



**#InstaGuam**  
@southern Rambler

# INDUSTRY RECOVERY REPORT

NOVEMBER 25, 2022



# CONTENTS

**3 DESTINATION UPDATES**

**11 TRAVEL PROTOCOLS**

**14 MARKET UPDATES**

**18 JAPAN**

**33 SOUTH KOREA**

**42 TAIWAN**

# DESTINATION UPDATES

# RED GUAHAN SHUTTLE

## RED GUAHAN SHUTTLE SERVICE DURING HOLIDAY SEASON

### See news update...



### Red Guahan Shuttle service during Holiday season

To whom it may concern

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

#### 11/24 and 12/25

➤ Tumon Shuttle

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

➤ Two Lovers Point Shuttle

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

#### 12/31

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

➤ Tumon Shuttle

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

➤ Two Lovers Point Shuttle

Shuttles will operate according to the Timetable.

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



# GUAM ISLAND FIESTA TOUR (GIFT)

## EXPERIENCE ISLAND CULTURE AT THE GUAM ISLAND FIESTA TOUR

GIFT is back again! Visitors are welcomed into the homes of local families for village fiesta celebrations. They are greeted with shell leis, invited to participate in cultural activities like coconut husking and weaving and are treated to tables laden with authentic Chamorro cuisine.

Upcoming fiesta tour to be announced...



## ISLAND FIESTA

Agaña Heights celebrated the feast of Our Lady of the Blessed Sacrament on November 27. More than 100 Japanese TikTok influencers visited the fiesta at Fort Apugan.



Photo credit: Frank San Nicolas, Pacific Daily News  
[Click here for PDN photo library](#)

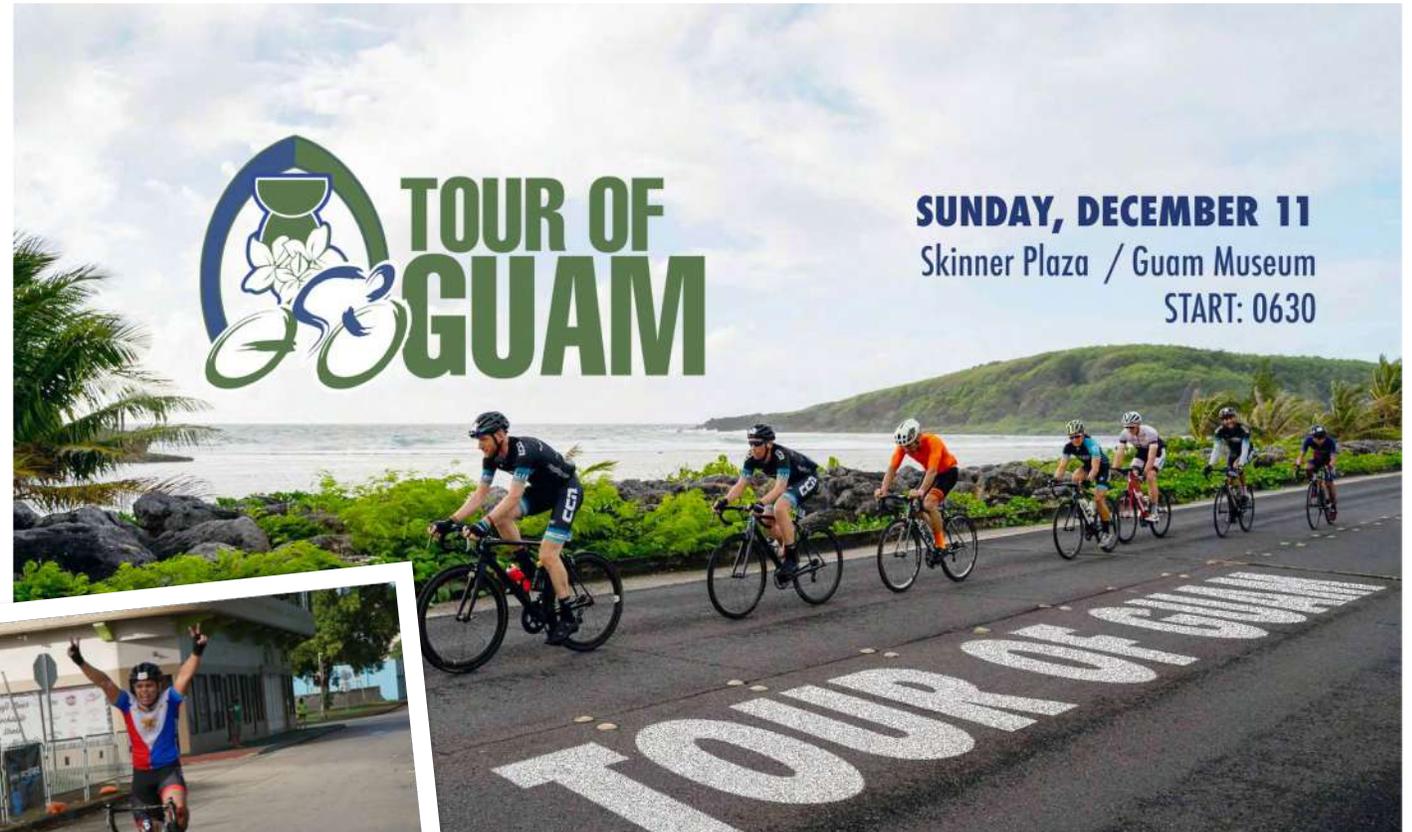


## TOUR OF GUAM

Stroll through our island paradise in a different way. The **Guam Cycling Federation** with the support of the **Guam Visitors Bureau** presents the **TOUR OF GUAM 2022, Sunday, December 11, 2022**. Online registration has opened with options for selecting either a short or long course.

Event by the Guam Cycling Federation.

Register today at



# HOLIDAY PROMOTIONAL OFFER

## ATTENTION GVB MEMBERS:



November 18, 2022

*Håfa Adai GVB Members,*

As we approach the upcoming holiday season, the Guam Visitors Bureau (GVB) would like to assist your business with promoting your holiday deals, discounts, or special offers to local residents, military personnel, and visitors from our different source markets. Your promotional offer will be shared through our GVB consumer website and with our overseas offices for further exposure.

Should you be interested in providing GVB your business information and promotional offer, please fill out the Google Form link below:

Link: <https://forms.gle/ZGtqZsSKU3DzS91e7>

For any questions regarding this promotion, please feel free to contact GVB at (671) 646-5278 or via email [marketing@visitguam.com](mailto:marketing@visitguam.com). Lastly, I would like to wish you and your loved ones a Happy Thanksgiving and joyful holiday season. Si Yu'os Må'ase.'

*Senseramente,*



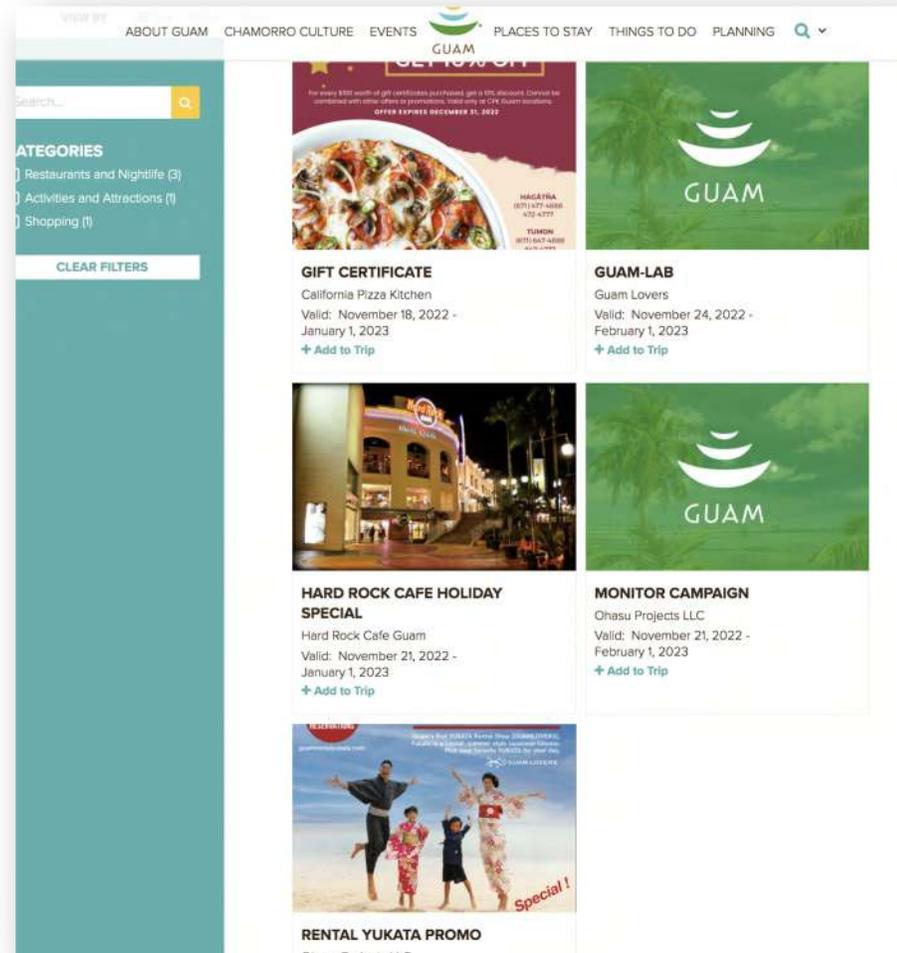
CARL T.C. GUTIERREZ  
President & CEO



To provide an offer, please click [here](#)

CLICK LINK BELOW:

<https://www.visitguam.com/things-to-do/local-military-specials/>



## **GUAM ELECTRONIC FORM**

**(EDF)** is a mandatory digital form that all arriving passengers will need to complete before entering our beautiful island. The form will be accessible up to 72 hours prior to your arrival.



1. **Access and complete the form**
2. **Save your unique QR code**
3. **Present and scan it with a customs officer**





**#InstaGuam**  
@courtneyraejewelry

# MARKET INTELLIGENCE REPORT

As of November 23 and may be subject to change.



# TRAVEL PROTOCOLS

## JAPAN

### NO QUARANTINE

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

### REQUIREMENTS

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

Information Source:

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

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

### ENTRY PROTOCOL EFFECTIVE FROM OCTOBER 11, 2022

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

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

as of 23 Nov 2022

## SOUTH KOREA

### NO QUARANTINE

- All travelers entering South Korea are no longer subject to quarantine, regardless of vaccination status (as of June 8, 2022)

### REQUIREMENTS

- All travelers entering South Korea must register their travel information on KDCA's Q-Code website: [cov19ent.kdca.go.kr/cpassportal](http://cov19ent.kdca.go.kr/cpassportal).
- Foreigners must apply for Korea Electronic Travel Authorization (K-ETA) if they do not already have it. K-ETA is valid for 2 years from the date of approval, or when the passport used to apply expires, whichever comes first.
- COVID-19 testing is no longer required before departure (as of September 3, 2022) and no longer required upon arrival (as of October 1, 2022).

