

#InstaGuam
Photo credit: Nam Vo



INDUSTRY RECOVERY REPORT

SEPTEMBER 16, 2022



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DESTINATION UPDATES

COVID-19 VISITOR TESTING PROGRAM



COVID-19 TESTING FOR VISITORS

Thank you for choosing Guam as your travel destination!
You can get a free COVID-19 test before your return home.

[visitguam.com/covidtest](https://www.visitguam.com/covidtest)

Country	Type of Test Administered	Required Timeframe
South Korea	Antigen	Must test within 1 day of departure.
Japan	PCR	Must test within 72 hours of departure flight.
Taiwan*	PCR	Must test within 48 hours of departure.
Philippines**	Antigen	Must test within 24 hours prior to departure time.
	PCR	Must test within 48 hours prior to departure time.
FSM	PCR	Must test within 72 hours of departure.
U.S.A.	N/A	<i>No longer require COVID-19 testing for re-entry.</i>
CNMI	N/A	<i>No longer require COVID-19 testing for re-entry.</i>
Palau	N/A	<i>No longer require COVID-19 testing for re-entry if fully vaccinated and boosted.</i>
RMI	N/A	<i>Not open for visitors until October.</i>

IMPORTANT NOTICE

EFFECTIVE SUNDAY, SEPTEMBER 18

THE COVID-19 TESTING SITES AT PACIFIC ISLANDS CLUB GUAM & HOTEL NIKKO GUAM

WILL BE CLOSED

Please visit the following sites for testing:

HYATT REGENCY GUAM
THE PLAZA

Schedule:

9:00 AM - 12:00 PM
2:00 PM - 4:00 PM

**THESE TESTING SITES OFFER FREE COVID-19 PCR AND ANTIGEN TESTS.
PCR RESULTS WILL BE READY FOR PICK UP IN 24-48 HOURS.
ANTIGEN RESULTS WILL BE READY FOR PICKUP IN 30-60 MINUTES.**

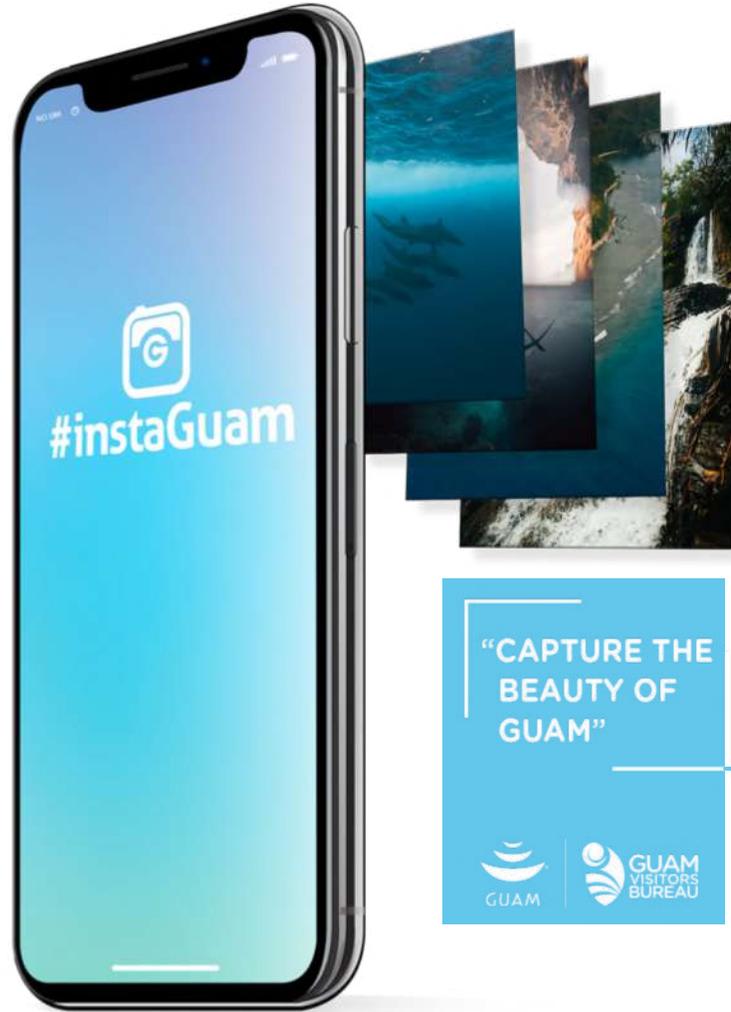
- South Korea and Japan no longer require a pre-COVID-19 test prior to departure
- Local residents or any visitor can qualify for this free COVID-19 testing program

TESTING SITES



*Effective on July 14, Taiwan does not require a negative PCR test results for Taiwan passport holders, ARC holders, and transit passengers in order to enter Taiwan.

**COVID-19 testing is not required if traveler is boosted (over the age of 18 years old) or fully vaccinated (12 to 17 years old). Travelers below 12 years old are not required to take a COVID-19 test if they are accompanied by a parent or guardian who is boosted.



