

**#Guam**  
@tampopo\_88



LIFE  
*family*  
AND FUN

# INDUSTRY RECOVERY REPORT

OCTOBER 14, 2022



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# DESTINATION UPDATES

# 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.

*schedule to be posted on [visitguam.com](http://visitguam.com)*



# GUAM ISLAND FIESTA TOUR (GIFT)

## GUAM ISLAND FIESTA TOUR

Special Event @ Village of Dededo

FREE SHUTTLE



Guahan Trolley Service

### Lencho Park DEDEDO

Sunday, October 23, 2022

Bus Stop	1	2	3	4	5	6	7	8	9	10	11
Dep Lencho Park (Dededo)			12:15	12:30	13:40	13:55	15:05	15:20	16:30	16:45	17:55
① Hotel NIK	10:40	10:50	12:45	13:00	14:10	14:25	15:35	15:50	17:00	17:15	18:25
①-A The Tsubaki Tower	10:41	10:51	12:46	13:01	14:11	14:26	15:36	15:51	17:01	17:16	18:26
⑤ Hyatt Regency	10:46	10:56	12:51	13:06	14:16	14:31	15:41	15:56	17:06	17:21	18:31
⑧ Pacific Island Club	10:51	11:01	12:56	13:11	14:21	14:36	15:46	16:01	17:11	17:26	18:36
⑩ Hilton Guam	10:52	11:02	12:57	13:12	14:22	14:37	15:47	16:02	17:12	17:27	18:37
⑪ Rihga Royal	11:00	11:10	13:05	13:20	14:30	14:45	15:55	16:10	17:20	17:35	18:45
Arr Lencho Park (Dededo)	11:30	11:40	13:35	13:50	15:00	15:15	16:25	16:40			

Courtesy of  
**GUAM VISITORS BUREAU**




Mayor Melissa B. Savares,  
Vice Mayor Peter John S. Benavente,  
the Dededo Municipal Planning Council  
and the Guam Visitors Bureau presents:

## Guam Island Fiesta Tour Dededo

**FREE FIESTA FOOD & ACTIVITIES!** **TROLLEY SERVICES**

Sunday, October 23, 2022  
12:00 p.m. at Lencho Park  
Across Santa Barbara Church

Cultural Activities • Kids Rides • Petting Zoo

FEATURING ENTERTAINMENT BY:  
Istorian Danderu, Danny Deleon Guerrero  
Cultural Dance Groups and more!

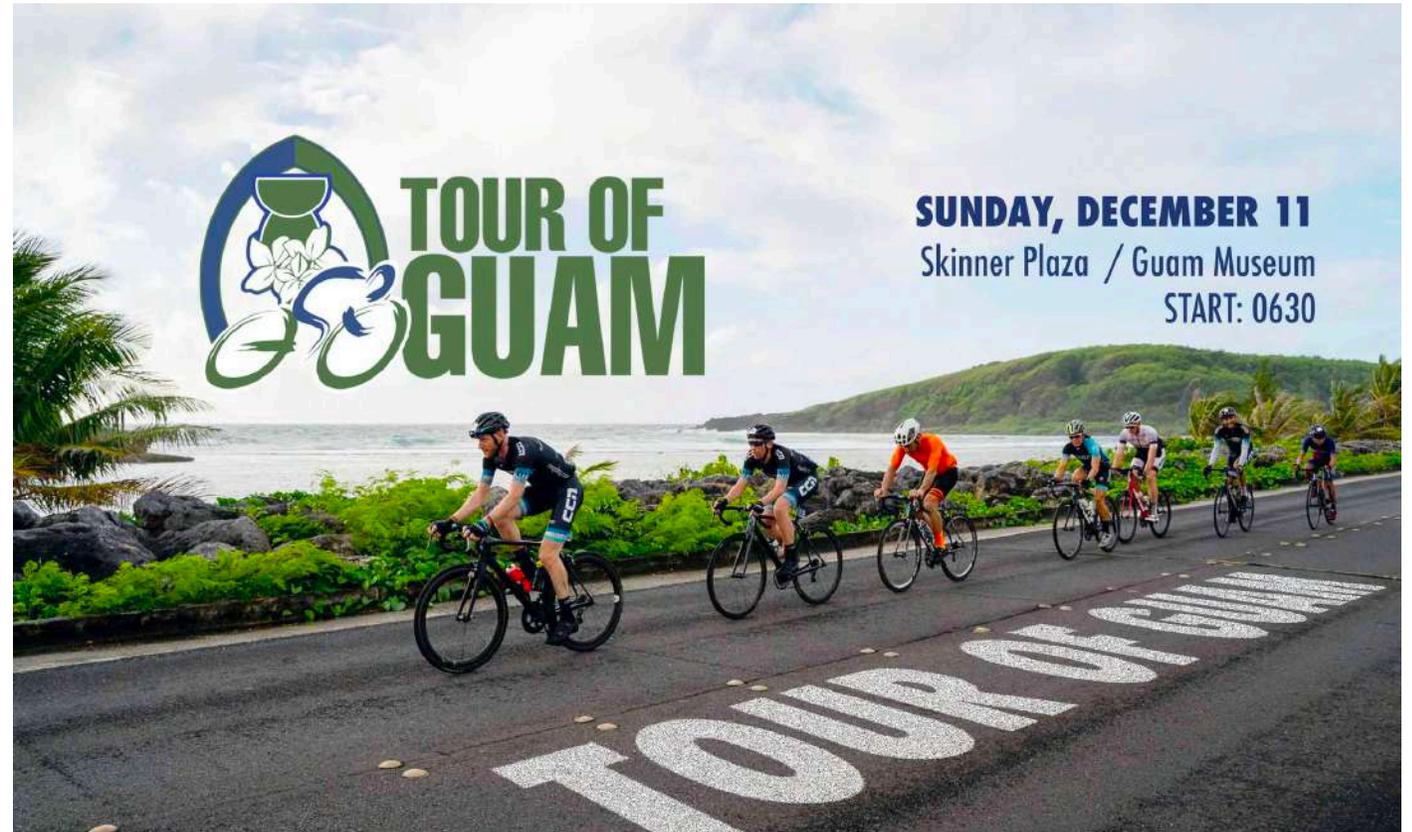


## TOUR OF GUAM

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  
<https://www.tourofguam.com/register.html>



## **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**  
@guamoceanpark.official



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# MARKET INTELLIGENCE REPORT

As of October 14 and may be subject to change.



# TRAVEL PROTOCOLS

## JAPAN

### JAPANESE NATIONALS

#### **NO QUARANTINE**

- Traveler entering Japan from Guam will not be tested upon entry if they have received two times or more vaccinations and there is no need to wait at home after entering Japan.

#### **REQUIREMENTS**

- If you have been vaccinated 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)

### FOREIGN NATIONALS

#### New entry of foreign nationals

Foreign nationals who apply for new entry into Japan based on either of the following categories (1), (2) or (3) below are allowed for new entry into Japan

- (1) Foreign nationals newly entering Japan for a short-term stay (less than three months) for purposes including business and employment.
- (2) Foreign nationals newly entering Japan for a short-term stay for tourism (only when a travel agency among others organizing the trip serves as the receiving organization of the entrants)
- (3) Foreign nationals newly entering Japan for a long-term stay

\*Refer : [https://www.mofa.go.jp/ca/fna/page4e\\_001053.html#section10](https://www.mofa.go.jp/ca/fna/page4e_001053.html#section10)

#### **ENTRY PROTOCOL EFFECTIVE FROM SEPTEMBER 7, 2022**

- Pre-arrival PCR tests are dropped for travelers who have received three shots of an approved COVID-19 vaccine.
- Daily arrival cap is raised to 50,000 and entry of foreign tourists on nonguided tours allowed (for short stays for tourism purposes).

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

# TRAVEL PROTOCOLS BY MARKET



## SOUTH KOREA

### NO QUARANTINE

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

### REQUIREMENTS

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

## 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 October 13**, Taiwan to end quarantine, launch '0+7' plan, raise weekly quota to 150,000, fully open borders, and end tour bans.

*Information source: <https://www.taiwannews.com.tw/en/news/4665221>*

### 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)

## 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 register to One Health Pass portal within 48 hours prior to 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.
- Self-monitor for any sign or symptom until the 7<sup>th</sup> day from arrival.
- Not applicable to children below 3 years old.

## OTHER MARKETS

### PALAU

REQUIREMENTS (as of 01 July 2022, Directive No. 100-22)

- All travelers **must be fully vaccinated** against COVID-19, except those under 18 years of age.
- At least 14 days must have passed from second dose of vaccine; vaccines must be approved by US Food and Drug Administration or the World Health Organization (exception Medigen).
- If you are vaccinated for COVID-19, you DO NOT NEED to provide a negative COVID-19 test before entering Palau.
- All travelers are advised to practice social/physical distancing, wear a mask over the nose and mouth when within six feet of others, and avoid large indoor gatherings for fourteen (14) days prior to travel to the Republic.
  - Unvaccinated individuals under 18 years of age must adhere to above requirements.

