rd shot:
31,381,438
(87.7%)

ENTRY PROTOCOLS

HIGHLIGHTS

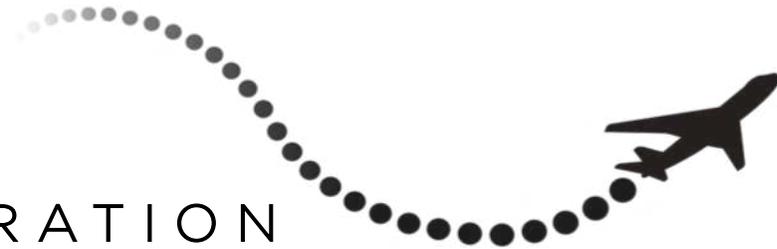
- The level of MOFA's "Overseas Travel Safety Information" has been lowered to "Level 2".
- Effective March 1, those returning from the U.S. (including Guam) who have completed their third vaccination are exempt from quarantine if they are negative upon return, while those who have completed their second or lower vaccinations are quarantined at home for three days.
- The government plans to start accepting tourists in June, starting with group tours and gradually expanding the target.
- It is likely that the maximum number of tourists entering Japan will be limited to "approximately 20,000 per day."
- In order to prevent the tightening of airport quarantine, the government also intends to simplify entry inspections.

Effective from March 1 for those returning to Japan



In the shortest possible time, assuming a negative result

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION

AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from May 7, 2022 to June 2, 2022 (Sat)/ from June 2, 2022 (Mon, Thu, Sat)	UA827	NRT	11:15 / 16:05	UA828	6:55 / 9:55	Mon,Thu,Sat	166
	Available	UA 197	NRT	17:30 / 22:20	UA 196	13:05 / 16:05	Daily	166
	Available from May 8, 2022	UA874	NRT	21:05 / 145 +1	UA873	17:05 / 19:50	Sun	166
	Suspended until June 2, 2022	UA 136	NGO	11:20 / 15:55	UA 137	7:30 / 10:20	Daily	166
	Suspended until June 23, 2022	UA 172	NGO	20:50 / 125 +1	UA 171	17:00 / 19:55	Daily	166
	Suspended until June 2, 2022	UA 150	KIX	11:05 / 15:45	UA 151	7:10 / 10:10	Daily	166
	Suspended until May 24, 2022	UA 178	KIX	20:50 / 120 +1	UA 177	16:50 / 19:50	Tue, Thu, Sat	166
	Suspended until July 31, 2022	UA 166	FUK	11:50 / 16:50	UA 165	07:40 / 10:50	Daily	166
	Suspended until June 30, 2022	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Daily	199
	Suspended until June 1, 2022	TW 311	KIX	10:45 / 15:10	TW 312	16:10 / 19:00	Daily	189
	Suspended until May 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

PACKAGE TOURS	FIT
 Suspended until MAY 31	*
 Sales resume APR 14 for departures on MAY 15	*
 Sales resume MAY 17 for departures on JUNE 1	*
 Suspended until JUNE 30	*
 Suspended until MAY 31	*
 Sales resume APR 15 for departures on June 1	*
 Sales resume APR 15 for departures on APR 27	*

JAPAN MARKETING ACTIVITIES



SNS PERFORMANCE SUMMARY

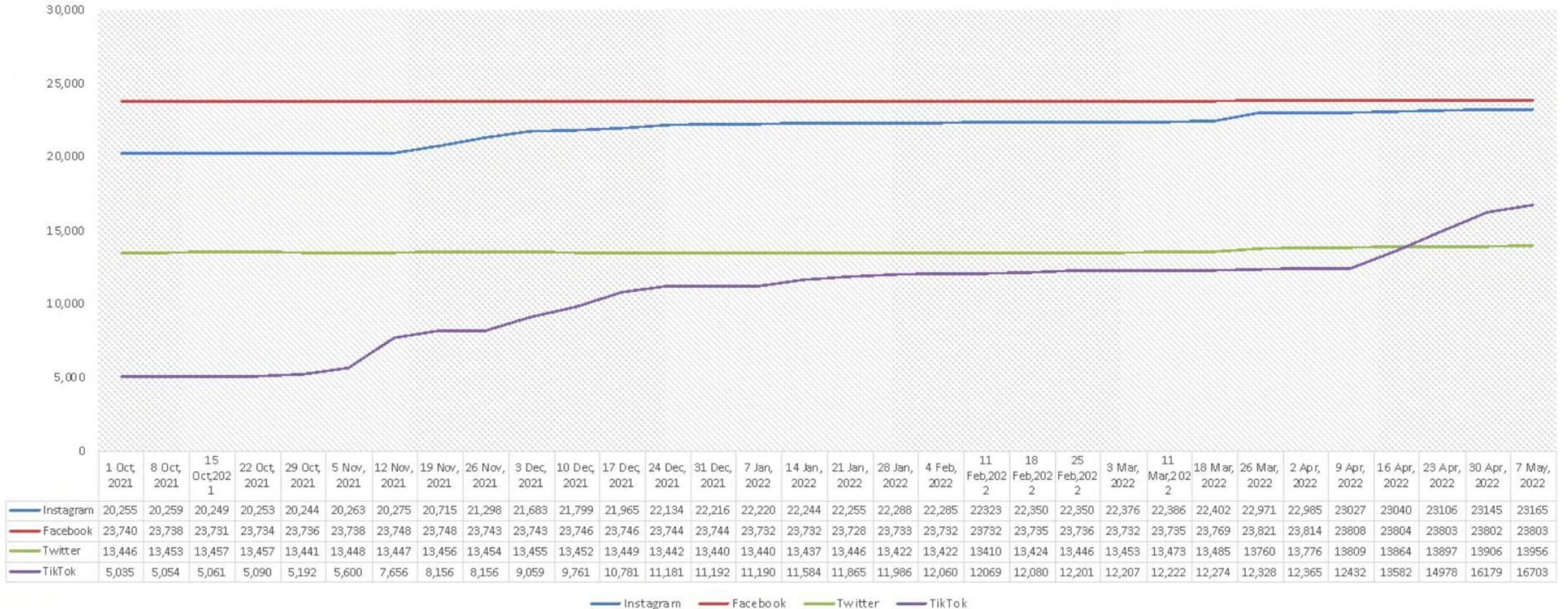
- The number of followers on TikTok has surpassed the number of followers on Twitter.
- Reach has increased significantly in one week due to ad serving: 2.3M reach on Twitter and 1.1M reach on TikTok.