## TAIWAN

**Effective July 14**, Taiwan is no longer requiring PCR negative test 2 days before their arrival flight for Taiwan nationals, ARC residents, and international transiting passengers.

**Effective on October 13** (incoming flight's scheduled arrival time), arriving travelers will no longer be required to quarantine and will instead undergo a seven-day period of self-initiated prevention after arrival. Related border restrictions will also be lifted starting October 13

### REQUIREMENTS

- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://hdhq.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)

**Effective November 7**, Taiwan has eased more of its Covid-19 policies, including some vaccine and rapid test requirements. What has changed:

1. Quarantine protocols for Covid-19 patients
2. Close contacts of Covid-19 patients
3. Cancellation of three-shot vaccine mandate for certain venues, activities
4. No mandatory temperature checks at (most) public venues
5. Eased border restrictions for Chinese students, Hong Kong, Macau residents

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

## PHILIPPINES

### NO QUARANTINE

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

### FACILITY-BASED QUARANTINE

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

### REQUIREMENTS

- All arriving passengers must hold an E-Arrival Card instead of the One Health Pass to receive expedited entry processing. Click <https://onehealthpass.com.ph/OHP-NEW-DESIGN/Register.html> and register within 72 hours before departure.
- Filipino and foreign nationals aged 18 and above who have received primary series of COVID-19 vaccine, and at least one (1) COVID-19 booster shot administered at any time prior to departure do NOT need a pre-departure COVID-19 test.
- If not boosted, a negative RT-PCR test taken within 48 hours or negative antigen test taken within 24 hours prior to departure from the country of origin is required.
- Not applicable to children below 3 years old.

# MARKETS AT-A-GLANCE

# MARKETS AT-A-GLANCE

## JAPAN

- A further increase in cases is expected from now through the end of the year
- No significant progress has been made for 3<sup>rd</sup> round of vaccinations
- Major companies all resumed their package tour sales
- Flight operation is as follow:
  - United: UA197 daily operation  
UA827 (except Wed), UA150 (between 10/30-12/14 Wed & Sun), UA874 (suspended between 10/30–12/14), UA136 (Mon, Fri) and UA166 (Thurs, Sun) are available; UA172 suspended until Dec 31; UA178 until Dec 1 
  - JAL: suspended from Oct 1
  - Tway: suspended until Dec 31  
**7C1182 available from Dec 22-Mar 31**
  - JEJU: suspended until Dec 31
- Shown in appendix are: outbound statistics of major competitors; #HereWeGuam roadshow highlights; news pickup; SNS performance summary & highlights; content calendar; YouTube ads update; media performance; and Weekly Guam

## PHILIPPINES

- Government sets new national vax days
- US VP Harris vows unwavering commitment to Philippines
- Local airlines all set for holiday season travels
- Over 31 million Covid-19 vaccine doses wasted - DOH
- Philippine Airlines and United Airlines fly daily in November; PAL flights to and from Guam will be through Terminal 1 
- Social media monitoring shown in appendix

## SOUTH KOREA

- KDCA said a new wave of infections appeared to have begun earlier this month, and daily infections could surge to around 200,000 as early as December
- Health authorities warned that the start of a new wave of infections may have started
- US. Britain delays decision on Korean Air-Asiana merger
- November through January airline outbound seat capacity details shown in appendix: Nov 37,266; Dec 47,789; and Jan decreased to 45,587
- Shown in appendix are: SNS weekly activity and content calendar 

## TAIWAN

- Local Covid-19 vaccine no longer available: CECC
- Taiwan to raise weekly arrival cap to 200,000 from next month: CECC
- Taiwan cuts Covid isolation to 5 days; lifts workplace vaccine mandates
- Benefits of Taiwan's Covid-19 home case policy touted
- Shown in appendix are: restrictions for entering Taiwan, CECC updates, NR monitoring, and social media calendar
- Current airline routes for other destinations; airline updates in appendix
- GTO attended a luncheon with Deputy Minister of Foreign Affairs and interacted with the NLGA and visited ASOA; GTO also participated in the TTF opening ceremony and met with Lt. Governor Tenorio and the Honhui Group company

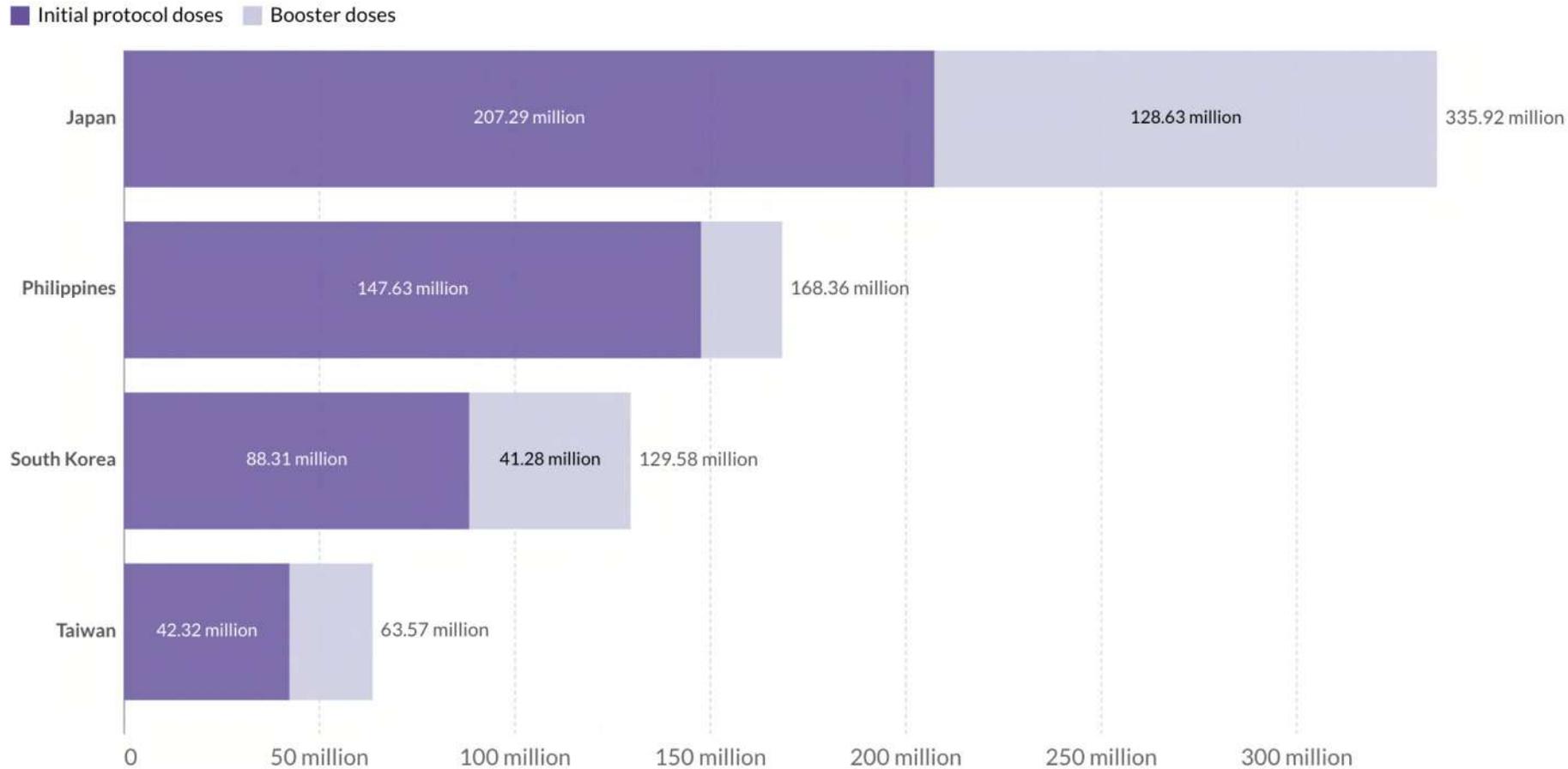
DETAILS ARE FOUND IN THE APPENDIX

# MARKETS AT-A-GLANCE

## COVID-19 vaccine initial doses and boosters administered, Nov 20, 2022

Total number of doses administered, broken down by whether they are part of the initial protocol or booster doses.

Our World in Data



Source: Official data collated by Our World in Data

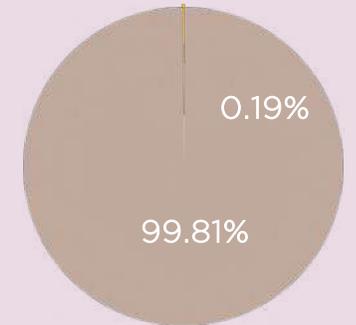
CC BY

### GUAM

140,619

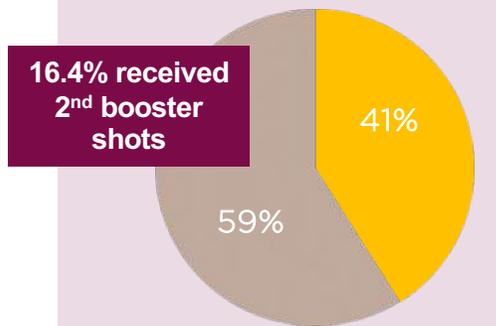
Fully Vaccinated

### COVID-19 CASES



Active In-Active

### BOOSTER



16.4% received 2<sup>nd</sup> booster shots

Have yet to receive Received booster

**#InstaGuam**  
@yuika00802

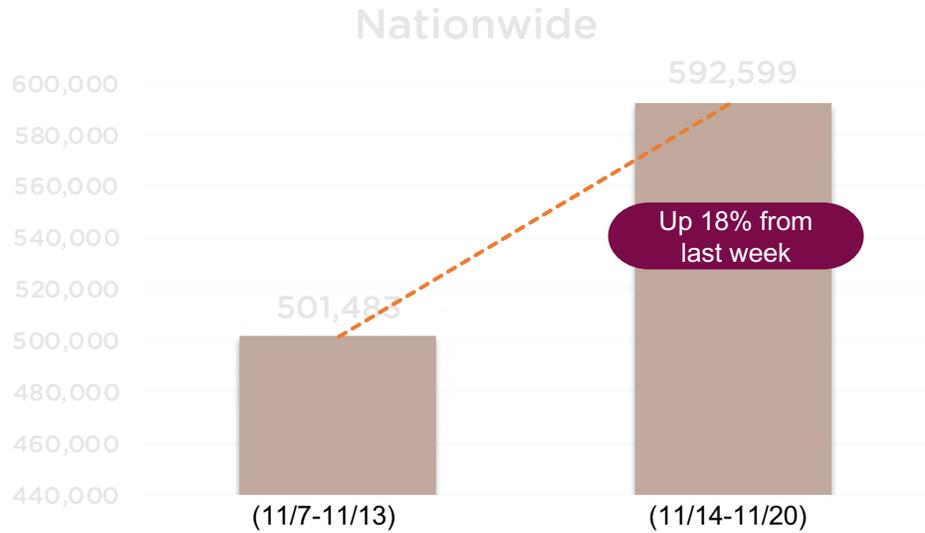


# APPENDIX

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

# JAPAN

# JAPAN COVID-19 NEWS



## HIGHLIGHTS

- Trends in the number of infected cases. A further increase is expected from now through the end of the year.
- The number of infections per 100,000 population has increased 18% since last week to approximately 590,000, or 445 in Japan and 418 in Tokyo.