#### ISOLATION & QUARANTINE

- Any person proven or strongly suspected to be infected with COVID-19 shall be isolate for a period deemed necessary by MHHS at a government designated facility or at home at the discretion of the Director of Public Health.
  - The isolation rooms of Belau National Hospital shall be reserved for infected persons in need of critical care.
- Any person determined to have been in close contact with someone with COVID-19 shall self-monitor for a period of 10 days and follow guidelines as deemed necessary by the Ministry of Health.

### THAILAND

REQUIREMENTS (as of 01 July 2022)

- All travelers aged 18 and older must be fully vaccinated against COVID-19 with an approved vaccine at least 14 days before travel to Thailand OR present a negative RT-PCR or professional ATK (antigen) COVID-19 test result issued within 72 hours before departure.
  - If unvaccinated traveler does not present negative test, traveler will be required to pay for and take a COVID-19 test on-site.
  - Travelers aged 5-17 unaccompanied must get vaccinated with at least one dose of an approved vaccine at least 14 days before traveling to Thailand OR present a negative COVID-19 test result issued no more than 72 hours before departure. (\*exempted if traveling with parents that meet requirement). Under 6 years are exempt from test.
- Medical insurance and “Thailand Pass” not required.
- Masks are not required.
- All travelers must undergo entry screening including body temperature check and presentation of documents.

# MARKETS AT-A-GLANCE

## JAPAN

- Number of infected people has passed its peak and is declining considerably
- Number of infections per 100,000 population dropped 26% from last week to approximately 200,000
- Progress rate for third vaccination is still low
- Seven major companies all resumed 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 and UA178 suspended until Oct 1
  - JAL: suspended from Oct 1
  - Tway: suspended until Dec 1
  - JEJU: suspended until Dec 1
- Shown in appendix are: FY23 kickoff meeting in Tokyo; SNS performance summary & highlights, news pickups; Fiesta FAM; GLAM articles; social listening update; and content calendar

## PHILIPPINES

- PH among 'friendliest countries': Boracay named Asia's top island
- Rise in breakthrough Covid-19 infections likely by year-end
- Cebu Pacific to add more flights to key destinations
- Public still spending on travel despite rising consumer prices
- Philippine Airlines and United Airlines fly daily in October 
- Social media monitoring shown in appendix

## SOUTH KOREA

- South Korea's new Covid-19 cases recorded under 16k, the lowest in 15 weeks, shows a continuous downward trend
- Travel agencies with creative marketing strategies to tap into the new target segments
-  • October through December airline outbound seat capacity details shown in appendix: Oct 38,321; Nov 37,266; Dec 43,600
- Shown in appendix are: media monitoring, SNS weekly activity and content calendar

## TAIWAN

- Time for Taiwan to end mask mandate
- Taiwan to expand rollout of new Moderna vaccine on Oct 11
- Taiwan still set to open borders despite Covid surge
- Taiwan drops vaccination requirement for outbound tour groups
- Shown in appendix are: restrictions for entering Taiwan, CECC updates, NR monitoring, and social media calendar
- Current airline routes for other destinations shown in appendix
- GTO met with GM and President of Golf Digest

DETAILS ARE FOUND IN THE APPENDIX

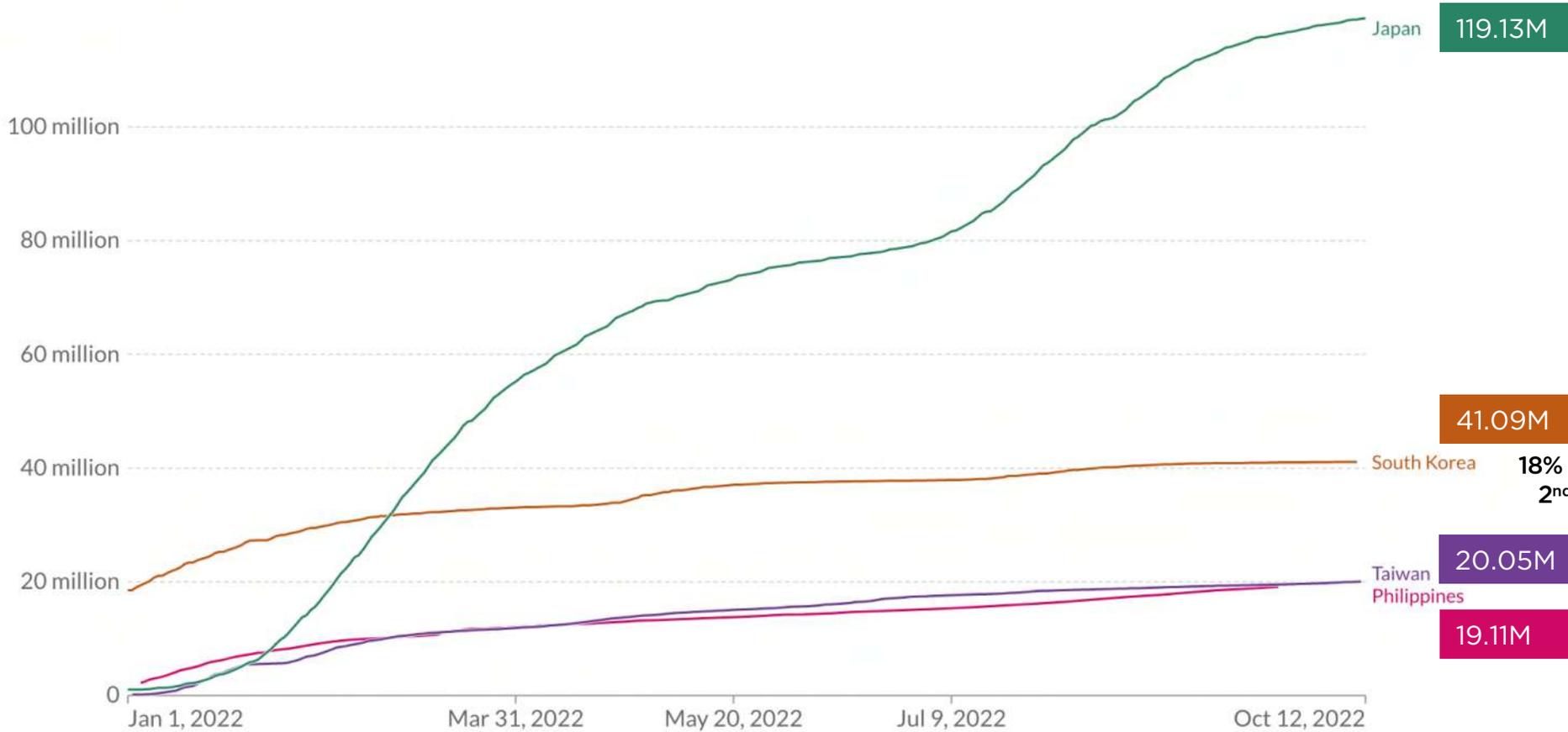
# MARKETS AT-A-GLANCE

## COVID-19 vaccine boosters administered

Total number of vaccine booster doses administered. Booster doses are doses administered beyond those prescribed by the original vaccination protocol.

Our World in Data

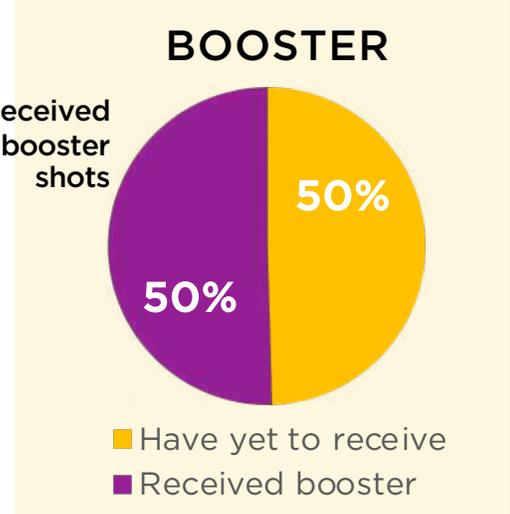
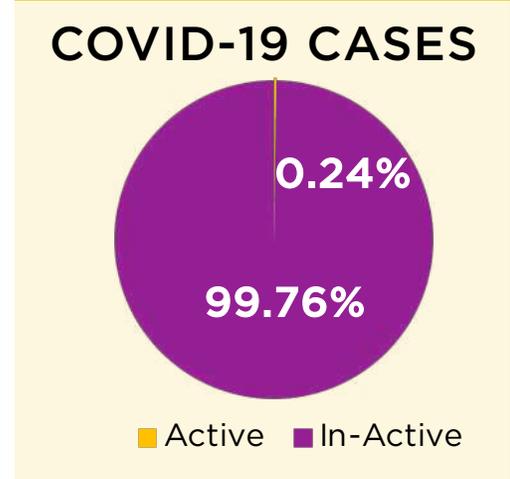
LINEAR LOG



Source: Official data collated by Our World in Data

CC BY

**GUAM**  
140,108  
Fully Vaccinated



18% received 2nd booster shots

# APPENDIX

As of Oct 14, 2022 and may be subject to change.

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@gost\_guam



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# JAPAN

# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The number of infected people has passed its peak and is declining considerably
- The number of infections per 100,000 population dropped 26% from last week to approximately 200,000, with 170 in Japan and 156 in Tokyo.