SNS	follower		Week Reach		Week Engagement	
	30 Apr,2022	7 May,2022	30 Apr,2022	7 May,2022	30 Apr,2022	7 May,2022
	23,145	23,165	349,166	330,535	903	1,870
	0.09%		-5.34%		107.09%	
	23,803	23,803	14,195	25,885	2,195	3,526
	0.00%		82.35%		60.64%	
	13,906	13,956	2,284,454	2,395,299	1,563	1,563
	0.36%		4.85%		0.00%	
	16,179	16,703	1,000,000	959,700	25,208	20,006
	3.24%		-4.03%		-20.64%	
	1,650	-	1,650	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	9,073	8,442	20,744	19,131	0:01:44	0:01:43
	-6.95%		-7.78%		-0.96%	

JAPAN MARKETING ACTIVITIES

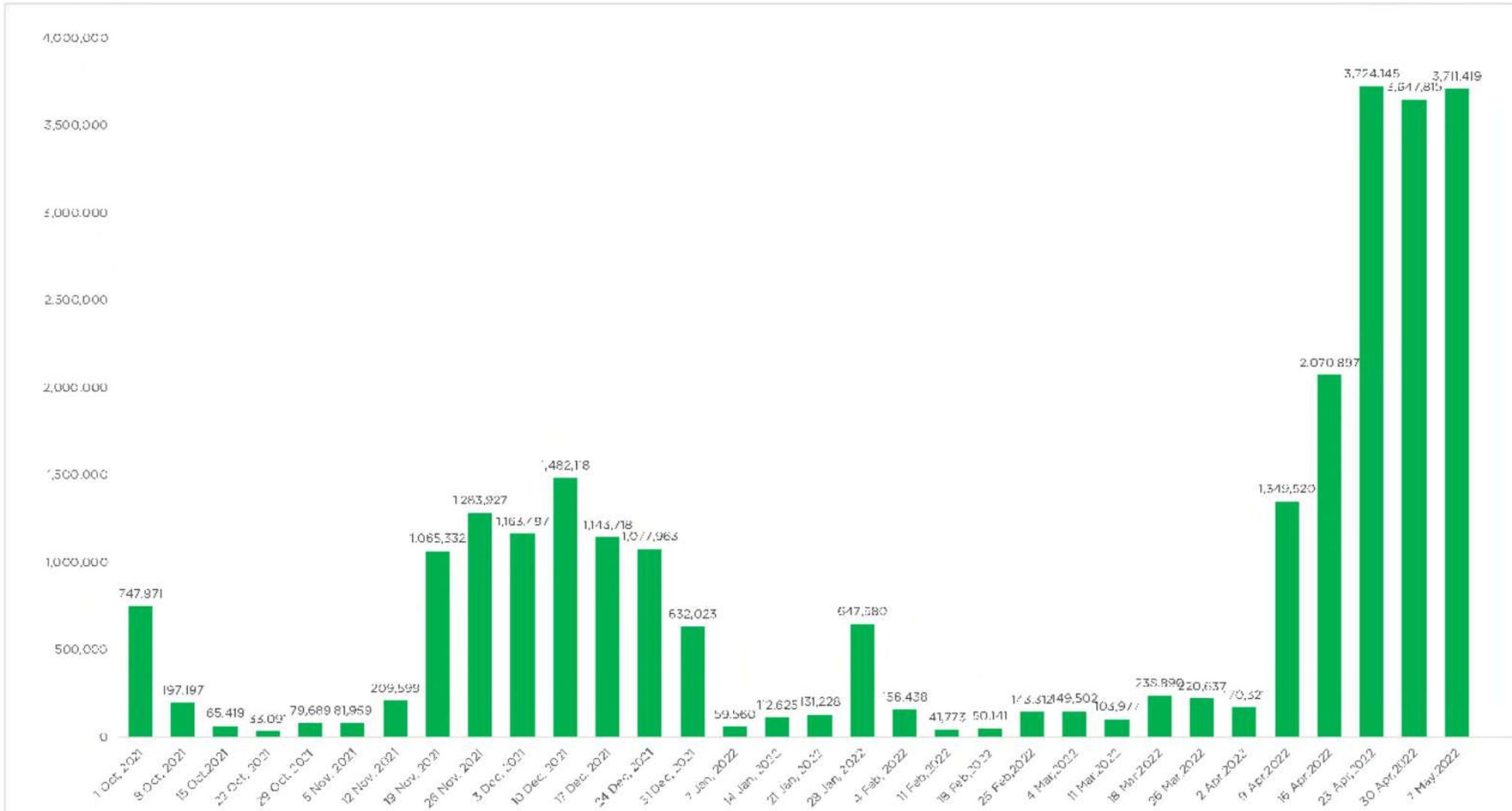
SNS FOLLOWERS

SNS Follower



JAPAN MARKETING ACTIVITIES

SNS REACH



JAPAN MARKETING ACTIVITIES

May 2022							
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
SNS	25	26	27	28	29	30	1 <small>55th Anniversary</small>
Instagram							55th Anniversary
Facebook							55th Anniversary
Twitter							55th Anniversary
Tiktok							
LINE							
SNS	2	3 <small>55th Anniversary</small>	4 <small>55th Anniversary</small>	5 <small>55th Anniversary</small>	6	7	8
Instagram	55campaign countdown	55campaign countdown	55campaign countdown	55campaign Launch	Weekly GUAM Lifting of mask-wearing requirement		
Facebook	55campaign countdown	55campaign countdown	55campaign countdown	55campaign Launch	Weekly GUAM Lifting of mask-wearing requirement		
Twitter	55campaign countdown	55campaign countdown	55campaign countdown	55campaign Launch	Weekly GUAM Lifting of mask-wearing requirement		
Tiktok							
LINE							
SNS	9	10	11	12	13	14	15
Instagram			WeeklyGUAM	WeeklyGUAM			
Facebook			WeeklyGUAM	WeeklyGUAM			
Twitter			WeeklyGUAM	WeeklyGUAM			
Tiktok							
LINE							
SNS	16	17 <small>Ambassador FAM</small>	18 <small>Ambassador FAM</small>	19 <small>Ambassador FAM</small>	20 <small>Ambassador FAM</small>	21 <small>Ambassador FAM</small>	22 <small>Ambassador FAM</small>
Instagram			WeeklyGUAM	WeeklyGUAM			
Facebook			WeeklyGUAM	WeeklyGUAM			
Twitter			WeeklyGUAM	WeeklyGUAM			
Tiktok							
LINE							
SNS	23 <small>Ambassador FAM</small>	24	25	26	27 <small>Link to FAM</small>	28 <small>Link to FAM</small>	29 <small>Link to FAM</small>
Instagram			WeeklyGUAM	WeeklyGUAM	WeeklyGUAM		
Facebook			WeeklyGUAM	WeeklyGUAM	WeeklyGUAM		
Twitter			WeeklyGUAM	WeeklyGUAM	WeeklyGUAM		
Tiktok							
LINE							
SNS	30 <small>Link to FAM</small>	31	1	2	3	4	5
Instagram							
Facebook							
Twitter							
Tiktok							
LINE							

JAPAN MARKETING ACTIVITIES

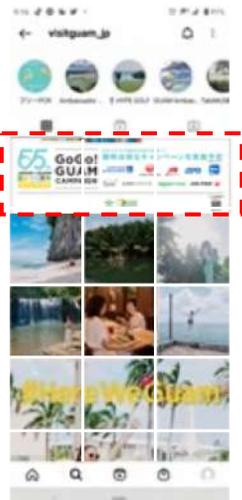
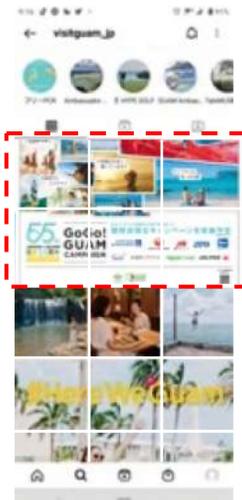
SNS POST- CREATIVE EXAMPLES

The following table summarizes the 28 social media post examples shown in the grid:

Post Description	Like Count
5月5日はおかげさまで日本とグアムは就航55周年!	442 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	284 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	243 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	44 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	221 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	131 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	155 Like
#HereWeGo	263 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	247 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	334 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	264 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	100 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	435 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	178 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	470 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	366 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	321 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	156 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	103 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	172 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	283 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	225 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	197 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	96 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	161 Like
GoGo! GUAM CAMPAIGN 55th JAPAN x GUAM	125 Like