The number of infected people per 100,000 population:

### NATIONWIDE

**445**

### TOKYO

**418**

Total for last 7 days

Area / New cases	Nov 7-13	Nov 14-20	Changes (# vs LW)	Changes (%) vs LW
Tokyo	51,977	60,616	8,639	117%
Osaka	24,662	27,533	2,871	112%
Aichi	28,301	36,897	8,596	130%
Fukuoka	12,912	15,058	2,146	117%
Nationwide	501,483	592,599	91,116	118%

Created based upon data from NHK (Japan Broadcasting Corporation)



People have their photographs taken in Tokyo on Sunday. | AFP-JIJI

## Confirmed COVID-19

### CASES: 23.94M

### ACTIVE: 13.6%

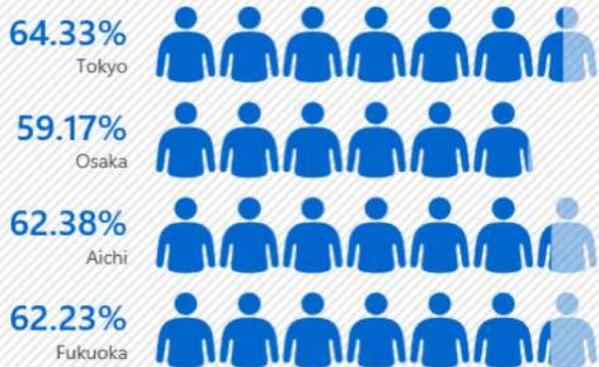
AS OF NOV 23, 2022



## HIGHLIGHTS

- Currently, there has been no significant progress with the 3rd round of vaccinations at 66.6%.
- The 4th and 5th round vaccinations have also begun, but the majority of vaccinations are given to older people, and young people are not expected to be vaccinated to a large extent.

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



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

as of 23 Nov 2022

## VACCINATION UPDATE <sup>(11/18)</sup>

Total number of  
vaccination:  
**340,676,270**

1st & 2<sup>nd</sup> doses administered:

**104,334,905**  
(81.4%)

**102,966,992**  
(80.4%)

Nationwide 3<sup>rd</sup> shot:

**83,926,989**  
(66.6%)

Nationwide 4<sup>th</sup> shot :

**45,527,068**

## ENTRY PROTOCOLS

### HIGHLIGHTS

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

### QUARANTINE AFTER RETURNING TO JAPAN

(Effective from June 1 for those returning to Japan)

Not  
required  
with 3 doses of  
vaccine.



PCR testing  
within 72 h of  
departure




No inspection at airport



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



No waiting at home

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

# JAPAN MARKET INTELLIGENCE

## PACKAGED SALES

Seven major companies, all resumed sales

PACKAGE TOURS	FIT
<p>Sales resume for departures on JULY 1</p>	*
<p>Sales resume for departures on MAY 15</p>	*
<p>Sales resume for departures on JUNE 1</p>	*
<p>Sales resume for departures on AUG 1</p>	*
<p>Sales resume for departures on AUG 21</p>	*
<p>Sales resume for departures on JUNE 1</p>	*
<p>Sales resume for departures on APRIL 27</p>	*

## AIRLINE OPERATION

Japan Airlines is scheduled to operate on: December 22, 25, 29, 30, 2022  
January 3, 5, 9, 2023



AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Available from Jul 1, 2022 (Except Wed)	UA827	NRT	11:15 / 16:05	UA828	6:55 / 9:55	Mon, Tue, Thu, Fri, Sat, Sun	166
	Available	UA197	NRT	17:30 / 22:20	UA196	13:05 / 16:05	Daily	166
	Available from May 8, 2022 <i>*Suspended between 10/30-12/14</i>	UA874	NRT	21:05 / 14:5 +1	UA873	17:05 / 19:50	Sun	166
	Available from Aug 1, 2022 (Mon, Fri)	UA136	NGO	11:20 / 15:55	UA137	7:30 / 10:20	Mon, Fri	166
	Suspended until December 31, 2022	UA172	NGO	20:50 / 12:5 +1	UA171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed, Fri, Sun) <i>* Between 10/30-12/14 (Wed&amp;Sun)</i>	UA150	KIX	11:05 / 15:45	UA151	7:10 / 10:10	Wed, Fri, Sun	166
	Suspended until December 1, 2022	UA178	KIX	20:50 / 12:0 +1	UA177	16:50 / 19:50	Tue, Thu, Sat	166
	Available from Aug 1, 2022 (Thu, Sun)	UA166	FUK	11:50 / 16:50	UA165	07:40 / 10:50	Thu, Sun	166
	Available from Aug 1, 2022 (Thu, Sun) <i>Suspended from Oct.</i>	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Thu, Sun	199
Suspended until December 31, 2022	TW311	KIX	10:45 / 15:10	TW312	16:10 / 19:00	Daily	189	
Available from Dec 22, 2022 to Mar 31, 2023	7C1182	NRT	10:05 / 15:00	7C1189	16:10 / 19:00	Daily	189	
Suspended until December 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			

# JAPAN MARKET INTELLIGENCE

2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Guam	1,117	211	383	562	1,137	1,190	2,106	2,916	n/a	n/a	n/a	n/a	9,622
Saipan	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0
Hawaii	2,850	2,181	4,038	6,749	7,167	11,940	23,133	28,384	n/a	n/a	n/a	n/a	86,442
South Korea	1,162	2,934	1,397	2,231	3,701	5,855	11,789	26,482	n/a	n/a	n/a	n/a	55,551
Taiwan	825	1,116	1,281	1,546	1,670	1,475	3,210	5,635	n/a	n/a	n/a	n/a	16,758
Hong Kong	17	10	3	16	101	125	168	263	n/a	n/a	n/a	n/a	703
Singapore	552	534	869	4,300	6,320	8,390	12,260	19,150	n/a	n/a	n/a	n/a	52,375
Thailand	2,400	2,136	4,704	11,164	11,872	16,874	28,394	39,297	n/a	n/a	n/a	n/a	116,841

## OUTBOUND STATISTICS: MAJOR COMPETITORS 2022

*Created based upon data from Japan National Tourism Organization*

# JAPAN MARKETING ACTIVITIES



## HERE WE GUAM ROADSHOW 2023

November 15-17, 2022 Osaka, Nagoya, Tokyo  
More than 100 participants attended the three venues and the industry mixer in Osaka.

## NEWS PICKUP

Wing Travel Daily 19 November  
Articles on Here We Guam Roadshow

旅行通信2022年11月18日号(金曜日)第8198号(毎週月一金曜発行、祝日休刊) (1)

1983年(昭和58年)8月創刊 E-MAIL, PDF or FAX

**日刊旅行通信**

【トップニュース】

**★グアム政観、SIT素材切り口に団体客誘致強化 航空座席回復への働きかけも**

グアム政府観光局(GVB)はポストコロナ期の旅行復興に向けてMICEや教育旅行などグループ旅行の誘致促進に向けた活動を一段と強化する。コロナ禍の約2年間でグアムでは施設の改修が進むほか、グアムならではの文化を訴求する新たな観光素材が登場している。これらを切り口にして多様な旅行目的に対応可能な体制が整っていることをアピールしていく。さらに、円安や物価高が進む中でコスト面のメリットも訴求していく。誘致促進を図る。これとあわせて、コロナ前に比べて大幅に減少してしまった日本-グアム間の航空座席数を復活させるために航空会社や空港に対してグアムへの定期便運航に対する働きかけも強化。早期にコロナ前の年間90万席までの回復を目指す。

**水際緩和と問い合わせ件数増加 ゴルフコンパや企業の周年旅行など**

新型コロナウイルスの感染拡大の影響で2年余りにわたって日本の海外旅行がほぼゼロの状況が続いてきたが、水際対策の緩和により段階的に海外旅行が再開されつつある。そうした中でグアムにおいてもMICE関連や修学旅行に関する問い合わせが増えているという。

本紙との取材に応じたGVB日本オフィスの柳原真正セールズ・トレッドエグゼクティブによると「インセンティブ旅行関連ではコロナ前にグアムで実施していたオーガナイザーからの問い合わせが増えたり、修学旅行についても徐々に予約が入りつつある」と話す。

さらに書店では航空会社主催のゴルフコンパや企業の周年旅行CEO人規模の団体を受け入れる予定となっているなど、団体マーケットの動きが活発化している状況となっている。

**観光施設が映々となりニュースアル 文化体験関連の新材料も登場**

新型コロナウイルスのパンデミックにより長期間にわたり観光需要が低迷する中でグアムの観光関係者は復活を見込まずに施設改修などの投資を継続。また、新たな視点での観光コンテンツも登場したという。そうした一連の流れについてGVB本局のベレス麻衣日本担当マーケティングコーディネーターは「観光を取り巻く環境が非常に苦しい中で色々なアイデアが登場してきた。この動きは非常に心強かった」と話す。

そうした中でグアム島内では、アメリカン・リゾートならではのグアムの魅力に加え、グアム在籍の村長「フィエスタ」を始めとした文化体験やSDGに絡めた新たな観光素材が登場。コロナ前以上にさまざまな目的に即した観光が実現可能と

Wing Travel Daily  
発行所 航空新聞社: 日刊旅行通信編集部  
〒1107-0052 東京都港区赤坂4-8-6 赤坂永通ビル3階  
TEL:03(3796-6648) FAX:03(3796-6645)  
http://wingnews.net mailto:mail@wingnews.net  
購読料 年刊35,200円 年刊96,000円 (消費税別)