The number of infected people per 100,000 population:

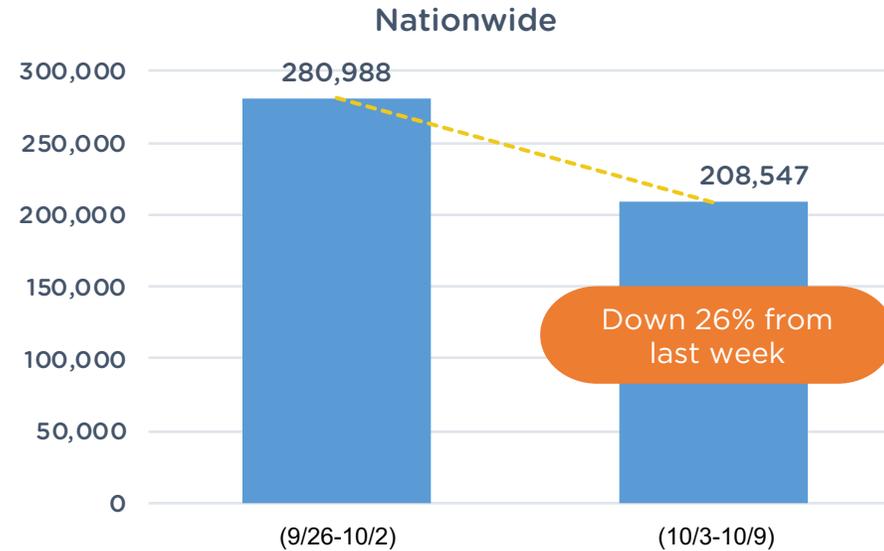
**NATIONWIDE**

**170**

**TOKYO**

**156**

Total for last 7 days



Area / New cases	Sep-Oct 26-2	Oct 3-9	Changes (#) vs LW	Changes (%) vs LW
Tokyo	33,236	20,955	-12,281	63%
Osaka	19,629	15,096	-4,533	77%
Aichi	15,205	10,707	-4,498	70%
Fukuoka	8,223	6,872	-1,351	84%
Nationwide	280,988	208,547	-72,441	74%



**Confirmed COVID-19**

**CASES: 21.66M**

**ACTIVE: 5.41%**

AS OF OCT 14, 2022

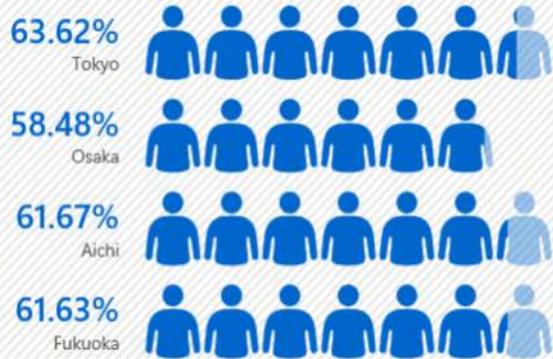


# JAPAN COVID-19 NEWS

## HIGHLIGHTS

- The progress rate for the third vaccination is still low, currently at 65.5%.
- Vaccination with the new Omicron strain-compatible vaccine will begin on October 13.

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



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

## VACCINATION UPDATE (10/7)

Total number of  
vaccination:  
**315,934,549**

1st & 2<sup>nd</sup> doses  
administered:  
**104,228,496**  
(81.5%)  
**102,866,008**  
(80.4%)

Nationwide 3<sup>rd</sup> shot:  
**82,480,552**  
(65.5%)

Nationwide 4<sup>th</sup> shot :  
**35,573,007**

## 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 limit on the number of visitors entering Japan will be eliminated.

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
 Sales resume for departures on JULY 1	*
 Sales resume for departures on MAY 15	*
 Sales resume for departures on JUNE 1	*
 Sales resume for departures on AUG 1	*
 Sales resume for departures on AUG 21	*
 Sales resume for departures on JUNE 1	*
 Sales resume for departures on APRIL 27	*

## 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)	UA 827	NRT	11:15 / 16:05	UA 828	6:55 / 9:55	Mon, Tue, Thu, Fri, Sat, Sun	166
	Available	UA 197	NRT	17:30 / 22:20	UA 196	13:05 / 16:05	Daily	166
	Available from May 8, 2022 *Suspended between 10/30-12/14	UA 874	NRT	21:05 / 1:45 +1	UA 873	17:05 / 19:50	Sun	166
	Available from Aug 1, 2022 (Mon, Fri)	UA 136	NGO	11:20 / 15:55	UA 137	7:30 / 10:20	Mon, Fri	166
	Suspended until October 1, 2022	UA 172	NGO	20:50 / 1:25 +1	UA 171	17:00 / 19:55	Daily	166
	Available from Jul 1, 2022 (Wed, Fri, Sun) *Between 10/30-12/14 (Wed & Sun)	UA 150	KIX	11:05 / 15:45	UA 151	7:10 / 10:10	Wed, Fri, Sun	166
	Suspended until October 1, 2022	UA 178	KIX	20:50 / 1:20 +1	UA 177	16:50 / 19:50	Tue, Thu, Sat	166
	Available from Aug 1, 2022 (Thu, Sun)	UA 166	FUK	11:50 / 16:50	UA 165	07:40 / 10:50	Thu, Sun	166
	Available from Aug 1, 2022 (Thu, Sun) Suspended from Oct	JL 941	NRT	9:30 / 14:15	JL 942	16:50 / 19:35	Thu, Sun	199
	Suspended until December 1, 2022	TW 311	KIX	10:45 / 15:10	TW 312	16:10 / 19:00	Daily	189
	Suspended until December 1, 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			

Created based upon data from official announcements on each company's website

# JAPAN MARKETING ACTIVITIES

## FY23 KICKOFF MEETING @TOKYO

### KICK OFF MEETING

10/4 13:00-15:00 @ Aloft Tokyo Ginza THE WAREHOUSE  
Number of participants: 22 (19 companies)

### INDUSTRY MIXER

10/4 18:00-20:00 @ Aloft Tokyo Ginza ROOF DOGS  
Number of participants: 32 (16 companies)



# JAPAN MARKETING ACTIVITIES



## SNS PERFORMANCE SUMMARY

- Ad distribution ceased at the end of September. Overall, Reach and engagement are sluggish.
- Twitter is seeing an increase in Follower, even for organic posts only.

SNS	follower		Week Reach		Week Engagement	
	1 Oct,2022	8 Oct,2022	1 Oct,2022	8 Oct,2022	1 Oct,2022	8 Oct,2022
	24,314	24,281	2,071,419	11,518	7,140	945
	-0.14%		-99.44%		-86.76%	
	24,077	24,072	11,868	9,853	2,776	240
	-0.02%		-16.98%		-91.35%	
	14,997	15,013	59,251	49,924	2,556	1,977
	0.11%		-15.74%		-22.65%	
	33,270	33,203	1,200,000	16,400	29,886	656
	-0.20%		-98.63%		-97.80%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	6,692	5,219	13,023	11,534	0:01:25	0:01:46
	-22.01%		-11.43%		24.71%	

# JAPAN MARKETING ACTIVITIES



## SNS POST-HIGHLIGHTS

## NEWS PICKUP

WEEKLY WING TRAVEL, OCTOBER 7

旅行通信2022年10月7日号(金曜日)第8170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

発行所 航空新聞社: ウイングトラベル編集部  
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http://wingnews.net/ mailto:mail@wingnews.net  
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**【トップニュース】**

**★グアム観光、23年度はSIT誘致強化  
水際対策緩和で一気喝成のアプローチ**

グアム政府観光局(GVB)はこのほど新年度で旅行会社向けの「GUAM 2023 キックオフセミナー」を開催し、観光局として新年度(2023年度)となる今年10月以降の活動方針を明らかにした。10月11日から日本における水際対策が大幅に緩和され、日本人海外旅行への動きが本格化する中で、早い段階で活況が動きが見込まれるSIT(自給型旅行)に焦点を当てた施策に力を入れていく。さらに今年実施した特典企画や旅行会社との共同企画を継続。旅行者がお得にグアム旅行を楽しむことができる環境を醸成していく。さらにグアム旅行に対するブランドイメージを一段高めるためにSNS戦略を加速。グアム観光が常に動いている雰囲気づくりを演出していく。訪問客数の積み重ねにつなげていきたい考えだ。

**消費者のグアム旅行への関心が上昇  
日本マーケットが回復の兆し**

グアム政府観光局は水際対策の段階的な緩和と海外渡航が徐々に再開される中で「安心・安全・清潔で3時間半で行けるアメリカンリゾート」を積極的に訴求。さらに「#Here We Guamキャンペーン」を実施し、インフルエンサーを活用したデジタルプロモーションを始め、テレビや新聞での露出にも力を入れた。

さらに、日本-グアム間の直行便就航50周年を記念して、航空運賃の特別料金や現地観光施設の特典を多数用意した「GOGO!GUAMキャンペーン」を実施。旅行業界向けにはセミナーやファームゲームを通じてグアムの最新情報を提供してきた。