JAPAN MARKETING ACTIVITIES

SNS POST 55 CAMPAIGN COUNTDOWN

5/1	5/2	5/3	5/4	5/5
<p>55 yrs anniversary</p> <p>Logo</p>	<p>55 yrs anniversary</p> <p>Thanks for all you have done and Clean and safe Emphasis on Guam</p>	<p>GoGo Campaign</p> <p>Announcement of campaign implementation Campaign logo</p>	<p>GoGo Campaign</p> <p>Content notice Save locally, save in Japan</p>	<p>May 5 is Go Go Guam Day</p> <p>In line with the newspaper Notification of the same</p>
<p>For  </p>	<p>For  </p>	<p>For  </p>	<p>For  </p>	<p>For  </p>
				
<p>For </p>	<p>For </p>	<p>For </p>	<p>For </p>	<p>For </p>
				

JAPAN MARKETING ACTIVITIES

#HEREWEGUAM PRESS CONFERENCE MEDIA COVERAGE

◆Yahoo! Japan

<https://news.yahoo.co.jp/articles/83e4d4c8dffa190df06fa03cc66e9a4d7c890ca5>

◆Sankei News

<https://www.sankei.com/pressrelease/prtimes/UTO4QPDH7JLTRDFPW3D4HHENM/>

◆PR TIMES

<https://prtimes.jp/main/html/rd/p/000000011.000077461.html>

◆Gunosy

<https://gunosy.com/articles/a5tKS>

◆JBPress

<https://jbpress.ismedia.jp/ud/pressrelease/626a86097765614249760000>

◆NEWS CAFE

<https://www.newscafe.ne.jp/release/prtimes/2/20220428/997514.html>

◆Travel Voice

<https://www.travelvoice.jp/20220426-151113>

◆Travel vision

<https://www.travelvision.jp/news/detail/news-98572>

◆Travel journal

<https://www.tjnet.co.jp/2022/04/29/%E3%82%B0%E3%82%A2%E3%83%A0%E6%94%BF%E5%BA%9C%E8%A6%B3%E5%85%89%E5%B1%80%E3%80%81%E5%B1%80%E9%95%B7%E6%9D%A5%E6%97%A5%E3%81%A7%E8%A6%B3%E5%85%89%E5%86%8D%E9%96%8B%E3%82%A2%E3%83%94%E3%83%BC%E3%83%AB/>

◆Wing Travel

<https://www.jwing.net/news/51330>

◆Travel journal online

<https://news.yahoo.co.jp/articles/83e4d4c8dffa190df06fa03cc66e9a4d7c890ca5>



グアム政府観光局が、観光再開に向けた取り組みを発表する記者会見を実施した。グアム現地からカール・T・Cグティエレス局長兼 CEOら本局スタッフが来日。観光再開に向けた需要喚起策や日本市場への期待を語った。

同局の最新データによると、グアムのワクチン接種率は96%、3回目接種は50%を超えている。これにより、現地では2022年4月19日から屋外のマスク着用義務や集会などでの人数制限などの規制が解除された。グティエレス局長は、「旅行者を迎える準備が整っている」と述べ、日本人旅行者の復活に期待を示した。

今後、グアム政府観光局は、パンデミック後の観光再開に向けて、グアムの観光の魅力とともに「安全」「安心」「清潔」を訴求していく方針だ。現地のホテルやレストランなど観光客の受け入れ施設では、世界ツーリズム協議会（WTTC）の基準にそった安全認証を行い、認証マークを掲示している。



グアム政府観光局（GV8）のカール・T・C・グティエレス局長兼CEOがこのほど来日し、観光再開への取り組みについて記者会見を開いた。

現地ではワクチン接種率が90%以上で3回目接種も50%を超え、屋外ではマスク着用義務が解除されている。渡航に関しては、滞在45日以内のビジネス・観光目的の渡航にはESTA（電子渡航認証システム）の手続きが不要であるほか、日本に帰国する際のPCR検査費用が無料となる（当座9月末まで予定）。グティエレス局長は「グアムは最小限の手続きで行ける海外であり、日本から約3時間半のフライトで渡航でき、アメリカの雰囲気や自然も楽しめる身近なデスティネーション」と強調した。

5月からは「GOGO! GUAM」キャンペーンを展開する。1967年5月1日にパンアメリカン航空が日本人旅行者を乗せて最初のフライトを実施してから55周年を迎える節目で、レストランでの55ドルの特別メニューや宿泊・オプションツアー代金の55%割引など、55にちなんだサービスを用意する。