コロナ前まで新たに登場した素材を切り口にグアムのグループ旅行需要を再拡大へ(写真はグアムの村長「フィエスタ」の撮影)

新型コロナウイルスの感染拡大の影響で2年余りにわたって日本の海外旅行がほぼゼロの状況が続いてきたが、水際対策の緩和により段階的に海外旅行が再開されつつある。そうした中でグアムにおいてもMICE関連や修学旅行に関する問い合わせが増えているという。

本紙との取材に応じたGVB日本オフィスの柳原真正セールズ・トレッドエグゼクティブによると「インセンティブ旅行関連ではコロナ前にグアムで実施していたオーガナイザーからの問い合わせが増えたり、修学旅行についても徐々に予約が入りつつある」と話す。

さらに書店では航空会社主催のゴルフコンパや企業の周年旅行CEO人規模の団体を受け入れる予定となっているなど、団体マーケットの動きが活発化している状況となっている。

**観光施設が映々となりニュースアル 文化体験関連の新材料も登場**

新型コロナウイルスのパンデミックにより長期間にわたり観光需要が低迷する中でグアムの観光関係者は復活を見込まずに施設改修などの投資を継続。また、新たな視点での観光コンテンツも登場したという。そうした一連の流れについてGVB本局のベレス麻衣日本担当マーケティングコーディネーターは「観光を取り巻く環境が非常に苦しい中で色々なアイデアが登場してきた。この動きは非常に心強かった」と話す。

そうした中でグアム島内では、アメリカン・リゾートならではのグアムの魅力に加え、グアム在籍の村長「フィエスタ」を始めとした文化体験やSDGに絡めた新たな観光素材が登場。コロナ前以上にさまざまな目的に即した観光が実現可能と

旅行通信2022年11月18日号(金曜日)第8198号(毎週月一金曜発行、祝日休刊) (2)

需要が期待される「グループ&MICE」に焦点を当て、セミナーとワークショップを実施した。観光局は、来年2月1日出発分より、団体旅行へのサポートを再開、需要喚起に力を入れる。イベントに合わせ、観光局CEO兼プレジデントのカール・T・C・グティエレス氏ら幹部が来日。東京の面では、現地ホテルやアトラクション、オペレーター、航空会社など9社が参加した。

団体旅行サポートプログラムは、2023年2月1日出発分より、修学旅行を除く新規決定団体が対象。20名より、送客数に応じた資金サポートとなる。ただし、GVB会員企業の施設やサービスを利用することが条件となっている。また事前視察のためのFAMツアーサポートも実施。参加者1人あたりの費用の一部をサポートする(最大10名)。いずれもGVBの会計年度が終了する2023年9月末日まで実施する予定だ。

セミナーでは、グアムでMICEを行うメリットについて、アクセスとインフラ、プログラムの充実度を挙げた。アクセスでは、日本4都市から直行便が飛んでいる点。飛行時間が時間半と短く、時差が1時間しかない点。さらに空港から主要ホテルまで車で、わずか15分でアクセスできる点を訴求。

また、インフラにおいては、小グループから大規模な団体まで幅広く対応できる施設を有する点、ホテル客室が比較的広く、8割がオーシャンビューで参加者からの満足度が高い点。さらに多様なニーズに合わせた会議やパーティーなどのアレンジができる点を挙げた。

さらに現地でできるプログラムについては、チームビルディングや教育系の体験プログラムとして、英語学習や観光学習、スポーツ大会やボランティア活動、歴史文化遺産を絡めたプログラムなど充実している点をアピールした。

なお、東京の面では参加した企業は以下の通り(発表順)。▼バルディカグループ▼デュシットホテルズ▼フィッシュアイ▼クローペンバークエンタープライズ▼オンワードビーチリゾート(2023年4月から星野リゾートリゾナーレグアム)▼プレミアホテルグループ▼Tギャラリア by DFS▼ウェスティンリゾートグアム▼ユナイテッド航空



東京のMICEセミナーの模様

22年度は前年度比2.5倍の13万人 SNSで若年層にアピール

日本からグアムへの訪問者数は、GVBの会計年度である

**【旅行関連】**

★旅行業界DB値40ポイント、前月から大幅に上昇 TDB調査、全業旅行支援と水際対策緩和が効果

帝国データバンク(TDB)によると、10月の「旅行代理店

観光局としては、引き続き「3時間半で行けるアメリカンリゾート」「清潔、安心、安全」を打ち出した展開を行い、まずはFITやSITの掘り起こしで旅行需要を復活させ、今後のパッケージツアーやMICEの需要につなげていく考え。今月は109名(フォローアップのべ4100万人)のTikTokをグアムに投稿。現地での様子もショートムービーで配信してもらう予定だ。

若年層へのアプローチは功を奏しており、大学生440名を調査した「未来を示す露見計画～Z世代×海外旅行再開に関する意識調査レポート」(2022年8月/東洋大学国際観光学部、JATA海外旅行推進部、パリス株式会社Z世代トラベルプロジェクト)において、2023年春休みまでに行きたい海外旅行先として、グアムが第2位(第1位はハワイ、第3位は韓国)と、若年層からのグアムへの関心が高まっている。

**チャモロ文化の訴求強化 現地イベントを提議、フードトラックも登場**

一方、グアム古来のチャモロ文化の訴求強化にも努める。グアムにある19の村で行われる守護聖人のお祭り「フィエスタ」をプログラム化し、旅行素材として提案していくほか、レッドライスやチキンパベキョなど、現地チャモロ料理を提供するフードトラックを全国各地の音楽フェスティバル等のイベントに派遣し、チャモロ料理に親んでもらおうという試みも行う。ちなみにフードトラックで提供する料理のレシピは、GVBグティエレスCEOが来日し、大阪堺筋本町のイタリアン「Capanna(カパナ)」のオーナーシェフ根岸大輔氏に直接伝授したものとなっている。



チャモロ料理を提供するフードトラック



## SNS PERFORMANCE SUMMARY

- Twitter followers remained strong.
- PV of VisitGuam.jp is increasing, partly due to YouTube brand campaign ad.

SNS	follower		Week Reach		Week Engagement	
	12 Nov,2022	19 Nov,2022	12 Nov,2022	19 Nov,2022	12 Nov,2022	19 Nov,2022
	24,220	24,197	11,439	11,076	1,171	958
	-0.09%		-3.17%		-18.19%	
	24,057	24,058	4,704	4,532	380	507
	0.00%		-3.66%		33.42%	
	15,084	15,089	15,964	21,267	644	621
	0.03%		33.22%		-3.57%	
	32,946	32,912	9,711	8,226	505	384
	-0.10%		-15.29%		-23.96%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	12,227	13,867	21,054	24,671	0:01:08	0:01:08
	13.41%		17.18%		0.00%	

# JAPAN MARKETING ACTIVITIES

Nov, 2022							
Week1		1	2	3	4	5	6
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam						
Event:						Food truck in OKAYAYA	
Other		Tell Us About Guam	Where's here?	Weekly GJAM			
Week 2	7	8	9	10	11	12	13
	Mon	Tue	Wed	Thu	Fri		Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event:							
Other		Tell Us About Guam	Where's here?	Weekly GJAM			
Week 3	14	15	16	17	18	19	20
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event:	Okayama (Road Show)	Osaka (Road Show)	Nagoya (Road Show)	Tokyo (Road Show)		Kashiwa Event	
Other		Tell Us About Guam	Where's here?	Weekly GJAM			
Week 4	21	22	23	24	25	26	27
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event:					lik.ok 100 FAM		
Other		Tell Us About Guam	Where's here?	Weekly GJAM			
Week5	28	29	30				
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event:	lik.ok 100 FAM						
Other		Tell Us About Guam	Where's here?	Weekly GJAM			

# JAPAN MARKETING ACTIVITIES

The image displays 15 social media post highlights arranged in a grid. Each highlight includes a thumbnail image or video frame, a brief description of the post content, and a green callout box showing the number of likes. The posts are as follows:

- Post 1:** A scenic view of a beach with a large rock formation. **562 Like**
- Post 2:** A graphic with the text "WHERE IS HERE?" and "ここはどこでしょう?". **239 Like**
- Post 3:** A storefront for "seas + side". **96 Like**
- Post 4:** A display of "almond butter galaxy bars". **56 Like**
- Post 5:** A Christmas tree in a shopping mall. **138 Like**
- Post 6:** A storefront for "Weekly GUAM GOOD". **309 Like**
- Post 7:** A sign asking "レンタカーは借りられますか?". **362 Like**
- Post 8:** A storefront for "seas + sidewalks". **48 Like**
- Post 9:** A woman in a red convertible car. **431 Like**
- Post 10:** A display of "almond butter galaxy bars". **62 Like**
- Post 11:** A storefront for "seas + sidewalks". **73 Like**
- Post 12:** A cup of coffee and a package of "INFUSION". **101 Like**
- Post 13:** A storefront for "seas + sidewalks". **48 Like**
- Post 14:** A storefront for "seas + sidewalks". **48 Like**
- Post 15:** A storefront for "seas + sidewalks". **48 Like**

## SNS POST-HIGHLIGHTS

## YOUTUBE ADS: #HereWeGuam Brand Campaign

### ◆ Weekly Summary

Ads eaches was 27,000,185, with an FQ of 1.49 and Impression of 40,358,709. Impression CPM is ¥ 541.85,

The CTR has gone up to about 0.6-0.7% for the past couple of days and the CPC has gone down about 200 yen.

### ◆ About Creative

Although there are no significant differences between creatives this week, we can say that Trueview's Stencil version is more effective than the other creatives with a CTR of 0.07% and a CPC ¥853.8.

Campaign	Impr.	Clicks	CTR	CPC	CPM	Video View	Video 100%	Reach	Frequency
Here We Guam	40,358,709	22,000	0.05%	¥994.0	¥541.85	4,585,703	25,038,543	27,000,185	1.49



### ACTIVE VERSION



### STENCIL VERSION



### MOTION VERSION



## NEWS PICKUP

### HOSHINO RESORT, GUAM, OFFERS PLAN WITH OVERSEAS TRAVEL INSURANCE - COVERS MEDICAL EXPENSES INCLUDING NEW CORONA

On November 8, Hoshino Resort launched an airfare and accommodation plan (Global Dynamic Package) with overseas travel insurance for travelers from Japan at the Onward Beach Resort Guam\* in the U.S. Territory of Guam. Onward Beach Resort Guam (Guam)

Since the spread of the new coronavirus, there has been a growing concern about overseas travel, such as how to respond to illness and receive appropriate medical care when traveling abroad. This product will be marketed to such anxious travelers in order to eliminate their concerns about medical care when traveling overseas and to enable them to enjoy their trips with peace of mind.