これまでの取り組みについてセミナーであいさつしたグアム政府観光局のレジナー・リヴァイエ・ネドリック日本担当マーケティング・マネージャーは「航空運賃の供給数も増え、日本マーケットの復活の兆しが見え始めた」と指摘。さらに「これまで大変困難な状況の中で旅行業界のみならず皆さんの尽力にも感謝したい」と旅行会社の存在がグアム観光再開に欠かせない存在であることを改めて強調するとともに「10月以降も引き続き旅行業界と手を重ね合いながら、積極的な施策を進めていきたい」という考えを示した。

10月11日からは1日あたりの入国者数制限が撤廃されるなど、日本人の入国条件がほぼコロナ前の状況に戻ることで「いまこそさらなる需要喚起を図るチャンスで、いかにマーケットを復活させていくかに注力した取り組みを展開していく」とグアム政府観光局日本事務所の小路伸行アカウンティンクラーはこのように話す。

今回のセミナーでは民間企業のアッタ社が実施した旅行に行きたい国・地域ランキングについて紹介された。それによると、

旅行通信2022年10月7日号(金曜日)第8170号(毎週月一金曜発行、祝日休刊) (2)



心を惹きつける施策を行う。小路アカウンティンクラーは「グアムのポジティブでエネルギー溢る雰囲気を伝えるものとしていきたい」とし、グアムの現状をタイムリーに発信する取り組みとしていきたい考えだ。

さらにYouTube、ツイッタの動画広告も強化。グアム関連の情報発信を高める「Guam always onキャンペーン」を11月、2月、6月に実施する予定にしている。

**「GOGO!GUAMキャンペーン」を延長  
MICEサポートプログラムも検討中**

グアムへの旅行をお得に体験してもらうための取り組みも引き続き推進する。GOGO!GUAMキャンペーンについては12月までの延長が決定。現地ホテルやレストラン、ショッピング、オプションツアーで各種特典を用意していく。

また旅行業界向けの「Co-op企画」も継続。グアムの客につながる販売活動を共同展開するプロモーションを実施していく予定だ。

グループ旅行やMICE関連の誘致促進については現在具体的なサポート案を検討中であるとした。現在は11月-3月の予定で接客数に応じた支援を行う方向で協議が行われているという。さらに団体旅行担当者向けのFAMツアーサポートプログラムについても計画中であるとされた。

**地方からの誘客促進へ関係者と協議  
地方空港の路線拡大やチャーター運航など**

このほか、地方からグアムへの訪問を促進するために航空ネットワークの拡充に向けた働きかけについても積極的に進めていく。グアム政府観光局によると「国内各地の航空担当部局と多角的に協議をしている」とし、定数確保の本数維持や新規航空会社によるチャーター便の運航などについて働きかけを行っているところ。さらに、羽田-グアム線の運航実現に向けた取り組みを進めていきたいとしており、日本-グアム間の航空運賃供給数拡充につながる施策を展開していく方針だ。

**【感染症関連】**

**★水際対策で訪日旅行促進、経済活性化に期待感  
— 段階、マスク着用をルール作りなど検討中 —**

政府は3連休明けの10月11日より水際対策を緩和し、入国者数の上限人数を撤廃、個人旅行の解禁など、2年半にわたる水際対策を緩和する。水際対策緩和による経済効果への期待などについて、米紙「ワシントンポスト」は10月7日午前版の社説で、「G7各国で水際対策が進んでおり、10月11日から外国人の個人入国制限の緩和、入国人数の廃止により円滑な入国を可能とする。今の措置は円安のメリットを活かしながら国際交流を一段活発にし、日本の社

セミナー出席のため来日したグアム政府観光局のレジナー・リヴァイエ・ネドリック日本担当マーケティング・マネージャー(中央)

グアムは2019年に17位だったものが今年14位まで上昇したという。

この結果について小路アカウンティンクラーは「コロナ禍の中で実施してきたプロモーション活動の成果でブランドイメージが定着してきたと考えている」と説明した。その上で「消費者の関心が高まっている今がチャンスであり、日本市場でのアドバンテージを獲得するため、トップレベルな取り組みを推進していく」と述べ、水際対策の大幅な緩和を契機に一気喝成に活動を進めていくとした。

**ダイビング、ゴルフ旅行誘致も展開  
チャモロ文化に焦点を当てた企画も**

その記憶として注目しているのがSITの存在だ。小路アカウンティンクラーは「ツーリズムの再興はSIT旅行にある。これをフックにグアムの新たな魅力を引き出していく」と強調した。

具体的にはダイビング、ゴルフ、トレーニングなどスポーツ関連をテーマとしたもの。さらに文化をテーマとした旅行による誘客に力を入れていくとした。

スポーツ関連の素材については今回のセミナーでダイビングとゴルフに関して現地の担当者から紹介が行われた。ダイビングについてはリゾート船が高いため、グアムが誇るダイビングな地帯やトランペルの透明度など「ダイバーが撮影したくなる素材が豊富にある」とアピールしている。また、ゴルフについては、グアム島内でさまざまな楽しみ方ができることを訴求していく。旅行者の誘致促進に取り組みしていく。文化に関してはグアムの「チャモロカルチャー」に関するブ

10月以降の活動計画について説明するグアム政府観光局日本事務所の小路伸行アカウンティンクラー

プロモーション力を入れていく。特にグアム島内19の村で行われている伝統的なお祭りである「フィエスタ」に焦点を当てた企画を展開するほか、SDGs関連の素材も提案していく。今回のセミナーではグアム島の村長も参加し、日本の旅行業界関係者にアピールを行った。

このほかチャモロ文化への関心を高めるためのコンテンツ展開も計画している。グアム政府観光局では現在、チャモロ料理を提供するフードトラックを用意し、日本国内の主要都市で実施するイベントへの出店やビジネス街での料理販売などを行い、食を切り口にチャモロ文化への関心を惹きつける取り組みを推進していく考えだ。

**「TikTok祭り」などSNSでの露出強化  
グアムの「今」をタイムリーに発信**

ブランド方向に関する取り組みについては引き続きSNSを活用した取り組みを推進していく。直近では若年層の冬休みから春先までの旅行需要獲得を目標し、Z世代などから関心が高いTikTokに関する取り組みを強化する。具体的にはインフルエンサー100人を集めた「TikTok祭り」を開催し、グアムへの旅



主催「GUAM 2023 キックオフセミナー」を開催した

**タイムMICEにおける  
サステナブルコンテンツのご紹介**

タイムMICEコンベンション&エキシビジョンビューロー(TCEB)

**タイムMICEにおける  
サステナブルコンテンツのご紹介**

タイムMICEコンベンション&エキシビジョンビューロー(TCEB)

## ONLINE MEDIA PICKUP



FIRST TIME DIVING IN 3 YEARS! I KNEW I COULDN'T MISS PANDA!

4 Travel - JP  
Oct 4  
Potential reach:  
9.4M  
MIV: \$1.6K

On the second day in Guam, we had pizza for breakfast. I brought drip coffee, so I felt very American in the morning.

I usually stock up on mineral water at ABC right after arrival, but this time I brought two bottles from Japan because of the high cost of living and the weak yen. There is a small store called JP Superstore in Guam Plaza, but the price was surprisingly low: \$3.5 (500 yen) for 1.5 liters.

If you are going to carry heavy things in your carry-on luggage, it is definitely better to pay less for the same heavy weight. JP also sold Japanese cup noodles, but some of them cost around 1,000 yen!

The highlight of the day was the diving. It was my first time in Guam, and I hated the ocean, but I was so impressed by the diving experience that I fell in love with Guam. I was so impressed that I fell in love with Guam and became interested in diving as well, and ended up getting a diving license. I haven't dived at all since I got my license... It was a refreshing dive in Guam with many memories.

After diving, we made full use of the bus ticket to go shopping. However, there are only Micronesia Mall and GPO in Guam, so we had to move between these two like a pendulum. But still, it was quite difficult to keep an eye on the bus time.