日本の旅行会社との会談では良い感触を得たといい、夏に向けてさらなる需要獲得に注力する。

JAPAN MARKETING ACTIVITIES

WEEKLY GUAM

Liquor Made in Guam



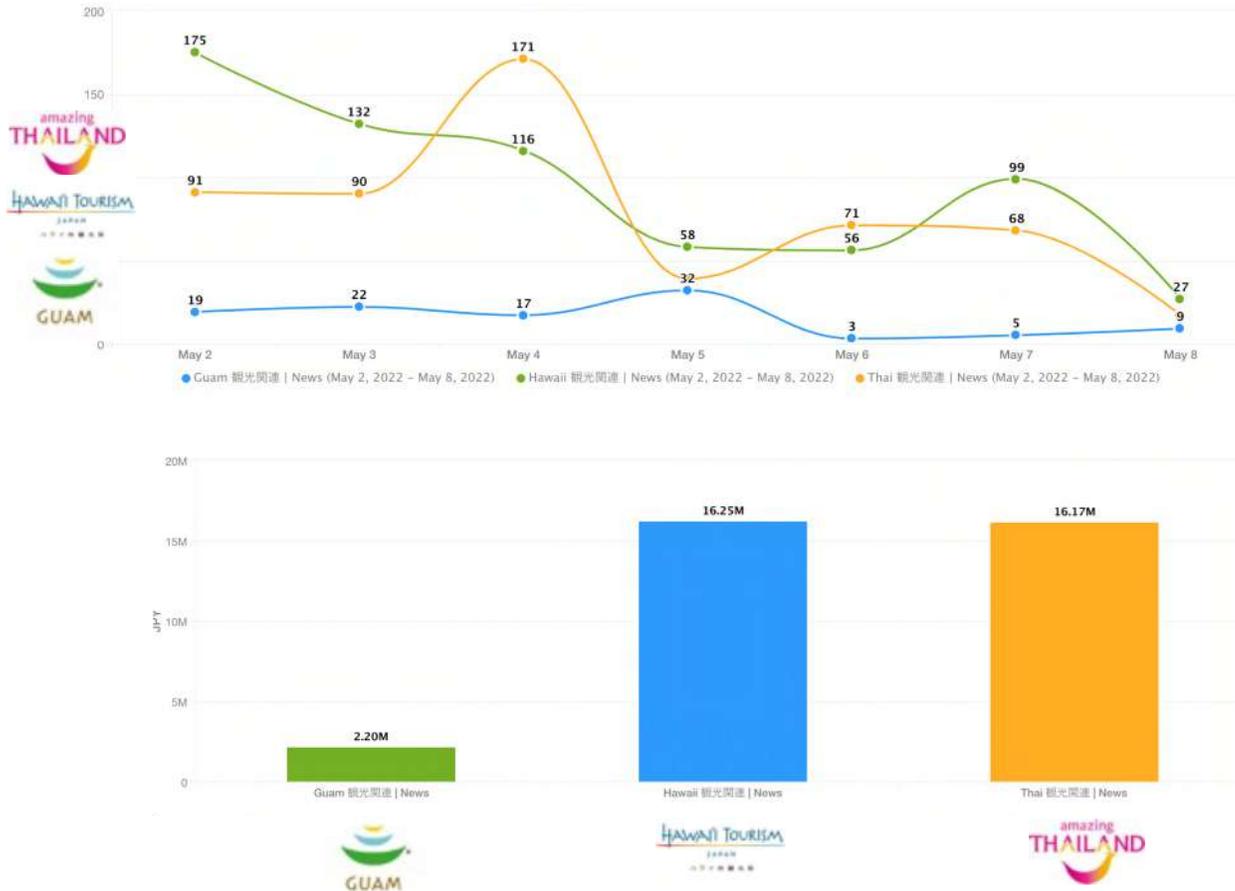
Rihga Royal Hotel Opens



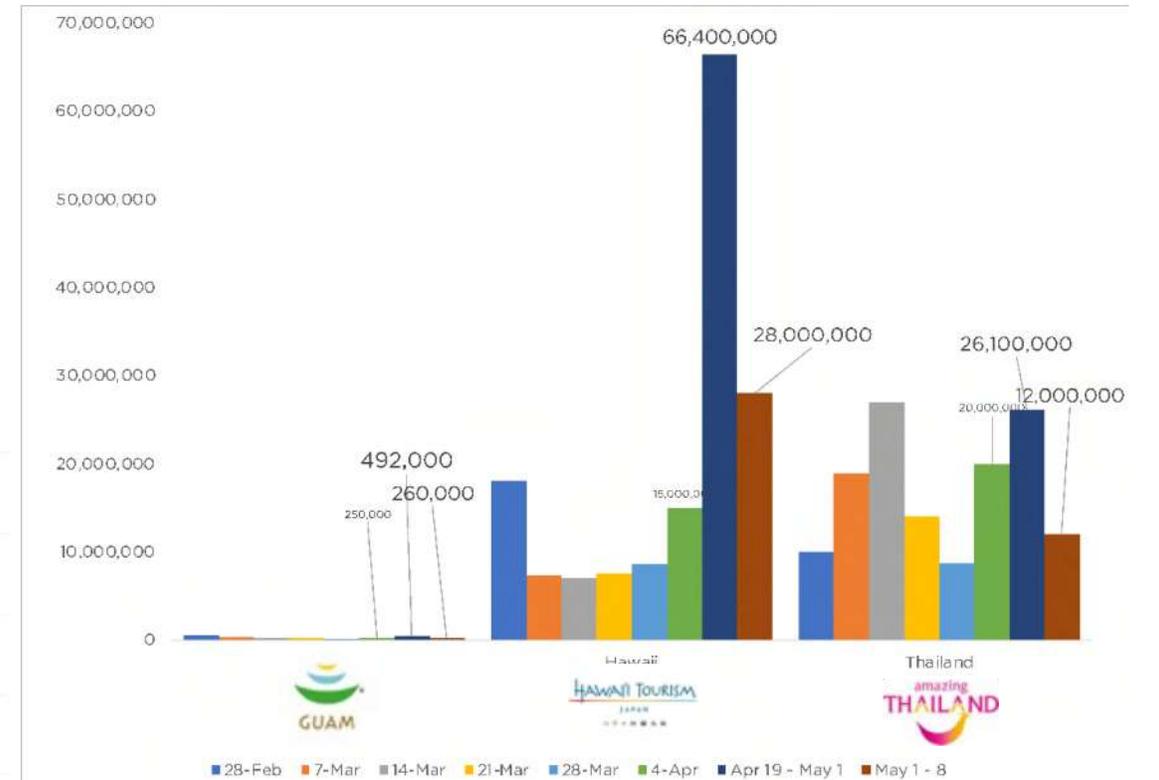
JAPAN MARKETING ACTIVITIES

SOCIAL LISTENING

Guam's reach and news numbers are low compared to Hawaii and Thailand, but they are steadily growing.



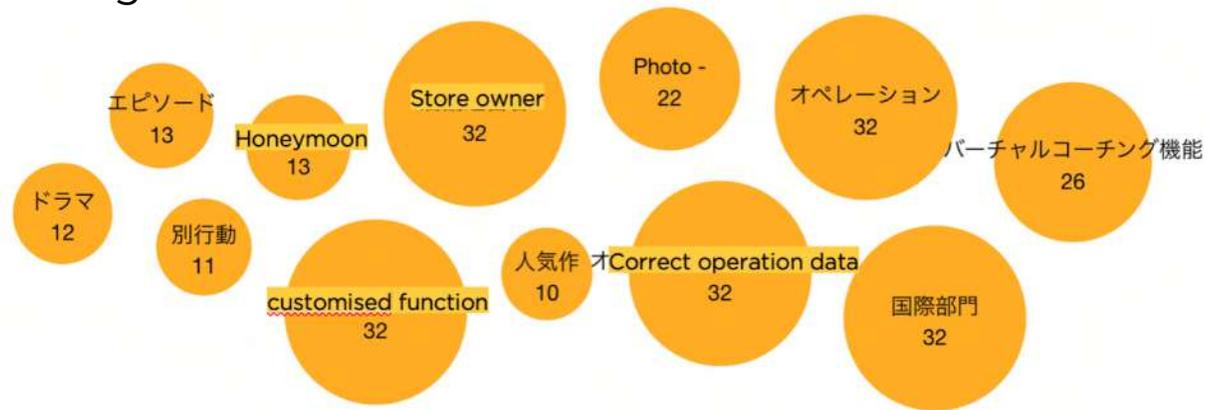
REACH: SNS POST/ NEWS



JAPAN MARKETING ACTIVITIES

SOCIAL LISTENING

Press conference conducted on 25 April, with prominent articles on Guam tour sales by various travel agencies.



KNT resumes Guam and Hawaii tours, from 1 June departures.

トラベルボイス (公式)
JP | May 2 · 8:54 AM

近ツ一、グアム・ハワイのツアー再開、6月1日出発分から

近畿日本ツーリストは、「海外ダイナミックパッケージ マイセレクト」でグアム、ハワイ方面のツアーを2022年5月17日に発売する。4月1日に米国（グアム・ハワイ）を含む106カ国の感染症危険レベルが引き下げられたことを受けた。...

近畿日本ツーリストは、「海外ダイナミックパッケージ マイセレクト」でグアム、ハワイ方面のツアーを2022年5月17日に発売する。4月1日に米国（グアム・ハワイ）を含む106カ国の感染症危険レベルが引き下げられたことを受けた。現地駐在員やツアー責任者が現地の受け入れ態勢や安全確

ソーシャルエコー  4  17  0

Focus Brands International launches unparalleled virtual coaching capabilities.

32件 · 日付順で並べ替える

 Lang1234.com - PR Newswire USA · May 6 · 12:41 am

Focus Brands Internationalが比類のないバーチャルコーチング機能を発表

【アトランタ 2022年5月6日 PR Newswire = 共同通信 JBN】 *新たな Customer Experience Center of Excellence は、世界中のフランチャイジーに継続的なオペレーションレビュー、コーチング ...

Best Coffee (R) ブランドで、米国、コロンビア特別区、プエルトリコ、グアムと海外55カ国以上の特定の軍事基地や国際市場において6400を超すレストラン、カフェ、アイスクリームショップ、ペーカリーのフランチャイザー兼オペレーターである。詳細は

28件の記事 · リーチ 534 · Social Echo

ニュートラル

 富日プレみや JPN · May 5 · 6:10 pm

【PRワイヤー】

Focus Brands Internationalが比類のないバーチャルコーチング機能を発表

's Best Coffee (R) ブランドで、米国、コロンビア特別区、プエルトリコ、グアムと海外55カ国以上の特定の軍事基地や国際市場において6400を超すレストラン、カフェ、アイスクリームショップ、ペーカリーのフランチャイザー兼オペレーターである。詳細は www.