The overseas travel insurance policy is provided by Mitsui Sumitomo Insurance. It is applicable to those who have provided the necessary information for the insurance at least three days prior to departure.

The policy covers up to 1 million yen for medical expenses for illness and injury, including new coronavirus infection, as well as referral to medical institutions and cashless service for medical expenses. A 24/7 call center with Japanese-language service is also available, so you can use the service with peace of mind in the event of an emergency.

The coverage period is from the date of departure to the date of return. All users are covered by the insurance service free of charge. When a patient receives medical treatment at a prescribed medical institution, payment at the medical institution is not required (cashless coverage by the insurance company). Medical examinations can be performed at hospitals affiliated with the insurance company.

Applications are accepted for the accommodation plan with airline tickets (Global Dynamic Package) on the official reservation website. After making a reservation, the required information (traveler's name, period of travel, gender, and date of birth) must be entered in the form sent by e-mail, and Hoshino Resort will issue an insured person's certificate by e-mail. The insured person must bring the certificate with him/her during the trip.

Eligible persons for coverage are Japanese nationals who have booked a Global Dynamic Package from the official website on or after November 8, 2021, to/from Japan. Eligible hotel guests are those staying at the Onward Beach Resort Guam.

<https://news.mynavi.jp/article/20221115-2513173/>

The screenshot shows a news article from Mynavi News dated 2022/11/15 10:54. The headline reads: 「Onward Beach Resort Guam(オンワードビーチリゾート グアム)」において、日本国内からの渡航者向けに「海外旅行保険」をセットにした航空券付宿泊プラン(グローバル・ダイナミックパッケージ)を発売した。 The article includes several key points:
 

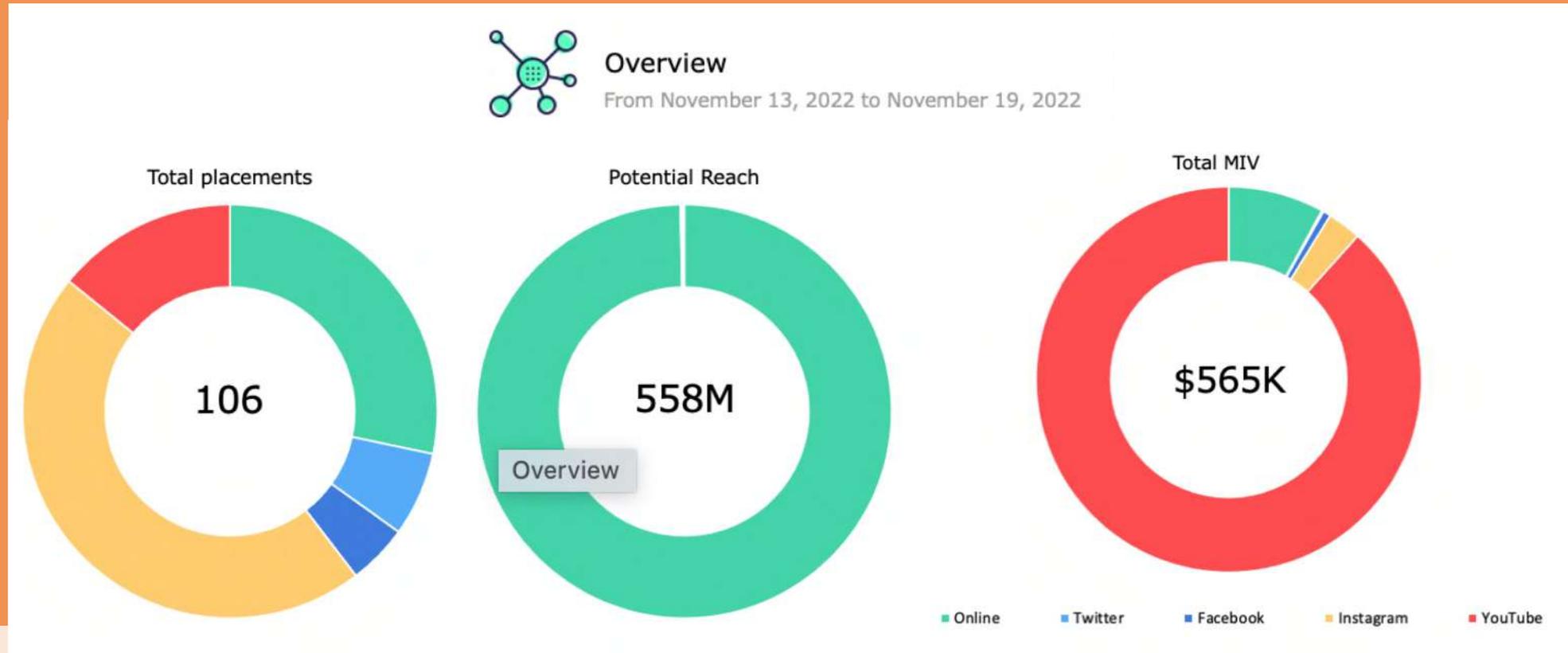
- 補償の適用期間は出発日から帰国日まで。** (Coverage period is from departure to return.)
- 100万円の医療費が対象。** (Up to 1 million yen in medical expenses covered.)
- 24時間365日対応のコールセンター。** (24/7 call center service.)
- 保険料は無料。** (Insurance is free of charge.)
- 海外旅行時の医療費が無料。** (Medical expenses during travel are free.)
- 海外旅行時の入院費が無料。** (Hospitalization during travel is free.)

 The article also mentions that the insurance is provided by Mitsui Sumitomo Insurance and covers COVID-19.

Mynave news  
Nov 15  
Potential reach: 24.6M  
MIV: \$4.1K

## MEDIA PERFORMANCE

- Although most of the posts are on Instagram, it is online media that Reach is gaining.
- Ad value for the week was \$565K across the web, with a high percentage of value from YouTube.



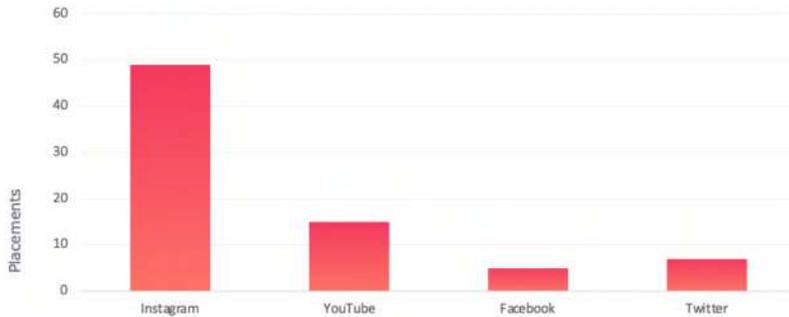
## MEDIA PERFORMANCE

- Chamorro Food Truck article was featured in TRILL and received 180M Reach.



**Social Focus - Platform Performance**  
From November 13, 2022 to November 19, 2022

Placements by Platform



Name	Placements	Potential Reach	Engagement	Engagement Rate (%)	MIV (\$)
Instagram	49	282K	8.81K	4.6	15.9K
YouTube	15	515K	337	6	500K
Facebook	5	498K	382	0.029	3.7K
Twitter	7	315K	173	0.14	835



**Online Focus - Top publications**

From November 13, 2022 to November 19, 2022

Top 10 supporting Online sources by MIV

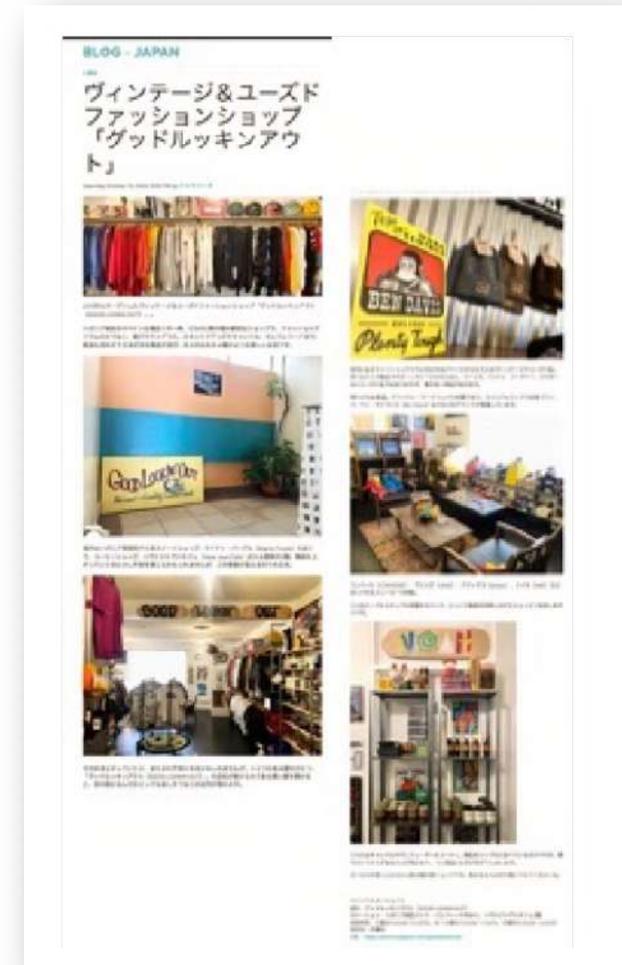
	Location	Placements	Potential Reach	MIV (\$)
TRILL - JP	JP	1	180M	\$15.5K
4 Travel - JP	JP	3	9.42M	\$5.03K
Mynave news	JP	1	24.6M	\$4.13K
Michill - JP	JP	1	5.06M	\$3.45K
モデルプレス - Model Press	JP	1	11.3M	\$3.16K
2NN - JP	JP	1	10.5M	\$2.89K
Infoseek - JP	JP	2	30.7M	\$2.61K
Gunoshi - JP	JP	3	1.87M	\$2.05K
めるも	JP	1	800K	\$1.49K
Yahoo! - JP	JP	1	226M	\$1.26K

Online Focus - Top publications

# JAPAN MARKETING ACTIVITIES

## WEEKLY GUAM BLOG - JAPAN

Night market is very crowded Fashion store "Good Lookin' Out".



# SOUTH KOREA

## COVID-19 STATUS: OCT 25 – NOV 21, 2022



### HIGHLIGHT

The KDCA said a new wave of infections appeared to have begun in earnest earlier this month, and the daily infections could surge to around 200,000 as early as December.