<https://4travel.jp/travelogue/11781585/>

# JAPAN MARKETING ACTIVITIES

FIESTA FAM

Period:

Traveling members: 3 Tiktok influencers

October 7-10, 2022

Media GLAM

Travel Media WingTravel

ON GOING



航空宇宙業界 / 旅行業界専門紙

航空新聞社 jwing.net

**GLAM**



FIESTA FAM



**yuma..pho**  
ユマフォ/yumapho

メッセージ

224 フォロー中 49.1K フォロワー 1.7M いいね

寄ってらっしゃい見てらっしゃい  
世にも奇妙な写真家だよ  
お仕事は下のメールに!  
syuma282@gmail.com




**ntmir0202**  
稀に暇なOL\_なっちゃん

メッセージ

71 フォロー中 16.6K フォロワー 142.4K いいね

世界最悪のOL. YouTubeやっているらしい (パイク女子/Dヲタ)  
youtu.be/1h9cl5crfRk




**cutiejpp** ✓  
成瀬

メッセージ

0 フォロー中 686.5K フォロワー 28M いいね

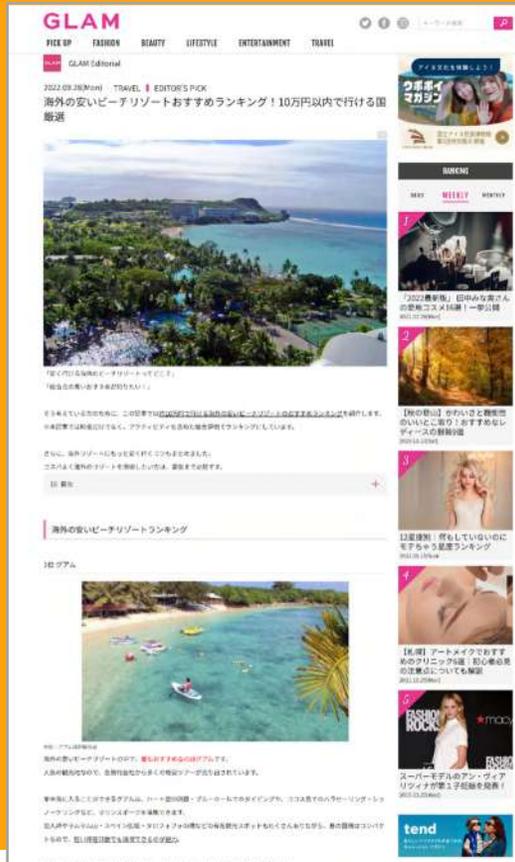
自己紹介はまだ記入されていません。



# JAPAN MARKETING ACTIVITIES



<https://www.glam.jp/post-229918/>



Recommendation ranking of cheap beach resorts abroad!

<https://www.glam.jp/post-229920/>



Can you travel to Guam for less than 100,000 yen? Explanation of prices and how to save money

<https://www.glam.jp/post-229914/>



Distance from Japan is not the only difference between Hawaii and Guam! Thorough comparison of travel costs and attractions

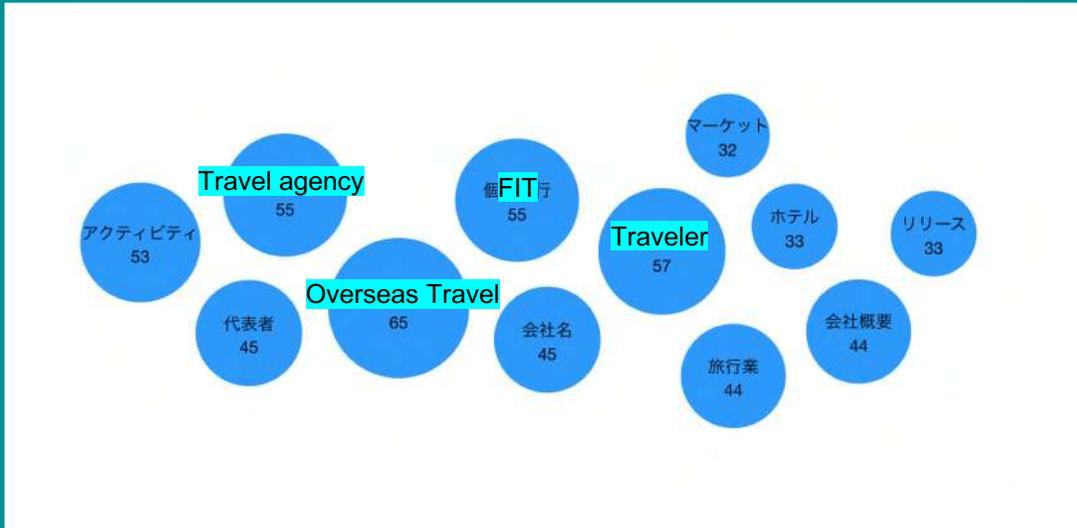


Articles created by GLAM are also posted on SmartNews and MSNNews



# JAPAN MARKETING ACTIVITIES

- Travel agencies aggressively promote overseas travel and appear travel relevant keywords
- Push Oct 11's easing boarder control by travel agencies



66件 · 日付順で並べ替える

とれまがニュース JPN · Oct 9 · 2:18 am

<水際対策緩和記念>日本から海外旅行も行きやすくなる！10月11日より『グアム旅行応援！円安分をクーポン還元！キャンペーン』を開催

... プレミアホテル グループ / Premier Hotel Group グアムの最新リゾート「ザ・ツバキ・タワー」、「ヒルトン」、「ニッコー」などグアムのハイクラス5ホテルで実施 国内外に34施設のホテルを所有、展開するプレミアホテルグループ (...)

... 象ホテル：(1) ザ・ツバキ・タワー<2020年開業のグアム最新ホテル> (2) ヒルトン・グアム・リゾート&スパ (3) ホテル・ニッコー・グアム (4) リーガロイヤル・ラグーナ・グアム・リゾート (5) パシフィック・アイランド・クラブ・グアム (PICグアム) ■対象予約：各ホテル ...

23件の記事 · リーチ 3k · Social Echo ▾

ニュートラル ○

BtoBプラットフォーム 業界チャンネル JPN · Oct 4 · 11:59 pm

<Hello Activity x BUYMA TRAVEL>旅ナカサービス2社がコラボキャンペーン！5万円分の旅行券を最大4名様にプレゼント

... ■5万円分の旅行券を最大4名様にプレゼント！ ■いよいよ海外旅行解禁！久しぶりの海外旅行を応援 ■現地ツアー・アクティビティ予約サービス同士が初めてのコラボ 株式会社MEGURU（代表取締役：上原嗣則、本社：東京都千代田区） ...

... めぐる旅行者の期待と信頼に応え、より優れた品質と価値をもつ**アクティビティ**を提供するべく、**旅のアクティビティ**・マーケット『Hello Activity』の運営、**グアム**のマリンスポーツ主催会社『グアムオーシャンパーク』『サニーサイドアップグアム』の運営を行なっております。オンラインの ...

20件の記事 · リーチ 349k · Social Echo ▾

ニュートラル ○

## S O C I A L L I S T E N I N G

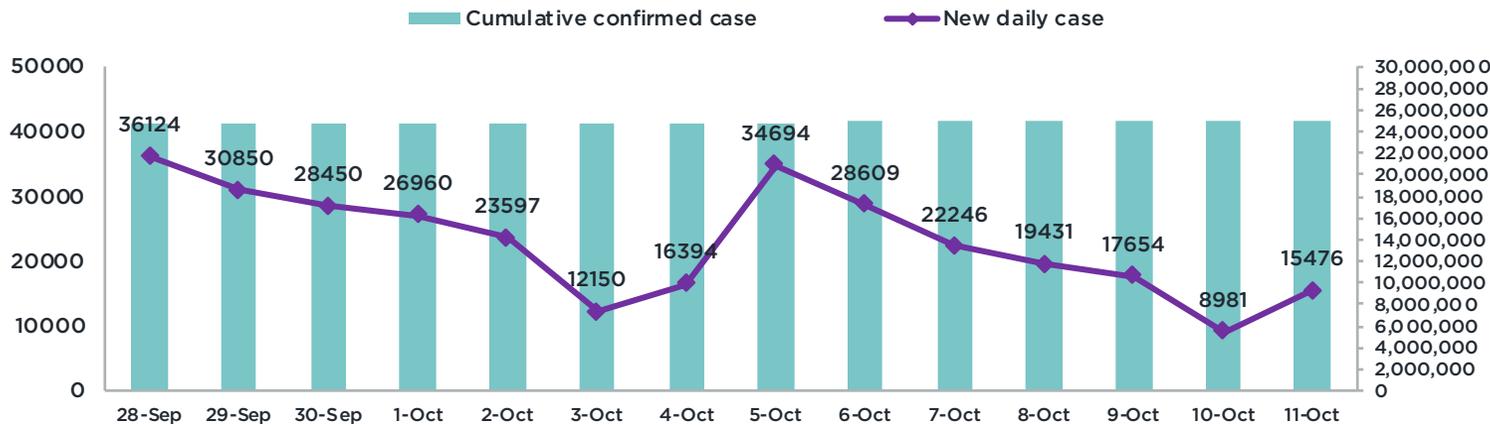
# JAPAN MARKETING ACTIVITIES

Oct, 2022						
Week1						
	Mon	Tue	Wed	Thu	Fri	Sat
topic	Instagram Story / Twitter Daily Upload : #hereweguam					
Event:						
Other		Tell Js About Guam	Wheris here?	Weekly GJAM		
Week 2	3	4	5	6	7	8
	Mon	Tue	Wed	Thu	Fri	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video					
Event:				Fiesta Fern		
Other		Tell Js About Guam	Wheris here?	Weekly GJAM		
Week 3	10	11	12	13	14	15
	Mon	Tue	Wed	Thu	Fri	Sat
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video					
Event:						
Other		Tell Js About Guam	Wheris here?	Weekly GJAM		
Week 4	17	18	19	20	21	22
	Mon	Tue	Wed	Thu	Fri	Sat
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video					
Event:						
Other		Tell Js About Guam	Wheris here?	Weekly GJAM		
Week5	24	25	26	27	28	29
	Mon	Tue	Wed	Thu	Fri	Sat
topic	Instagram Story / Twitter Daily Upload					
Event:						
Other		Tell Js About Guam	Wheris here?	Weekly GJAM		

# SOUTH KOREA

# KOREA COVID-19 NEWS

## COVID-19 STATUS: SEPT 28 - OCT 11, 2022



### HIGHLIGHT

South Korea's new COVID-19 cases recorded under 16,000 the lowest in 15 weeks as of Tuesday, showing a continuous downward trend.