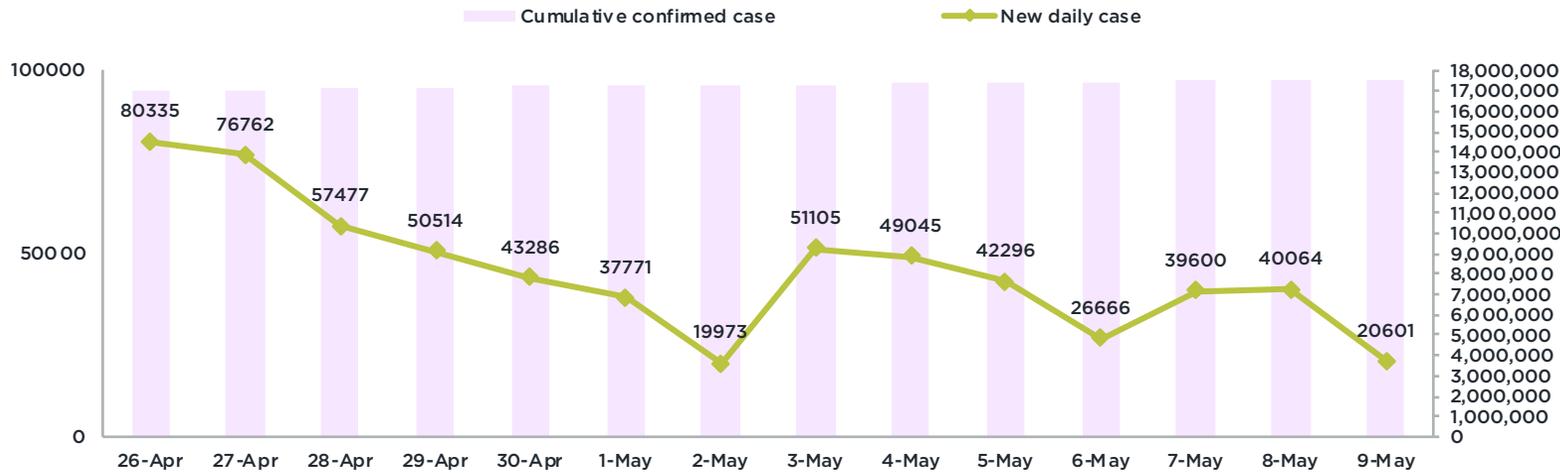
2件の記事 · リーチ 43k · Social Echo

ニュートラル

SOUTH KOREA

KOREA COVID-19 NEWS

APRIL 26 - MAY 09, 2022



HIGHLIGHT
 South Korea's omicron wave is showing a steady downward trend, with the removal of outdoor mask mandate regulation.

Confirmed COVID-19

CASES: 17.7M

+43,899 NEW CASES

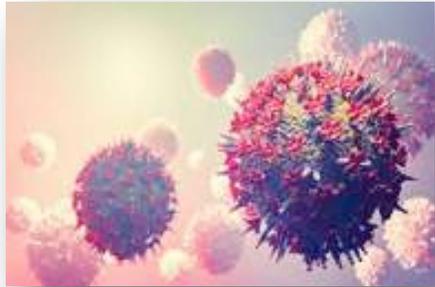
COVID-19 VACCINATION STATUS: FEB 26, 2021 - MAY 09, 2022

<p>1ST DOSE ADMINISTERED</p> <p>45,038,357 <i>87.8% of total population</i> <i>97.3% of 18 and older</i> <i>96.4% of 60 and older</i></p>	<p>FULLY IMMUNIZED</p> <p>44,555,519 <i>86.8% of total population</i> <i>96.5% of 18 and older</i> <i>95.8% of 60 and older</i></p>
<p>BOOSTER SHOT</p> <p>33,177,514 <i>64.7% of total population</i> <i>74.3% of 18 and older</i> <i>89.6% of 60 and older</i></p>	<p>2ND BOOSTER SHOT</p> <p>2,876,923 <i>5.6% of total population</i> <i>20.1% of 60+ and eligible pax</i></p>

Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot	2nd Booster Shot
	11,075,371 (24.6%)	9,242,070 (20.7%)	1,709 (TBD)	-
	25,436,843 (56.5%)	26,994,462 (60.6%)	22,230,687 (67.0%)	2,473,954 (86.0%)
	1,516,166 (3.4%)	1,516,166 (3.4%)	26,840 (0.1%)	11 (TBD)
	6,812,258 (15.1%)	6,637,785 (14.9%)	10,855,371 (32.7%)	230,871 (8.0%)
	116,051 (0.2%)	85,756 (0.1%)	56,509 (0.2%)	170,087 (5.9%)
etc. (WHO-authorized)	81,668 (0.2%)	79,280 (0.2%)	6,398 (TBD)	-
Total:	45,038,357	44,555,519	33,177,514	2,876,923

AS OF MAY 12, 2022

S. KOREA DETECTS ITS FIRST CASE OF 'BA.2.12.1' MUTATION



The first case of the BA.2.12.1 mutation, a subvariant of Omicron known to be 20 percent more contagious than the BA.2 mutation, **was first identified in Korea.**

KDCA announced that the confirmed person was a person who arrived from the U.S, and noted that this new subvariant can affect Korea to some extent as it is spreading rapidly in U.S.

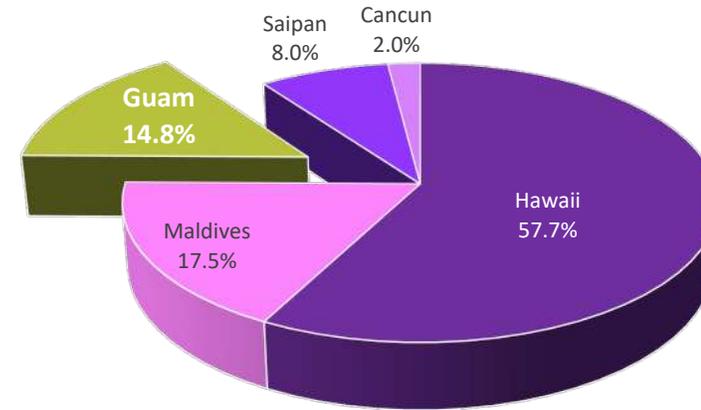


CDC RESTATES RECOMMENDATION FOR MASKS ON PUBLIC TRANSPORTATION

CDC restated their recommendation that Americans wear masks on public transportation, despite a court ruling on April that struck down a national mask mandate on public transportation.

This recommendation is based on current COVID-19 conditions and spread as well as the protective value of masks along with the projections of future COVID-19 trends.

HANA TOUR'S HONEYMOON RESERVATIONS SURGED 41.6% COMPARED TO MARCH



< Hana Tour's Honeymoon Reservation Rate in April >

- Hana Tour announced that honeymoon reservations to Hawaii, Maldives and Guam are increasing rapidly with its reservations of April surged 41.6% compared to March.
- With a total of 1,272 reservations for honeymoon in April, Guam accounted for 14.8% after Hawaii and the Maldives, making it in the top 3 destination.

RESERVATION TREND

- ✓ Honeymoon reservations have recovered to 70% of that of April 2019 (before COVID-19) showing a clear increase compared to other travel markets such as FIT package tours.
- ✓ In January and February, Guam and Saipan accounted for the majority with more than half of the total reservations, but reservations for Hawaii and the Maldives have been significantly increasing since March.
- ✓ Considering that the preference of Southeast Asia and Europe for honeymoon destination was high before the pandemic, a big change in honeymoon destinations is being discovered.