**Confirmed COVID-19**

**CASES: 26.65M**

**ACTIVE: 3.35%**

## COVID-19 VACCINATION STATUS: FEB 26, 2021 – NOV 21, 2022

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

**45,126,752**  
*87.9% of total population*  
*97.4% of 18 and older*  
*96.5% of 60 and older*

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

**44,697,271**  
*87.1% of total population*  
*96.6% of 18 and older*  
*96.0% of 60 and older*

**RECEIVED 3<sup>RD</sup> DOSE**

**33,694,756**  
*65.7% of total population*  
*75.3% of 18 and older*  
*90.2% of 60 and older*

**RECEIVED 4<sup>TH</sup> DOSE**

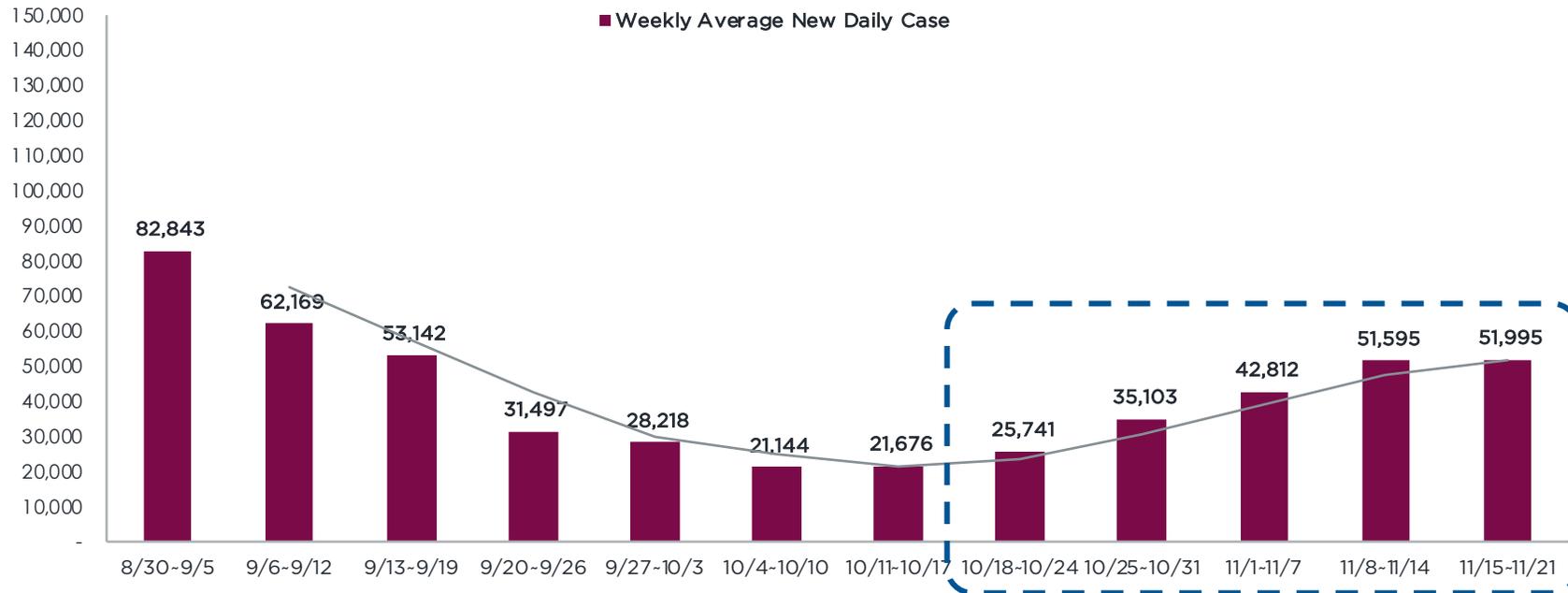
**7,581,291**  
*14.8% of total population*  
*17.1% of 18 and older*  
*44.2% of 60 and older*



AS OF NOV 23, 2022



## COVID-19 STATUS: COMPARISON WEEK BY WEEK



### DAILY CASE

South Korea's new coronavirus cases are bouncing back amid concerns of a possible resurgence in the winter.

### WEEKLY CASE

South Korea's new COVID-19 cases hit two-month highs last week, causing authorities to closely watch for the possibility of another virus wave in the wintertime.

### MONTHLY CASE

South Korea's COVID-19 outbreaks have shown an on-week increase in general this month, with authorities keeping a close eye against a wintertime resurgence.

### PROJECTION

The health authorities warned that the start of a new wave of infections may have started and re-emphasized the need for additional vaccinations.

Source: Central Disaster and Safety Countermeasures Headquarters

## TRAVEL TRADE

### US, BRITAIN DELAYS DECISION ON KOREAN AIR-ASIANA MERGER.

Korean Air's buyout of Asiana Airlines faced yet another hurdle, as the **US antitrust regulator decided to conduct a more thorough investigation before granting approval of the merger and the Britain regulator expressed concerns over monopoly worries on routes.** In response, Korean Air will submit remedies to address its concerns by Nov. 21.

APPROVED			
Date	Country	Date	Country
February 2021	Turkey	November 2021	Vietnam
April 2021	Taiwan	February 2022	Singapore
May 2021	Thailand	February 2022	South Korea
May 2021	Philippines	September 2022	Australia
September 2021	Malaysia		

SUSPENDED
Country
China
Japan
Britain
European Union
United States

## NOVEMBER AIRLINE SCHEDULE

### • INCHEON - GUAM

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,160
Jeju Air	7C3102	DAILY	09:10	14:30	5,670
	7C3106	DAILY	20:10	01:35+1	5,670
Jin Air	LJ643	DAILY	09:35	14:50	5,670
T'way	TW301	WED/THU/SAT/SUN	08:20	13:55	3,213
<b>TOTAL</b>					<b>28,383</b>

### • BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:35+1	5,670
Jin Air	LJ647	WED/THU/SAT/SUN	08:30	13:30	3,213
<b>TOTAL</b>					<b>8,883</b>

TOTAL OUTBOUND SEAT CAPACITY: 37,266 SEATS



# KOREA MARKET INTELLIGENCE

## DECEMBER AIRLINE SCHEDULE

### • INCHEON - GUAM

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,432
	KE423	WED/THU/SAT/SUN ( December 21~ 4/w )	19:35	00:50+1	1,904
Jeju Air	7C3102	DAILY	09:10	14:30	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	5,859
T'way Air	TW301	WED/THU/SAT/SUN ( December 23~ daily )	08:20	13:55	4,158
<b>TOTAL</b>					<b>32,071</b>

### • BUSAN - GUAM

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:35+1	5,859
Jin Air	LJ773	DAILY	08:30	13:30	5,859
<b>TOTAL</b>					<b>11,718</b>

TOTAL OUTBOUND SEAT CAPACITY: 43,789 SEATS



# KOREA MARKET INTELLIGENCE

## JANUARY AIRLINE SCHEDULE

### • INCHEON - GUAM

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,432
	KE423	WED/THU/SAT/SUN	19:35	00:50+1	4,080
Jeju Air	7C3102	DAILY	09:10	14:30	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ643	DAILY	09:35	14:50	5,859
T'way Air	TW301	DAILY	08:20	13:55	5,859
<b>TOTAL</b>					<b>35,948</b>

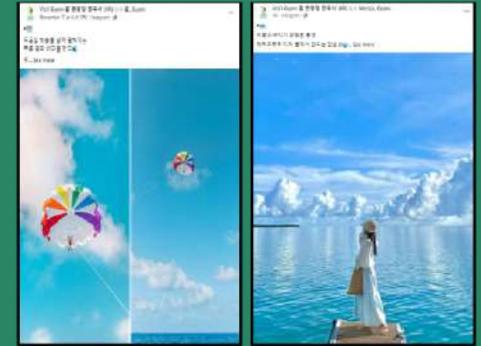
### • BUSAN - GUAM

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

TOTAL OUTBOUND SEAT CAPACITY: 45,587 SEATS



# KOREA MARKETING ACTIVITIES



**SNS WEEKLY ACTIVITY: NOVEMBER 14-18**  
**#GUAMAGAIN: ACTIVITIES IN GUAM**

# KOREA MARKETING ACTIVITIES

## GVB KOREA - November Content Calendar

Information/Notice/Card News

Guam's Scenery

IG Reels

Event

Instagram Reels / Story

Naver Blog/Kakao

Instagram Feed / Facebook

EVENT

Week 1			November 1	November 2	November 3	November 4	November 5
			TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Guam's Scenery #Guam Again UGC	Guam's Scenery #Guam Again Tumon	Guam's Scenery #Guam Again Guam Beach	Guam's Scenery #Guam Again UGC	
Week 2	November 6	November 7	November 8	November 9	November 10	November 11	November 12
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		NAVER Blog Event Information #GuamAgain Guam Hotel (Crown Plaza)	IG Event	Notice #ColorofGuam Guam in Blue	Information #ColorofGuam Guam in Blue (Sky Diving)	IG Reels #ColorofGuam Guam in Blue (Guam Beach Highlight)	
Week 3	November 13	November 14	November 15	November 16	November 17	November 18	November 19
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Guam in different colors Guam's Scenery #ColorofGuam Guam in Blue Image	Card News #ColorofGuam (Cover image will be Blue)	Guam's Scenery #ColorofGuam Guam in Blue Image	Notice #ColorofGuam Guam in Green	IG Reels #ColorofGuam Guam in Green	
Week 4	November 20	November 21	November 22	November 23	November 24	November 25	November 26
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Underwater Activities Guam's Scenery #ColorofGuam Guam in Green Image	Guam's Scenery #ColorofGuam Guam in Green	Guam's Scenery #ColorofGuam Guam in Green	Card News #ColorofGuam (Cover image will be Green)	Notice #ColorofGuam Guam in Pink	
Week 5	November 27	November 28	November 29	November 30			
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY			
		Instagram Event Notice IG Event (Color Image will be pink)	Guam's Scenery #ColorofGuam Guam in Pink	Guam's Scenery #ColorofGuam Guam in Pink Image			

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

# TAIWAN



## LOCAL COVID-19 VACCINE NO LONGER AVAILABLE: CECC

Despite criticism about the Medigen vaccine, the government will continue to back vaccine R&D as it is a strategic resource, the CECC said

The remaining about 1.6 million doses of the Medigen COVID-19 vaccine expired yesterday, and the vaccine will no longer be available to be administered, the Central Epidemic Command Center (CECC) said yesterday.

Deputy Minister of Health and Welfare Victor Wang, who heads the center, said the CECC purchased 5 million doses of the Taiwan-based Medigen COVID-19 vaccine, with about 3.4 million doses, or 68 percent, administered.

The remaining doses expired yesterday, and the expiration date will not be extended, he said.



## TAIWAN TO RAISE WEEKLY ARRIVAL CAP TO 200,000 FROM NEXT MONTH: CECC



Taiwan will raise the weekly cap on arriving visitors from abroad from the current 150,000 to 200,000 from Dec. 1, after COVID-19 cases in the country declined for five consecutive weeks, the Central Epidemic Command Center (CECC) said Monday.