**Confirmed COVID-19**

**CASES: 25.05M**

**ACTIVE: 1.73%**

## COVID-19 VACCINATION STATUS: FEB 26, 2021 - OCTOBER 11, 2022

### FULLY IMMUNIZED

**44,682,740**  
*87.1% of total population*  
*96.6% of 18 and older*  
*95.9% of 60 and older*

### BOOSTER SHOT

**33,615,483**  
*65.5% of total population*  
*75.2% of 18 and older*  
*90.1% of 60 and older*

### 2<sup>nd</sup> BOOSTER SHOT

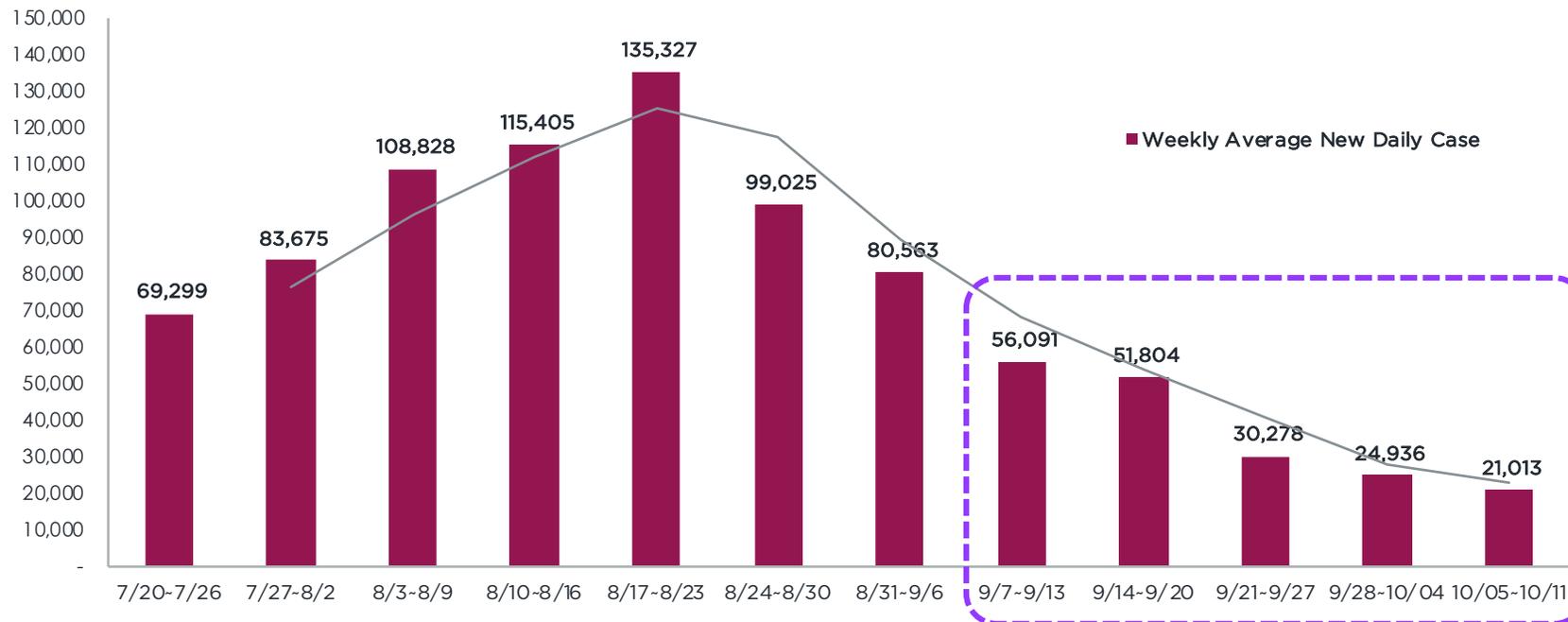
**7,478,625**  
*14.6% of total population*  
*43.8% of 60+ and eligible pax*

Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot	2nd Booster Shot
AstraZeneca	11,077,919 (24.6%)	9,244,492 (20.7%)	2,538 (TBD)	18 (TBD)
Pfizer	25,484,747 (56.5%)	27,086,230 (60.6%)	22,568,607 (67.1%)	6,101,650 (81.6%)
Janssen	1,517,526 (3.4%)	1,517,526 (3.4%)	26,956 (0.1%)	39 (TBD)
Moderna	6,814,949 (15.1%)	6,641,040 (14.9%)	10,903,036 (32.5%)	888,732 (11.9%)
NOVAVAX	132,899 (0.3%)	108,497 (0.2%)	105,281 (0.3%)	487,710 (6.5%)
etc. (WHO-authorized)	87,500 (0.2%)	84,951 (0.2%)	8,968 (TBD)	19 (TBD)
<b>Total:</b>	<b>45,115,681</b>	<b>44,682,740</b>	<b>33,615,483</b>	<b>7,478,625</b>

AS OF OCT 14, 2022



## COVID-19 STATUS: COMPARISON WEEK BY WEEK



### DAILY CASE

COVID-19 daily infections are showing a definite downward trend, recording a decrease of more than 50% compared to the peak.

### WEEKLY CASE

The weekly caseload is falling below 20,000 in average, expected to continuously decrease at a slow pace.

### MONTHLY CASE

South Korea has seen a gradual downtrend in new infections after peaking at over 180,000 cases on a single day in mid-August.

### PROJECTION

The health authorities are not ruling out the possibility of 'twindemic' in which the COVID-19 resurgence and the winter flu are prevalent at the same time.

Source: Central Disaster and Safety Countermeasures Headquarters

## TRAVEL AGENCIES WITH CREATIVE MARKETING STRATEGIES TO TAP INTO THE NEW TARGET SEGMENTS



- Launched 'SAFETY CODE' campaign in collaboration with Korea Disease Control and Prevention Agency (KDCA) to promote its sustainable, safe travel protocols.
- KDCA joined the campaign in order to urge travelers to utilize the current Q-code system.



- Partnered with 'TRIPSODA' and 'Videomaster', two travel start-up companies in Korea, for the win-win relationship in targeting MZ generations.
- It will keep launching new themed-travel packages with two companies, which will mainly focus on 'visual' assets in line with the demand of MZs.



- Affiliated with 'Amazing Oat' and launched **offline consumer events in several cafes in Korea** in order to target MZ generations.
- Collaborated with the most famous kid's platform in Korea, 'Play, beyond', which retains a lot of kids-related contents and opened overseas travel packages including Guam, Da Nang and Singapore.

# KOREA MARKET INTELLIGENCE

## OCTOBER 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 -> KE421 ( October 30 ~ )	DAILY	09:45	15:15	8,432
Jeju Air	7C3102	DAILY	09:10	14:30	5,859
	7C3104	DAILY ( October 1 ~ 29 )	10:40	16:10	5,481
	7C3106	DAILY ( October 30 ~ )	20:10	01:35+1	378
Jin Air	LJ641	DAILY	09:40	15:05	5,859
T'way	TW301	WED/THU/SAT/SUN	09:15	14:30	3,402
Air Seoul	RS103	WED/THU/SAT/SUN	09:10	14:40	3,510
<b>TOTAL</b>					<b>32,921</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY ( October 30 ~ )	21:35	02:35+1	378
Air Busan	BX614	TUE/SAT	08:05	13:05	1,620
Jin Air	LJ773	TUE/WED/SAT/SUN	08:00	13:00	3,213
<b>TOTAL</b>					<b>5,400</b>

**TOTAL OUTBOUND SEAT CAPACITY: 38,321 SEATS**

# KOREA MARKET INTELLIGENCE

## NOVEMBER AIRLINE SCHEDULE

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,160
Jeju Air	7C3102	DAILY	09:10	14:30	5,670
	7C3106	DAILY	20:10	01:35+1	5,670
Jin Air	LJ641	DAILY	09:35	14:50	5,670
T'way	TW301	WED/THU/SAT/SUN	08:20	13:55	3,213
Air Seoul	KE421	DAILY	09:15	14:35	8,160
<b>TOTAL</b>					<b>28,383</b>

### • B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY	21:35	02:35+1	5,670
Jin Air	LJ773	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

### • I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	8,432
	KE423	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	LJ641	DAILY	09:35	14:50	5,859
T'way Air	TW301	WED/THU/SAT/SUN ( December 24~ daily )	08:20	13:55	3,969
TOTAL					31,882

### • B U S A N - G U A M

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

TOTAL OUTBOUND SEAT CAPACITY: 43,600 SEATS

# KOREA MARKETING ACTIVITIES



Discovery News  
<http://www.discoverynews.kr/news/articleView.html?idxno=888045>