KOREA MARKET INTELLIGENCE

MAY AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	WED/THU/SAT/SUN	9:00	14:20	4,573
Jeju Air	7C3102	WED/THU/SAT/SUN	9:00	14:30	3,213
Jin Air	LJ641	TUE/WED/FRI/SUN	9:10	14:35	3,402
T'way	TW301	WED/SAT (May 29- 4x-weekly)	18:00	23:40	1,701
Air Seoul	RS101	WED/SAT (May 14-)	08:15	13:35	975
TOTAL					13,864

• B U S A N - G U A M

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



TOTAL OUTBOUND SEAT CAPACITY: 17,545 SEATS

KOREA MARKET INTELLIGENCE

JUNE AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	WED/THU/SAT/SUN	9:00	14:20	4,842
Jeju Air	7C3102	WED/THU/SAT/SUN	9:00	14:30	3,402
Jin Air	LJ641	MON/TUE/WED FRI/SAT/SUN	9:40	15:05	4,725
T'way	TW301	WED/THU/SAT/SUN	18:00	23:40	3,402
Air Seoul	RS103	MON/WED/FRI/SAT	09:00	14:20	3,315
TOTAL					19,686

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,760
Jin Air	LJ773	TUE/SAT	08:00	13:00	1,512
Jeju Air	7C3154	THU/SUN (June 25~)	09:30	15:00	378
TOTAL					3,650



TOTAL OUTBOUND SEAT CAPACITY: 23,336 SEATS

KOREA MARKET INTELLIGENCE

JULY AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	DAILY	9:00	14:20	8,339
Jeju Air	7C3102	DAILY	9:00	14:30	5,859
Jin Air	LJ641	DAILY	9:40	15:05	5,859
T'way	TW301	DAILY	18:00	23:40	5,859
Air Seoul	RS103	DAILY	09:00	14:20	6,045
TOTAL					31,961

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/WED/SAT/SUN	08:05	13:05	3,960
Jin Air	LJ773	TUE/WED/SAT/SUN	08:00	13:00	3,402
Jeju Air	7C3154	TUE/SAT	09:30	15:00	1,701
TOTAL					9,063



TOTAL OUTBOUND SEAT CAPACITY: 41,024 SEATS

KOREA MARKETING ACTIVITIES

MEDIA MONITORING

#Guam preparing for 'Endemic' with lift of mask mandate and reopening tourism services

<p>THE KOREA TRAVEL TIMES</p> <p>https://www.traveltimes.co.kr/news/articleView.html?idxno=401429</p>	<p>TTL NEWS</p> <p>http://www.ttlnews.com/www/webboard/detail.php?board_id=trip&content_uid=11784</p>	<p>NEWSIS</p> <p>https://newsis.com/view/?id=NISX20220503_0001858306&cID=10701&pID=10700</p>	<p>DISCOVERY NEWS</p> <p>http://www.discoverynews.kr/news/articleView.html?idxno=794130</p>	<p>HERALD ECONOMY</p> <p>http://news.heraldcorp.com/view.php?ud=20220503000760</p>	<p>DIGITAL CHOSUN ILBO</p> <p>http://digitalchosun.dizzo.com/site/data/html_dir/2022/05/03/2022050380247</p>

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: APR 18 - APR 22

#GuamAgain | SUMMER TOUR SPOTS IN GUAM



blog | 관정부관광청 한국사무소

관광 정보

청량감 넘치는 Guam 여행지 - Guam 여름 나기 준비!

관정부관광청 | 2022. 5. 4. 15:11

[+이웃추가](#)

청량감 가득한 여행지 Guam
보기만해도 시원해지는 여행지 소개

visitguam_kr

1,392 게시물 | 2.2만 팔로워 | 2,001 팔로잉

관정부관광청 한국사무소 | Hafa Adai! 관정부관광청 한국사무소 공식 인스타그램에 오신 것을 환영합니다.

[linktr.ee/visitguam.kr](#)

프로필 편집 | 광고 도구 | 인사이트 | 연락처 | Shop 추가

청량감 가득한 여행지 Guam - 보기만해도 시원해지는 여행지 소개!

Hafa Adai!

청량감 가득한 여행지 Guam

곧 있으면 본격적인 여름이 시작될 텐데요! 청량하고 푸른 바다들로 둘러싸인 Guam에서 우리를 Guam 올로케이션 청춘 드라마 주인공으로 만들어줄 Guam 여행지들을 소개해드립니다!

<https://blog.naver.com/gvbkorea/222720813264>

청량감 가득한 여행지 Guam
보기만해도 시원해지는 여행지 소개

2022 Guam 관광청 한국사무소

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청량감 가득한 여행지 Guam
보기만해도 시원해지는 여행지 소개

KOREA MARKETING ACTIVITIES

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

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

	May 1	May 2	May 3	May 4	May 5	May 6	May 7
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		#GuamAgain Preparing for Summer in Guam	#GuamAgain Summer Guam	#FromGuam UGC	#FromGuam UGC	#GuamAgain Summer Guam	
Week 2	May 8	May 9	May 10	May 11	May 12	May 13	May 14
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Reopening of Chamorro village and Trolley Service	#FromGuam UGC	#FromGuam UGC	#FromGuam New Updates from Guam	#FromGuam UGC	
Week 3	May 15	May 16	May 17	May 18	May 19	May 20	May 21
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Guam Travel FAQ	#FromGuam UGC	#FromGuam UGC	#GuamAgain Guam Travel FAQ (Card News)	#GuamAgain Traveling with Children Info	
Week 4	May 22	May 23	May 24	May 25	May 26	May 27	May 28
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		Event	#FromGuam Couple trip	#FromGuam UGC	#GuamAgain Couple trip (Card News)	#FromGuam UGC	
Week 5	May 29	May 30	May 31				
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Couple Trip	#FromGuam Couple Trip				

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

TAIWAN

TAIWAN ENDS PCR TEST RULE

As COVID cases surge across Taiwan and emergency rooms become overwhelmed with people wanting to get tested, the Central Epidemic Command Center (CECC) announced that multiple categories no longer need to take a PCR test and that for them, a rapid antigen test will suffice, beginning next week.

At a press conference on Thursday (May 5), CECC head Chen Shih-chung announced that it had revised its definition of a COVID-19 case: a positive result from a rapid antigen test will be enough to confirm an infection, starting on May 12. Chen said this applies to those undergoing home isolation (contacts of cases), home quarantine, and self-health monitoring.



Chen emphasized that those who test positive with such at-home rapid test kits are not allowed to venture outside their homes. He said that people in these categories are no longer obligated to go to an emergency room or testing station to receive a PCR test.

TAIWAN EYES END TO HOME ISOLATION FOR COVID CONTACTS IN JUNE

CECC predicts that COVID cases in Taiwan will peak in May and plans to end home isolation for fully vaccinated and boosted contacts of infected individuals.

At a press conference on Wednesday (May 4), CECC head Chen Shih-chung predicted the Omicron outbreak in Taiwan will reach its peak this month and said only after the apex is reached can home isolation be safely phased out. Based on the scenario of a May peak, Chen said the plan is to allow people listed as contacts of a COVID case to avoid home isolation if they have been inoculated with three COVID jabs starting in June, when cases are expected to ebb.



Chen said the CECC will discuss details of the plan with county and city governments on Thursday (May 5). As for reducing restrictions for confirmed cases, Chen said that an incremental approach will be taken to avoid placing a burden on the community and medical care facilities.



Confirmed
COVID-19

CASES:
505,455

+57,216
NEW
CASES

AS OF MAY 12, 2022

worldometer

OVER 2.63 MILLION PFIZER-BIONTECH VACCINE DOSES TO ARRIVE IN TAIWAN

Taiwan is expected to receive two batches of over 2.63 million doses of the Pfizer-BioNTech COVID-19 vaccine next week, the Central Epidemic Command Center (CECC) said Thursday.