The CECC decided to expand the weekly capacity of inbound travelers in anticipation of increasing demand, driven by the gradual easing of border restrictions in Taiwan and many other countries, CECC head Victor Wang said at a daily press briefing.

It is also expected that there will be an increased need for travel with the approach of the Christmas and year-end holiday season and the Lunar New Year, he said.

Starting Oct. 13, Taiwan reopened its borders to all arriving visitors, raised the weekly inbound arrival quota from 60,000 to 150,000, and ended mandatory quarantine for those arrivals. Instead, inbound passengers are required to undertake seven days of self-initiated epidemic prevention.

Confirmed  
COVID-19

CASES:  
8.19M

ACTIVE:  
5.04%

AS OF NOV 23, 2022

## TAIWAN CUTS COVID ISOLATION TO 5 DAYS, LIFTS WORKPLACE VACCINE MANDATES



Taiwan's COVID-19 isolation period was reduced from seven to five days and a three-shot vaccine mandate for workers in several high-risk fields was lifted after new policies took effect on Monday, according to the Central Epidemic Command Center (CECC).

Under the new isolation policy, known as "5+n," the quarantine for those with COVID-19 has been shortened to five days, after which people will be able to resume their normal activities with a negative test result.

People who continue to test positive after five days will not be required to quarantine, but should follow self-initiated epidemic prevention protocols until they test negative, or for a maximum of seven days, according to the CECC.

Also on Monday, the CECC canceled a regulation requiring workers in 24 high-risk fields to receive at least three doses of a COVID-19 vaccine.

## BENEFITS OF TAIWAN'S COVID-19 HOME CARE POLICY TOUTED

The government's policy of home care for patients with mild and asymptomatic COVID-19 infections has proven successful in Taiwan's efforts to effectively allocate its health resources, the Taiwan Medical Association (TMA) said Sunday.



When the policy was first implemented in late April, the overall hospital admission rate of confirmed COVID-19 patients in Taiwan was over 3 percent, but that has now dropped to 1 percent, the TMA said in a statement.

As a result, the resources in the country's health care systems have been freed up for the critically ill, the association said.

## Regulations on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting Nov. 7 2022 Taipei Time)

Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement
R.O.C. (Taiwan) National	Departure from any international port	Yes	<ol style="list-style-type: none"> <li>Travelers who test positive abroad are required to wait over 7 days from their specimen collection date before taking a flight to Taiwan.</li> <li>entry quarantine measures <sup>*note1</sup></li> </ol>

Traveler Type	Credentials	Eligible to Enter Taiwan?	Requirement
Foreign National	Holder of ARC <ul style="list-style-type: none"> <li>ARC means R.O.C. (Taiwan) Resident Certificate</li> </ul> <ol style="list-style-type: none"> <li>Open to all purposes of entry.</li> <li>Migrant worker must also hold re-entry permit.</li> </ol>	Yes	<ol style="list-style-type: none"> <li>Travelers who test positive abroad are required to wait over 7 days from their specimen collection date before taking a flight to Taiwan.</li> <li>entry quarantine measures <sup>*note1</sup></li> </ol>
	Non-ARC holder <ol style="list-style-type: none"> <li>National of the visa-exempt entry scheme announced by Ministry of Foreign Affairs <sup>*note2</sup></li> <li>Traveler who holds R.O.C (Taiwan) Visa <sup>*note2</sup></li> </ol>		

- Note:**
- All travelers are required to undergo a 7-day self-initiated epidemic prevention. Travelers who have experienced any suspected COVID-19 symptoms in the 14 days before arrival should voluntarily report their symptoms to a Taiwan [Centers for Disease Control](#) quarantine officer at the airport/port. Such travelers should cooperate in undergoing a saliva test. All travelers are required to follow other regulations and instructions announced by Taiwan Centers for Disease Control.
  - For Visa-exempt entry scheme, Landing Visa, e-Visa, or general Visa application, please visit [Bauer of Consular Affairs website](#) for details. For Travel Authorization Certificate for nationals from Southeast Asian countries (Conditional Visa-Free Entry) Application, please visit National Immigration Agency website.
  - Migrant workers should follow instructions by [Ministry of Labor](#). Students, should follow instructions by [Ministry of Education](#).



Nov. 7 2022  
National Immigration Agency  
Ministry of the Interior

## RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

Effective **December 1**, weekly cap of arrivals to be increased to 200,000

On **November 14**, the CECC announced that, given that there is a steady decrease in the number of new cases across Taiwan and that the domestic coronavirus situation has stabilized and been brought under control, effective 00:00 on December 1, 2022 (incoming flight's scheduled arrival time), it will increase the weekly cap of arriving passengers to 200,000 people.

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

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

On **September 29**, CECC announced that, in response to the gradual relaxation of border restrictions, it will adjust the quarantine policy for arriving travelers.

Effective on **October 13** (incoming flight's scheduled arrival time), arriving travelers will no longer be required to quarantine and will instead undergo a seven-day period of self-initiated prevention after arrival. Related border restrictions will also be lifted starting October 13.



#### **Adjustment details are listed below.**

1. Quarantine period: Quarantine will be ended, the day of arrival counts as Day 0. A seven-day period of self-initiated prevention will be required.
2. Rapid testing using at-home rapid test kits:
  - 4 rapid test kits will be given to all arriving passengers aged two and over.
  - Passengers take a rapid antigen test on the day of arrival or the first day of the self-initiated prevention period (D0/D1).
  - Arriving travelers should take a rapid test and produce a negative result within two days before going out during the self-initiated prevention period.
3. Arriving travelers will no longer be required to make a health declaration on the Quarantine System for Entry before arrival and to have a mobile phone with a Taiwanese number.



# TAIWAN MARKET INTELLIGENCE

## AIRLINE UPDATE

Current  
Routes

### CHINA AIRLINES

- Routes scheduled for November – December

### EVA AIR

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

### STARLUX AIRLINES

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



## CHINA AIRLINES

## NOV-DEC OPERATION SCHEDULE

LOCATION						
North America	Southeast Asia		Europe	Oceania	Northeast Asia	China
Los Angeles	Bangkok	Ho Chi Minh City	Amsterdam	Sydney	Nagoya	Beijing
Ontario	Singapore	Hanoi	Frankfurt	Melbourne	Tokyo	Shanghai
San Francisco	Jakarta	Manila	London (Heathrow)	Auckland	Osaka	Xiamen
Vancouver	Kuala Lumpur	Phnom Penh		Brisbane	Fukuoka	Chengdu
New York	Penang	Yangon			Seoul	Hong Kong
	Palau					

# TAIWAN MARKET INTELLIGENCE

AIRLINES	GTO CONTACT	UPDATES
	11/18 Solomon Lee, General Manager	<ul style="list-style-type: none"><li>• CL said that after participating in the ITF, they increased a lot of ticket purchases (about twice than last week)</li><li>• Regarding of group outbound travel, The most desirable date for passengers to travel are during the Lunar New Year, the winter vacation and after March next year.</li><li>• The tickets sales are not ideal before November, December and January.</li></ul>
	11/21 Amy Cho, Junior Vice President	<ul style="list-style-type: none"><li>• Eva Air Amy said that the sales of travel fair have not recovered to the normal level, and the growth of group travel is still very slow. People are more interested in Independent Travel. There are more inquiries about group travel in Europe and Japan.</li><li>• She feels that due to the election in November and after the announcement of opening group tours is still necessary to contact local businesses, renegotiate the prices with restaurants and hotels. Whether tourists will pay is yet to be tested.</li></ul>
	11/21 Hanna Lee, Manager	<ul style="list-style-type: none"><li>• With the efforts of GTO, there will be 4 charter flights during the winter vacation and Chinese New Year. The main participating travel agencies are Phoenix Tour and Spunk Tour.</li></ul>

## H.E. AMB. CHUNG-KWANG TIEN, DEPUTY MINISTER OF FOREIGN AFFAIRS LUNCHEON INVITATION WITH NLGA

- Date: Nov 16
- Felix was invited by the Deputy Minister of Foreign Affairs in the name of President of ASOA to participate in the luncheon and interacted with the NLGA and the Minister of Foreign Affairs.



## NLGA DELEGATION GROUP'S COURTESY VISIT TO ASOA

- Date: Nov 17
- Felix introduced ASOA as the President and presented slides to the NLGA group.
- NLGA actively asked questions to ASOA and all the members responded with their area of expertise.



# TAIWAN MARKETING ACTIVITIES

## 2022 TTF OPENING & LUNCHEON

- Date: Nov 18
- GTO participated in TTF Opening Ceremony, interacted with travel partners and donated lucky draw gifts



## JOSHUA “JOSH” TENORIO, LT. GOVERNOR OF GUAM MEETING WITH HONHUI GROUP

- Date: Nov 18
- Joshua “Josh” Franquez Tenorio, Lt. governor of Guam visited the Honhui Group company, met Tracy Tsui, the general manager, and had a video conference with the chairman



# TAIWAN MARKETING ACTIVITIES

## WELCOME MEETING WITH GTO

- Date: Nov 18
- GTO held a Welcome Meeting for Joshua "Josh" Franquez Tenorio, Lt. governor of Guam and Randall B.D. Aguan, Police Sergeant II.
- GTO presented PPT slides to introduce past events and future plans.