Digital Chosun Ilbo  
[http://digitalchosun.dizzo.com/site/da/ta/html\\_dir/2022/10/06/2022100680025.html](http://digitalchosun.dizzo.com/site/da/ta/html_dir/2022/10/06/2022100680025.html)



The Korea Travel Times  
<https://www.traveltimes.co.kr/news/articleView.html?idxno=402985>



Gukje News  
<https://www.gukjenews.com/news/articleView.html?idxno=2565907>

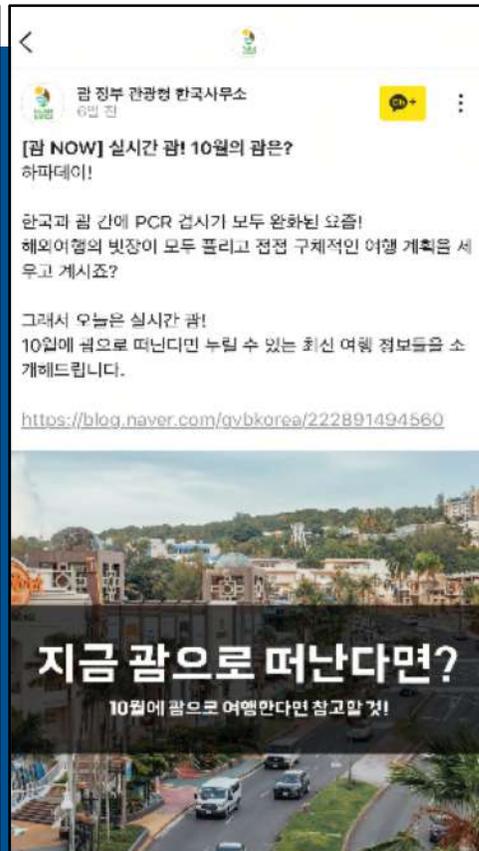


Yeonhap News  
<https://www.yna.co.kr/view/AKR20221006104500805?input=1195m>

## MEDIA MONITORING

#GVB KICKS OFF GUAM ISLAND FIESTA TOUR (GIFT)

# KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: OCTOBER 3-7  
 #GuamAgain | UPDATES ON GUAM IN OCTOBER

# KOREA MARKETING ACTIVITIES

<b>GVB KOREA - October Content Calendar</b> <b>*Key Message: #GuamAgain Campaigns</b>							Channels:
							Instagram Story / Video
							Naver Blog/ Facebook/Kakao
							Instagram Feed Daily Uploads
							<b>SNS EVENT</b>
							Offline Event Notice
	October 2	October 3	October 4	October 5	October 6	October 7	October 8
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Introduction of GIFT	#Guam Again Valley of Latte	#Guam Again Merizo Pier	#Guam Again Transportation for tourists	#GuamAgain What's new in Guam	
	October 9	October 10	October 11	October 12	October 13	October 14	October 15
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Beautiful Scenery of Guam	#Guam Again Guam_IG spots	#GuamAgain UGC	#GuamAgain Guam_Restaurant	#GuamAgain IG Reels	
	October 16	October 17	October 18	October 19	October 20	October 21	October 22
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Tasty Guys in Guam Event Introduction	#FronGuam Guam_Tasty Guys	#FromGuam UGC	#GuamAgain Guam_Activities	#GuamAgain IG Reels	
	October 23	October 24	October 25	October 26	October 27	October 28	October 29
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		<b>Event</b>	#GuamAgain Hotels in Guam	#FromGuam UGC	#GuamAgain Guam_Scenery	#GuamAgain IG Reels	
	October 30	October 31					
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
		Family Activities					

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

# TAIWAN

## TIME FOR TAIWAN TO END MASK MANDATE: EXPERT

On Wednesday (Oct. 5), a public health expert at National Taiwan University (NTU) called on Taiwan to drop its mask mandate, with a few exceptions.



In his weekly online show on the COVID pandemic, NTU's College of Public Health professor Tony Chen (陳秀熙) said that the mask mandate should be lifted except for public spaces, mass transit, and crowded venues. Chen said that the government regulations should be replaced with a policy of "mask autonomy."

Chen pointed out that the COVID pandemic is subsiding, but the virus will become an endemic disease. He said that because Taiwan had adopted a high standard of epidemic prevention measures, the local outbreak came later than in other countries.

## TAIWAN TO EXPAND ROLLOUT OF NEW MODERNA VACCINE ON OCT. 11

Taiwan will begin offering Moderna's second-generation Spikevax COVID-19 vaccine to adults between the ages of 18 and 49 on Oct. 11, the Central Epidemic Command Center (CECC) said Wednesday.

According to CECC head Victor Wang, the Omicron subvariants BA. 4 and BA. 5 still account for most of the infections in Taiwan, and given that younger adults are more prone to them, the CECC decided to make the newer vaccines available to those above the age of 18.

At present, the Spikevax vaccine is available in Taiwan to individuals 50 and over.

The new vaccine is available only as a booster shot and should be taken at least 12 weeks after an individual's previous shot -- whether the last primary dose (second shot) or a first or second booster -- Taiwan's Advisory Committee on Immunization Practices (ACIP) said.



Confirmed  
COVID-19

CASES:  
7.05M

ACTIVE:  
12.45%

AS OF OCT 14, 2022

## TAIWAN STILL SET TO OPEN BORDERS DESPITE COVID SURGE



The CECC on Tuesday (Oct. 4) stated that the plan to open Taiwan's borders on Oct. 13 will go ahead as scheduled, despite a surge in COVID cases from the BA.5 Omicron subvariant.

During a Tuesday press conference, CECC spokesperson Chuang Jen-Hsiang announced 49,509 cases. Chuang said that this was 3,901 cases more than the same day last week, representing an 8.6% increase.

Chuang said that cases this week have increased by 6.6% over the previous week. He said that this indicates that the local epidemic is still in the process of rising as it hits a plateau state.

## TAIWAN DROPS VACCINATION REQUIREMENT FOR OUTBOUND TOUR GROUPS



Taiwan's Tourism Bureau on Friday rescinded a rule that required members of outbound tour groups receive three shots of COVID-19 vaccines before they can travel abroad.

The vaccination requirement was included in the first version of the guidelines, published Friday afternoon, which triggered a backlash among travel agencies.

After communicating with the Travel Agent Association of ROC Taiwan, the bureau later in the day announced in a statement that the rule requiring travel agencies to ensure that all tour group members have received three shots of vaccines had been removed.

The rule was scrapped after factoring in the views of travel agencies and the country's wide vaccination coverage and had been approved by the Central Epidemic Command Center (CECC), the bureau added.

# TAIWAN COVID-19 NEWS

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

Traveler Type		History of Travel	Eligible to Enter Taiwan?	Requirement
R.O.C. (Taiwan) National		Departure from any international port	Yes	1. Travelers who test positive abroad are required to wait over 7 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures <sup>*note1</sup>
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> <li>1. Open to all purposes of entry.</li> <li>2. Migrant worker must also hold re-entry permit.</li> </ul>	Yes	1. Travelers who test positive abroad are required to wait over 7 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures <sup>*note1</sup>
	Non-ARC holder	<ul style="list-style-type: none"> <li>1. Traveler who obtains entry permission for emergency or humanitarian reason.</li> <li>2. Spouse or underage child of Taiwan national.</li> <li>3. Student who obtains permission on from Ministry of Education. <sup>*note2</sup></li> <li>4. Spouse or underage child of a ARC holder<sup>*note3</sup></li> <li>5. Business traveler, volunteering, religious proselytization, studying religious doctrines, internships, international exchanges, and working holidays (youth exchanges)</li> </ul>		1. Travelers who test positive abroad are required to wait over 7 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures <sup>*note1</sup> 3. a special entry permit (visitor visa) issued by R.O.C. (Taiwan) overseas missions
		Nationals of designated countries which are eligible for the visa exemption entry scheme announced by Ministry of Foreign Affairs		1. Travelers who test positive abroad are required to wait over 7 days from their specimen collection date before taking a flight to Taiwan. 2. entry quarantine measures <sup>*note1</sup>
	All others		No	N/A

**Note:**

- All travelers are required to undergo a 3-day home quarantine and 4-day self-initiated epidemic prevention following the end of quarantine. 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.
- Personnel on diplomatic/government officials, 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.
- In accordance with CECC measures, MOFA reinstates visa-exempt entry for nationals of the US, Canada, New Zealand, Australia, countries in Europe, and diplomatic allies. Visit [Bauer of Consular Affairs Website](#) for details.

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



Quarantine System for Entry



Sep. 12 2022  
National Immigration Agency  
Ministry of the Interior

RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN



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

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

1. In the first phase starting on September 29, the CECC will adopt the rule of one person per room for the 3 three days of quarantine.
2. In the second phase, 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 October & 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

### OCT-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 MARKETING ACTIVITIES

## MEETING WITH GM AND PRESIDENT OF GOLF DIGEST

- Date: Oct 3
- Felix gave a brief presentation on Guam's tourism and business
- Discussed with the management team of a well-known golf magazine in Taiwan about potential plans to bring golf tour groups to Guam in the future, the initial plan is to bring a small group of people to Guam starting in December.