A shipment of 1.857 million doses for use on adults is expected to land in Taiwan on May 9 and will be administered later this month to those aged between 12 and 17 as boosters, according to the CECC.

In addition, a 777,600-dose batch of the Pfizer-BioNTech COVID-19 vaccine for use on children aged 5-11 is expected to arrive in Taiwan at 6 a.m. on May 12, Minister of Health and Welfare Chen Shih-chung said Thursday.

Taiwan received 2,000 doses of the child version of the Pfizer-BioNTech vaccine on Wednesday, but these were for testing purposes only, according to the CECC.



TAIWAN TO SHORTEN QUARANTINE FOR ARRIVING TRAVELERS FROM 10 TO 7 DAYS

The quarantine requirement for arriving travelers will be reduced from 10 days to seven, starting May 9, the Central Epidemic Command Center (CECC) said Tuesday, as Taiwan opts to live with COVID-19.



Health Minister Chen Shih-chung, who heads the CECC, said the new measure is being introduced based on the shorter incubation period of the Omicron variant, and the need for Taiwan to maintain normal economic activity and preserve its critical medical capacity.

As a result, arriving travelers will start their seven-day quarantine the day after obtaining a negative polymerase chain reaction (PCR) result upon arrival, Chen said during a CECC briefing.

The government will provide travelers with two rapid tests, one of which is to be taken on the last day of quarantine and the other only if they develop symptoms during the quarantine period, he said. Travelers must quarantine under a one-person-one-residence rule, otherwise they should stay in a quarantine hotel, according to Chen.

TAIWAN COVID-19 NEWS



Entry restrictions for foreigners to Taiwan in response to COVID-19 outbreak

Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting April 12, 2022 Taipei Time)

Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement upon Arrival
R.O.C. (Taiwan) National	Departure from any international port	Yes	1. a COVID-19 RT-PCR test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date) 2. strengthened quarantine measures ^{*note1}

Traveler Type	Credential	Eligible to Enter Taiwan?	Requirement
Foreign National	Holder of ARC	Yes	1. a COVID-19 RT-PCR negative test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date) 2. strengthened quarantine measures ^{*note1}
	Non-ARC holder	Yes	1. Who obtains entry permission for emergency or humanitarian reason. 2. Spouse, underage child, or relative of Taiwan national. 3. Student who obtains permission by Ministry of Education. ^{*note3} 4. Spouse, underage child, or relative of a ARC holder ^{*note4} 5. Business traveler
	All others	No	

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

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



Quarantine System for Entry



April 13 2022
National Immigration Agency
Ministry of the Interior

AIRLINE UPDATE Current Routes



CHINA AIRLINES

- Routes scheduled for May-June

EVA AIR

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

STARLUX AIRLINES

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



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

On May 3, CECC announced that quarantine for all arrivals will be reduced to 7 days starting 00:00 on May 9, 2022 (incoming flight's scheduled arrival time in Taiwan), and changes to related measures are listed below.

I. Required quarantine period and quarantine location:

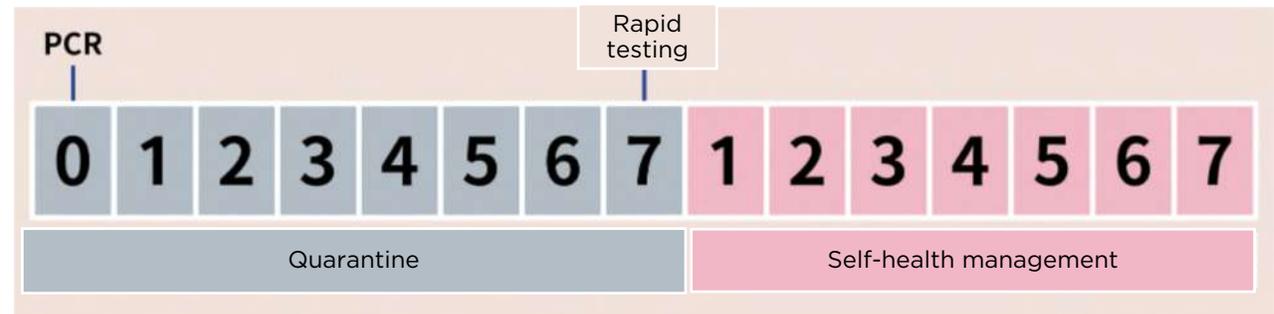
a. The number of days an arrival should quarantine will be shortened to 7 days, and the day of arrival counts as Day 0; a seven-day self-health management will be required starting the 8th day.

b. The arrival should quarantine at home or a residence of a friend or relative, and the principle of one person per residence should be observed. If the principle of one person per residence cannot be followed, the arrival should complete the 7-day quarantine at a quarantine hotel.

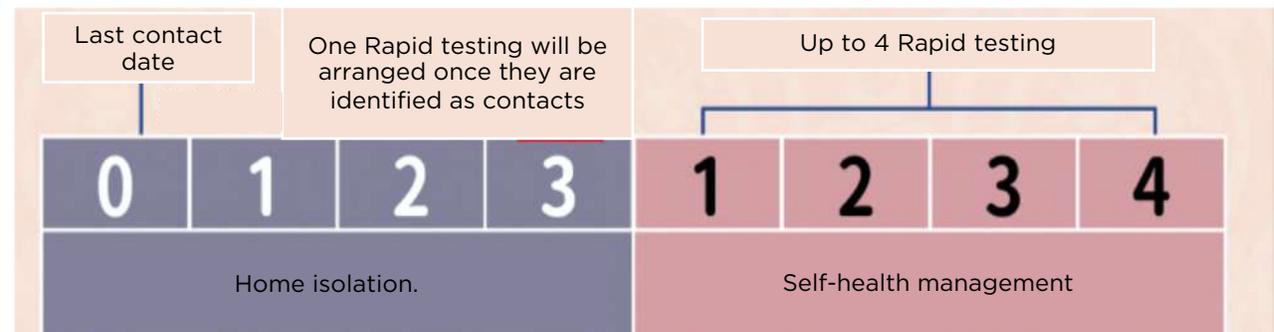
c. Family members/household members who arrive on the same day as the arrival may choose to quarantine together in their home or a residence of a relative or they may stay in the same quarter depending on their willingness and room types of the quarantine hotel where they stay. However, due to the space of single rooms, it is recommended that no more than two people share a room.

7-DAY QUARANTINE RULE V.S. '3+4' HOME ISOLATION RULE (MAY. 3, 2022)

A. 7-day quarantine for arriving travelers:



B. Home isolation period for contacts of COVID cases in Taiwan (Applies to an individual who had contact with a confirmed case):



TAIWAN MARKETING ACTIVITIES

SOCIAL MEDIA PROMOTION



- Exposure Time: May 4
- Likes: 235
- Comments: 140
- Share: 71

The public responds enthusiastically to this upcoming online event

NR MONITOR

For the past week (Apr 30 to May 5), a total of 9 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 9
- Social Media: 0



CONCALL WITH WONDERVILLE CO. LTD

- Date: *May 13*
- Wonderville Co. Ltd approached GTO to learn if there are medical device firms in Guam interested in selling their devices to Taiwan since Wonderville is experienced in obtaining medical device approvals from Taiwan Food and Drug Administration (TFDA).
- GTO would like to learn more about their company info and service before assisting.