## NR MONITOR

For the past week (Nov 11 - Nov 18), a total of 21 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 27
- Social Media: 0

### 和食尚玩家去了這趟旅程 林莎：好想在這裡求婚

2022-11-16 16:36 聯合報 記者葉君攝 / 即時報導



### 與姊妹市座談 桃市推機場經濟學

蔡依珍 / 桃園報導

2022年11月15日 週二 上午4:10



桃園市長鄭文峰（右七）14日和4個美國姊妹市及兩非城市進行「國際城市市長對話」，針對城市治理等議題與意見交流。（蔡依珍攝）

# TAIWAN MARKETING ACTIVITIES

<h2 style="text-align: center;">Social Media November Content Calendar</h2>							<b>Stockholder:</b> Safe-Certified Accommodations Safe-Certified Service Safe-Certified Shopping Attractions and Activities Safe-Certified Restaurants Guam Scenery
<b>Week 1</b>		<b>MONDAY</b>	<b>1-Nov-22</b> TUESDAY	<b>2-Nov-22</b> WEDNESDAY	<b>3-Nov-22</b> THURSDAY	<b>4-Nov-22</b> FRIDAY	<b>5-Nov-22</b> SATURDAY
			Guam Scenery 1		x	ITF Promotion	ITF Promotion
<b>Week 2</b>	<b>6-Nov-22</b> SUNDAY	<b>7-Nov-22</b> MONDAY	<b>8-Nov-22</b> TUESDAY	<b>9-Nov-22</b> WEDNESDAY	<b>10-Nov-22</b> THURSDAY	<b>11-Nov-22</b> FRIDAY	<b>12-Nov-22</b> SATURDAY
	Activities - Micronesian Divers Association, Inc.		Transportation on Guam	Restaurants - Marble Slab Guam	x	Guam Scenery 2	
	ITF Promotion	ITF Promotion			x		#JustGuam Promotion
<b>Week 3</b>	<b>13-Nov-22</b> SUNDAY	<b>14-Nov-22</b> MONDAY	<b>15-Nov-22</b> TUESDAY	<b>16-Nov-22</b> WEDNESDAY	<b>17-Nov-22</b> THURSDAY	<b>18-Nov-22</b> FRIDAY	<b>19-Nov-22</b> SATURDAY
	Accommodations - Lotte Hotel Guam		Transportation on Guam		x	Activities - Pacific Islands Club Guam	Guam Scenery 3
	#JustGuam Promotion	#JustGuam Promotion	#JustGuam Promotion	#JustGuam Promotion	#JustGuam Promotion	#JustGuam Promotion	#JustGuam Promotion
<b>Week 4</b>	<b>20-Nov-22</b> SUNDAY	<b>21-Nov-22</b> MONDAY	<b>22-Nov-22</b> TUESDAY	<b>23-Nov-22</b> WEDNESDAY	<b>24-Nov-22</b> THURSDAY	<b>25-Oct-22</b> FRIDAY	<b>26-Oct-22</b> SATURDAY
	Super Taste Promotion	Super Taste Promotion	Super Taste Promotion	Restaurants - Rootz Hill's Grill House	x	Guam Scenery 4	
					Happy Thanksgiving!	Happy Thanksgiving!	Happy Thanksgiving!
<b>Week 5</b>	<b>27-Nov-22</b> SUNDAY	<b>28-Nov-22</b> MONDAY	<b>29-Nov-22</b> TUESDAY	<b>30-Nov-22</b> WEDNESDAY	<b>THURSDAY</b>	<b>FRIDAY</b>	<b>SATURDAY</b>
	Accommodations - Leo Palace Resort Guam		Service - IHS Corporation	Guam Scenery 5			
	Happy Thanksgiving!	Happy Thanksgiving!					

# PHILIPPINES

## GOVERNMENT SETS NEW NATIONAL VAX DAYS

The Department of Health (DOH) is mounting another round of National Vaccination Days to encourage more people nationwide to get their booster shots against COVID-19.



In a television interview, DOH officer-in-charge Maria Rosario Vergeire yesterday said the government is mounting a three-day national vaccination to make COVID-19 jabs more accessible.

“We are expanding efforts to give more first boosters, and now we have 19,000-plus vaccination sites all over the country,” Vergeire said. “We will have a Bakunahang Bayan from Dec. 5 to 7 to encourage more people and make vaccines more accessible to communities.”

Philippines' tourism revenue reaches 100.7 billion PHP since borders reopened in Feb-22, +1,938% YoY.

LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	
OPEN	OPEN	OPEN	
CONFIRMED	7 DAY ROLLING AVE	DEATHS	FULLY VACCINATED
4,026,895 34,847 per million	+1,105 • -5% vs prev week	64,485 558 per million	73,615,441 63.70% of pop.

Source: Cases - John Hopkins University (2022-11-21). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2022-11-10). Retrieved from OurWorldInData.org

## US VP HARRIS VOWS 'UNWAVERING' COMMITMENT TO PHILIPPINES

The United States has an “unwavering” commitment to the Philippines, US Vice President Kamala Harris told the country's president Monday during a visit aimed at countering China and rebuilding ties that were fractured over human rights abuses in the Southeast Asian nation.

Harris is the highest-ranking US official to visit Manila since President Ferdinand Marcos took power in June, signalling a growing rapport between the longtime allies after years of frosty relations under his Beijing-friendly predecessor Rodrigo Duterte.

She also met with her Philippine counterpart Sara Duterte, the daughter of the former leader whose deadly drug war sparked an international investigation into alleged human rights abuses.





## LOCAL AIRLINES ALL SET FOR HOLIDAY SEASON TRAVELS

Local carriers Philippine Airlines (PAL), Cebu Pacific (CEB) and AirAsia that operate at the Ninoy Aquino International Airport (NAIA) are all set to accommodate thousands of incoming travelers and will continue boosting their domestic and international routes in response to the high demand as travel protocols ease and Christmas travel season begins.

The local carriers are doubling their efforts to accommodate incoming locals like returning overseas Filipino workers and foreign visitors who are expected to arrive starting this month until the first part of January 2023.

“Our airport PAL teams will be on full manning to handle the expected arrivals this Christmas season. We are also changing terminal assignments for our international flight departures and arrivals to effectively deal with the surge of passengers,” PAL spokesperson Cielo Villaluna said.

## OVER 31 MILLION COVID-19 VACCINE DOSES WASTED — DOH

Over 31 million doses of COVID-19 vaccines have gone to waste, with an estimated cost of ₱15.6 billion, the Department of Health (DOH) said on Thursday.

This is 12% of the 250.38 million doses received and procured by the government, according to the DOH.

Senator Pia Cayetano, who sponsored the agency's proposed budget for next year, cited various reasons for the wastage.



“One of the reasons for the expiration was because some of the COVAX funded vaccines we received have really short lifespan,” she said during the budget deliberation at the Senate. “And then there were also those that were subject to natural disasters, there were those that were subject to temperature excursion...There's such a thing such as underdosing.”

Senator Risa Hontiveros pointed out that the vaccine wastage reported by the DOH in August was 20.66 million, or 8.42%

# PHILIPPINES MARKET INTELLIGENCE

## COUNTRY

Philippines



## VISA SERVICES

U.S. Embassy Manila has resumed all routine visa services. Wait times for interviews are longer than before the pandemic, except for immediate relatives. For nonimmigrant visas, the embassy is prioritizing applicants with urgent travel needs. Click [here](#) for more info. Also see our [Guide to Immigrating from The Philippines](#).

### eArrival CARD Registration

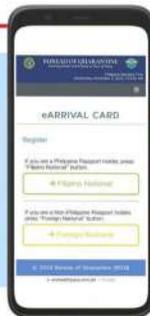
All arriving international passengers must register within 72 hours prior departure via <https://www.onehealthpass.com.ph>

Registration is FREE OF CHARGE. BEWARE of fake, fraudulent, or scam websites and agencies requiring payment.

### eArrival CARD Registration

ALL ARRIVING INTERNATIONAL PASSENGERS ARE REQUIRED TO REGISTER WITHIN 72 HOURS PRIOR DEPARTURE

<https://www.onehealthpass.com.ph>



### Philippine Airlines

#### Travel Advisory

CHANGES IN PAL'S MANILA (NAIA) TERMINALS U.S., Guam & Doha flights will use NAIA Terminal 1 from Dec. 1st.

Starting December 01, 2022, Philippine Airlines flights to and from the United States, Guam and Doha (Qatar) will depart from and arrive at Terminal 1 of Manila's Ninoy Aquino International Airport (NAIA).

The transfer of U.S., Guam and Doha flights to Terminal 1 is in line with operational requirements in preparation for the busy holiday season.

Please check the flight terminal assigned to your flight before proceeding to the airport, to ensure a hassle-free departure and arrival. Shuttle buses between Terminals 1 and 2 will be available for passengers with connecting flights in the other terminal.

List of PAL flights and corresponding Manila terminals:

From December 1st, 2022:

T1 – NAIA TERMINAL 1  
Departures and Arrivals:

- Dammam
- Dubai
- Doha
- Riyadh
- Toronto
- Vancouver
- Los Angeles
- San Francisco
- New York
- Honolulu
- Guam



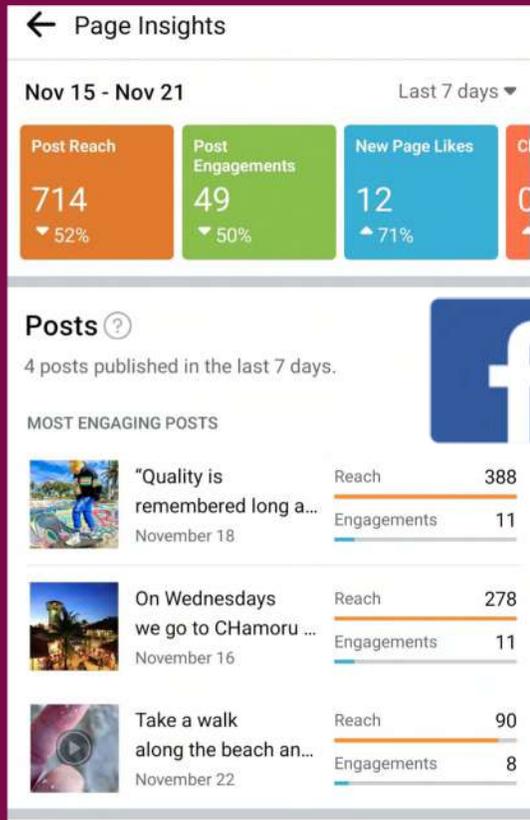
**PAL FLIGHTS FOR OCTOBER AND BEYOND**  
Advisory No. 264  
as of 21 NOV 2022 4:30 PM

**Manila-Guam-Manila**  
• Daily



**Manila-Guam-Manila**  
• Daily

# PHILIPPINES MARKETING ACTIVITIES



Page Insights

Nov 15 - Nov 21 Last 7 days

Post Reach	Post Engagements	New Page Likes
714 ▼ 52%	49 ▼ 50%	12 ▲ 71%

Posts

4 posts published in the last 7 days.

MOST ENGAGING POSTS

	"Quality is remembered long a..." November 18	Reach: 388 Engagements: 11
	On Wednesdays we go to CHamoru ... November 16	Reach: 278 Engagements: 11
	Take a walk along the beach an... November 22	Reach: 90 Engagements: 8



Insights

Last 14 Days Nov 8 - Nov 21

Overview

You reached +37.6% more accounts compared to Oct 25 - Nov 7

Accounts reached	1,925 +37.6%
Accounts engaged	134 +50.5%
Total followers	4,815 0%

Content You Shared



Visit Guam (PH)

Take a walk along the beach and marvel at the beautiful star-shaped sand found in Guam.  
@adventureme\_bri... See more



visitguamph

Grid of 12 images showing various Guam attractions and activities.



Visit Guam (PH)

"Quality is remembered long after price is forgotten." ~ Aldo Gucci  
A Guam vacay surely will be remember... See more

**MARKETING ACTIVITY:  
SOCIAL MEDIA**