## NR MONITOR

For the past week (Oct 1 – Oct 7), a total of **8** exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 8
- Social Media: 0



# TAIWAN MARKETING ACTIVITIES

Social Media October Content Calendar							Stockholder:
							Safe-Certified Accommodations
							Safe-Certified Service
							Safe-Certified Shopping
							Attractions and Activities
							Safe-Certified Restaurants
							Guam Scenery
Week 1		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	1-Oct-22 SATURDAY
							Guam Scenery 1
Week 2	2-Oct-22 SUNDAY	3-Oct-22 MONDAY	4-Oct-22 TUESDAY	5-Oct-22 WEDNESDAY	6-Oct-22 THURSDAY	7-Oct-22 FRIDAY	8-Oct-22 SATURDAY
	Restaurants - Rotary Sushi		Accommodations - RIHGA Royal Laguna Guam Resort	Guam's Showtime! - TaoTao Tasi Show	x		Guam Scenery 2
Week 3	9-Oct-22 SUNDAY	10-Oct-22 MONDAY	11-Oct-22 TUESDAY	12-Oct-22 WEDNESDAY	13-Oct-22 THURSDAY	14-Oct-22 FRIDAY	15-Oct-22 SATURDAY
	GIFT Promotion			Guam's Showtime! - Fish Eye Island Cultural Dinner Show	x	Game Q&A	Guam Attraction Bingo!
	National Day Event	National Day Event	National Day Event		x		
Week 4	16-Oct-22 SUNDAY	17-Oct-22 MONDAY	18-Oct-22 TUESDAY	19-Oct-22 WEDNESDAY	20-Oct-22 THURSDAY	21-Oct-22 FRIDAY	22-Oct-22 SATURDAY
	Guam Attraction Bingo!	Attractions - Tagada Guam LLC		Guam's Showtime! - Agana Bay Sunset Cruise	x		Guam Scenery 3
					x	SPA Guam	SPA Guam
Week 5	23-Oct-22 SUNDAY	24-Oct-22 MONDAY	25-Oct-22 TUESDAY	26-Oct-22 WEDNESDAY	27-Oct-22 THURSDAY	28-Oct-22 FRIDAY	29-Oct-22 SATURDAY
		Restaurants - Miri's Bar Guam	Accommodations - Lotte Hotel Guam		x	Guam Scenery 4	Restaurants - Marble Slab Guam
	SPA Guam	SPA Guam			x		
Week 6	30-Oct-22 SUNDAY	31-Oct-22 MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Activities - S2 Club Guam	Guam Scenery 5					

# PHILIPPINES

# PHILIPPINES COVID-19 NEWS

Philippines welcomes 1.66 mil int'l arrivals as of 5 Oct since Feb reopening, nearing DOT's projection of 1.7 mil.

LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	
<b>PARTIAL</b>	<b>OPEN</b>	<b>OPEN</b>	
CONFIRMED	7 DAY ROLLING AVE	DEATHS	FULLY VACCINATED
<b>3,973,091</b> 34,888 per million	<b>+2,044</b> -8% vs prev week	<b>63,363</b> 556.4 per million	<b>-</b> 0.00% of pop.

Source: Cases - John Hopkins University (2022-10-12). Retrieved from OurWorldInData.org



## RISE IN BREAKTHROUGH COVID-19 INFECTIONS LIKELY BY YEAR-END

The number of breakthrough coronavirus disease 2019 (Covid-19) infections increasing by the end of the year is likely to happen due to waning immunity, a health expert said.

“Yung waning immunity matagal na kasi no sinabi na natin ‘yan na kapag bumaba na ‘yung mga antibodies, magkakaroon na uli ng (In waning immunity, we’ve been saying for a long time when antibodies go down) possible breakthrough infections,” Vaccine Expert Panel chairperson Dr. Nina Glorianni said in a televised public briefing.

A breakthrough infection happens when a vaccinated individual becomes infected with a virus because the vaccine has failed to provide complete immunity against the pathogen. She noted that the booster vaccination coverage for the first 100 days of the new administration is low at 25 percent.

## PH AMONG 'FRIENDLIEST COUNTRIES'; BORACAY NAMED ASIA'S TOP ISLAND

The Philippines was voted as one of the 10 friendliest countries in the world in the 2022 Condé Nast Traveler (CNT) Readers' Choice Awards. Ranked by almost a quarter of a million CNT readers, the country also secured back-to-back wins as the luxury travel magazine named Boracay as "top island" in Asia and Palawan as the eighth. "Just making it into the top 10, the Philippines (made up of around 7,641 islands) inclusion is proof that the famous Filipino hospitality is alive and kicking," Conde Nast said on Oct. 4 as the award's winners were released.

"The country has often been praised for its seemingly effortless ability to lavish genuine hospitality on visitors, foreigners, or expatriates. Many people consider the Banaue Rice Terraces here to be the 'Eighth Wonder of the World,' though plenty of other beauty spots abound here. The islands are peppered with majestic mountainscapes, decorative churches and sprawling sandy beaches," it added.



## CEBU PACIFIC TO ADD MORE FLIGHTS TO KEY DESTINATIONS

Budget carrier Cebu Pacific is adding flights to key international destinations in October, a ranking official said. Cebu Pacific Chief Commercial Officer Xander Lao said the carrier is increasing flights from Manila to Bali, Bangkok, Dubai, Fukuoka, Hanoi, Ho Chi Minh, Hong Kong, Jakarta, Kuala Lumpur, Singapore, and Taipei.



“We are happy to add more flights to international destinations as we see greater demand for leisure travel abroad, leading up to the holiday season. We hope to reopen more flights as we anticipate other countries to ease restrictions soon,” Lao said.

The carrier will also resume its direct Davao-Singapore flight on October 30, making it the first Philippine carrier to restart international operations from Davao since the pandemic lockdown.

## PUBLIC STILL SPENDING ON TRAVEL DESPITE RISING CONSUMER PRICES

Despite the steeper and quicker increase in consumer prices, people are still willing to spend on travel to reconnect with family and friends. While organizer Philippine Tour Operators Association (Phltoa) could not yet give an initial sales report among their merchants at the just-concluded 33rd Philippine Travel Mart (PTM), Philippines Air Asia Spokesman Steve F. Dailisan told the BusinessMirror: “We did almost 3,000 seats. Our target for the three-day event was 2,000 seats.”



He added that top international routes are Seoul, Singapore, Bangkok and Bali. “For the domestic routes, it’s almost the same: Caticlan, Tagbilaran, Cebu, Puerto Princesa and Tacloban,” he added. Prior to the event, Phltoa had been urging would-be visitors to PTM to also visit lesser known destinations like Zamboanga, Basilan and Tawi-Tawi; Masbate; and Benguet or the Mountain Province.

# 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](#).



**Flight Advisory**  
Philippine Airlines  
The Heart of the Region

PAL FLIGHTS FOR OCTOBER AND BEYOND  
Advisory No. 263  
as of 07 OCT 2022 3:00 PM

Manila-Guam-Manila  
• Daily



**UNITED**  
A STAR ALLIANCE MEMBER  
**ADVISORY**

Manila-Guam-Manila  
• Daily

# PHILIPPINES MARKETING ACTIVITIES

## MARKETING ACTIVITY: SOCIAL MEDIA

← Page Insights

Oct 6 - Oct 12 Last 7 days ▾

Post Reach <b>1,394</b> ▼ 147.3k	Post Engagements <b>93</b> ▼ 10.4k	New Page Likes <b>1</b> ▼ 4
--	--	-----------------------------------

Posts <sup>?</sup>

4 posts published in the last 7 days.

MOST ENGAGING POSTS

	GUAM: Where America's Day Begins October 12	Reach: 300 Engagements: 46
	A drive south leads to this Humatak bridge October 10	Reach: 756 Engagements: 15
	Life is about balance. Find your i... October 10	Reach: 278 Engagements: 6

← Insights <sup>i</sup>

Last 30 Days ▾ Sep 13 - Oct 12

Overview

You reached +57.6% more accounts compared to Aug 14 - Sep 12

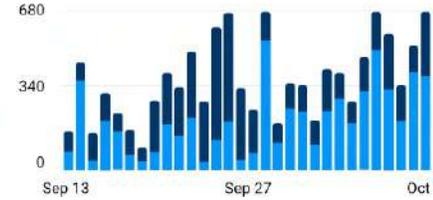
Accounts reached	4,980 +57.6%
Accounts engaged	258 +2.3%
Total followers	4,820 -0.3%

Content You Shared



Account insights See all

4,980 accounts reached in the last 30 days  
3,702 are non-followers



People are engaging with your reel  
This reel had 42% more interactions than any of your last 5 reels.

visitguamph



View insights Boost post

Liked by lowani and 50 others

visitguamph Add this beautiful shot in the middle of the ocean to your trip memories... more

September 29



Liked by \_slickrick and 57 others

visitguamph GUAM: Where America's Day Begins! Renew your entry to the United States here in Guam, on... more

2 days ago



View insights Boost post

Liked by lowani and 39 others

visitguamph A drive south leads to this Humatak bridge reminiscent of London Bridge... more

View 1 comment