Wonderville

世衛大會將至 駐關島辦事處處長投書籲挺台參與

更新時間：2022-05-04 19:43:38



國際今日熱門



密利：中共企圖在 身障獨力撫養2子 2022攝政台能力 泉美金樂潤生沃雅

TAIWAN MARKETING ACTIVITIES



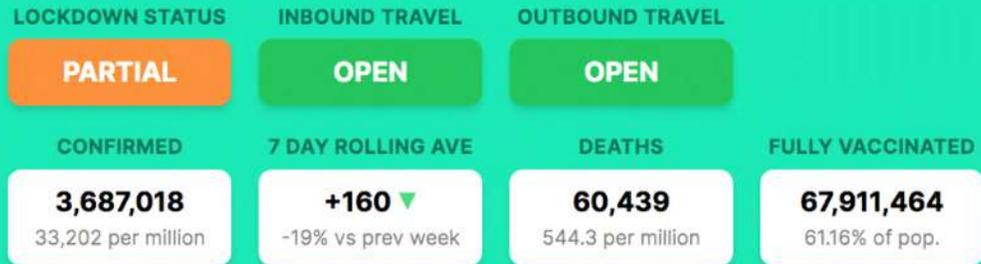
Social Media May Content Calendar

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

	1-May-22	2-May-22	3-May-22	4-May-22	5-May-22	6-May-22	7-May-22
Week 1		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Fan's Guam Sunset Photos		Fan's Guam Sunset Photos	x	Fan's Guam Sunset Photos	Mother's Day Event
Week 2	8-May-22	9-May-22	10-May-22	11-May-22	12-May-22	13-May-22	14-May-22
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Mother's Day Event	Activities - Onward Mangilao Golf Club		Guam Scenery 1	x	Safe-Certified Restaurants - Submarina Guam	
Week 3	15-May-22	16-May-22	17-May-22	18-May-22	19-May-22	20-May-22	21-May-22
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Activities - The Globe		Guam Scenery 2	Safe-Certified Service - ABC Store	x	Safe Shopping - Grand Plaza Hotel	Guam in Your Heart: Describe the Beauty of Guam
Week 4	22-May-22	23-May-22	24-May-22	25-May-22	26-May-22	27-May-22	28-May-22
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Safe-Certified Accommodations - Dusit Beach Resort Guam	Guam in Your Heart: Describe the Beauty of Guam		Guam Scenery 3	x	Guam in Your Heart: Describe the Beauty of Guam	Attractions - Dulce Nombre de Maria Cathedral-Basilica
Week 5	29-May-22	30-May-22	31-May-22				
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Guam Scenery 4					

PHILIPPINES

Philippines gears up for Presidential elections on 9 May.



Source: Cases - John Hopkins University (2022-05-08). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2022-05-02). Retrieved from OurWorldInData.org



MARCOS JR. POISED TO WIN PHILIPPINE PRESIDENCY

With 94.23% of precincts already accounted for, Ferdinand “Bongbong” Marcos Jr., the only son and namesake of the late Philippine dictator, is the presumptive winner of the 2022 presidential elections in the Philippines.

It is a historic win nearly four decades after Filipinos booted out his family out of power, ending a well-oiled campaign that sought to bury the past, rally for unity, and evade scrutiny.

He will succeed the strongman Rodrigo Duterte, winning without his outright support. The President’s daughter, Davao City Mayor Sara Duterte, was Marcos Jr.’s running mate, getting 30,310,743 votes or 61.08%, as of 4:06 am on Tuesday.

MORE PLACES UNDER ALERT LEVEL 1 UNTIL MAY 15

On Monday, May 2, the government’s coronavirus task force placed the following additional areas under Alert Level 1 starting Tuesday, May 3:

- Nueva Vizcaya
- Misamis Occidental
- Talisay City, Cebu
- Antipas, North Cotabato
- Banga, North Cotabato

They form part of areas under Alert Level 1 until May 15.

3.6M EXPIRED SHOTS UNDER COVAX TO BE REPLACED



ABOUT 3.6 million Covid-19 vaccine doses donated to the Philippines have expired and will be replaced by a global program, according to Department of Health (DoH). The expired vaccines accounted for 1.5% of the country’s coronavirus vaccine stocks. These will be replaced at no cost under the COVID-19 vaccine global access or COVAX. COVAX may replace expired vaccines with freshly manufactured ones with a longer shelf life of more or less six months to a year.

PHILIPPINES MARKET INTELLIGENCE

MAY AIRLINE SCHEDULE



UA 184 MNL-GUM
DAILY FLIGHTS



PR 110 MNL-GUM
5X WEEKLY
(M/W/F/SAT/SUN)

May 16 - May 26 PR110/PR111
Canceled Flights

GOOGLE DATA SHOWS PHILIPPINES' OUTBOUND TRAVEL DEMAND HAS RETURNED TO 70% OF PRE-PANDEMIC LEVELS

Travelers across South-east Asia and Australia have been resuming outbound travel with a vengeance. Australia is leading the way - outbound travel interest grew from just 47% of pre-Covid levels in January to 96% in March. The Philippines and Indonesia are back to 70% of the 2019 demand in March after returning to 39% and 56% in Jan and Feb, respectively. Search trends show that travelers have emerged from the pandemic with new preferences and heightened expectations.

- Digital is more embedded into the travel journey than ever before.
- Travel planning is more meticulous than before.
- Appetite for longer stays is growing.
- Travelers have a preference for luxury.
- Sustainability consciousness is growing.

SEAT CAPACITY

Airline	FY2019	FY2020	FY2021	FY2022
United	53,974	27,806	29,216	45,910
PAL	69,766	65,354	16,167	60,590
Cebu	28,080	5,400	-	-
TOTAL	151,820	98,560	45,383	106,500
Growth vs LY	4.1%	-35.1%	-54.0%	134.7%

Source: Diio Mi: Marketing Intelligence for the Aviation Industry as of April 25, 2022.



U.S. Embassy in the Philippines

STATUS OF U.S. VISA SERVICES

Routine visa services remain limited at the U.S. Embassy Manila. Wait times for interviews are long, except for immediate relative applicants. For nonimmigrant visas, the Embassy is prioritizing applicants with urgent travel needs.

<https://ph.usembassy.gov/visas/contactus/> for more detailed info.

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

PHILIPPINES MARKETING ACTIVITIES

MS. ELISSE JOSON VISITS GUAM!

Thank you to Fish Eye Marine Park for providing Ms. Joson and guests a dolphin watching cruise and underwater observatory tour.

elissejosonn

2,576 Posts 4.2M Followers 1,820 Following

Elisse Joson
Actor
@wear.felizia
Inquiries: elisse6jason@yahoo.com
Gidget_DelaCuesta@abs-cbn.com
youtu.be/oSbPuwCFEEs

Followed by jenaayzxc, juan_aguon and 110 others

Followi... Message Email +

buchingching style

What a fun trip to the ocean 🙌 ...

Reels

elissejosonn

Liked by colesnts and others
elissejosonn A happy happy birthday celebration for my mama may 🎂🎉... more

46.8k

elissejosonn

What a fun trip to the ocean 🙌 ...

MARKETING ACTIVITY: SOCIAL MEDIA

Page Insights (Facebook)

May 2 - May 8 Last 7 days

Post Reach	Post Engagements	New Page Likes
553.4k ▲ 154.8k	36.3k ▲ 8.4k	10 ▼ 3

Posts

1 post published in the last 7 days.

MOST ENGAGING POSTS

Add a stop at the War in the Pacific...	Reach	843
May 9	Engagements	12

Instagram Insights

Last 14 Days Apr 25 - May 8

Accounts reached	2,006 -37.9%
Accounts engaged	66 -31.3%
Total followers	4,472 +0%

Content You Shared

4 Posts

17 Stories