“CAPTURE THE
BEAUTY OF
GUAM”



\$100 WEEKLY PRIZE CONTEST

GVB encourages everyone to share and submit their best photos or videos for a chance to win. For more on the #InstaGuam weekly contest, go to visitguam.com/instaguam. Promotion ends September 30, 2022.



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
Photo credit: Anthony Vo

MARKET INTELLIGENCE REPORT

As of September 15 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.mhlw.go.jp/stf/seisakunitsuite/bunya/0000121431_00209.html

News sources speculate that Prime Minister Fumio Kishida may lift daily cap, ban on visa-free short-term visits and ban on individual travel to Japan by October or so. Individual travel may resume, but certain requirements, such as vaccination, will remain. Specific timing of mitigation will be determined based on situation in Japan & abroad.

<https://asia.nikkei.com/Spotlight/Coronavirus/Japan-to-remove-entry-cap-soon-with-eye-on-autumn-tourism-official>

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

NEW ENTRY PROTOCOL EFFECTIVE FROM SEPTEMBER 7, 2022

- On the condition that the applicant has received more than three doses of the vaccine, he/she is exempted from submitting a negative certificate upon entering to Japan.
- Under the new international measure (32), unaccompanied group tours are now also allowed to enter Japan for short stays for tourism purposes.

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

SOUTH KOREA

NO QUARANTINE

- Korea lifted the seven-day quarantine mandate for all travelers entering from abroad, regardless of whether they have been vaccinated or not, from June 8, in order to reduce economic damage and inconvenience as the virus situation has stabilized.
- Unvaccinated nationals (including unvaccinated children 6-11 years old) are no longer required to self-quarantine for seven (7) days as of June 8.

REQUIREMENTS

- South Korea lifts its current pre-travel COVID-19 test requirement for inbound travelers from September 3, 2022.
- Self Administered tests are not accepted
- All travelers must take a PCR test within one day of arrival in Korea.
- Foreigners must register their travel information, and a [negative PCR test result to KDCA's website Q-Code after entering Korea. https://cov19ent.kdca.go.kr/](https://cov19ent.kdca.go.kr/)
 - ❖ *Korean nationals should also register Q-Code in order to shorten the time for inspection upon entry to Korea*

TAIWAN

QUARANTINE

- All travelers are required to undergo a 3-day quarantine and a 4-day self-initiated epidemic prevention following the end of quarantine.

REQUIREMENTS

- All travelers (aside from Taiwanese passport, ARC residents, and transiting passengers for international flights) have to take a PCR who arrive at an airport in Taiwan must present a certificate of a negative COVID-19 RT-PCR test taken within two days (calendar days) prior to the flight schedule time to the airline staff.
- Passengers from the U.S. (included Guam), Canada, New Zealand and Australia will be tested for COVID-19 upon arrival in Taiwan using a **saliva test** rather than a nasal swab.
- Fill out electronic health declaration form prior to departure via Quarantine System for Entry @ <https://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)

[Click here for more info](#)



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

PHILIPPINES

NO QUARANTINE

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

REQUIREMENTS

- 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 7th day from arrival.

FACILITY-BASED QUARANTINE

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

- Negative RT-PCR test taken within 48 hours or negative Antigen test taken within 24 hours prior to departure from the country of origin. Not applicable to children below 3 years old.
- Facility-based quarantine until the release of the negative results, testing will be on the 5th day.
- Shall self-monitor for any sign or symptom until the 14th day from arrival.

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

MARKETS AT-A-GLANCE

JAPAN

- Number of infected people has passed its peak and on a clear downward trend
- Progress rate for third dose of vaccination is still low, currently at 64.8%
- Promoting third dose vaccination, PCR test exemption upon return to Japan is dependent on three vaccinations
- Seven major companies all resumed package tour sales
- Flight operation is as follow:
 - United: UA197 daily operation
UA827 (except Wed), UA150 (Wed, Fri, Sun), UA874, UA136 (Mon, Fri) and UA166 (Thurs, Sun) are available; UA172 and UA178 suspended until Oct 1 
 - JAL: *now suspended* from Oct 1
 - Tway: *now suspended* until Dec 1
 - JEJU: *now suspended* until Dec 1
- Shown in appendix are: content calendar; SNS performance summary, advertising update and posts; Hype Beast x Smart News campaign; Weekly Guam; news pickup; and social listening update

PHILIPPINES

- DOT eyes PH travel hotline by end of 2022
- Metro Manila Covid-19 positivity rate rising
- PH detects 425 new cases of Omicron BA.5 subvariant
- U.S. Embassy in the Philippines updates shown in appendix
- **Philippine Airlines and United Airlines fly daily in September** 
- Social media monitoring shown in appendix

SOUTH KOREA

- Daily confirmed cases recorded over 50,000, lowest in 9 weeks as of Tues, but showing a slight increase after the Chuseok holiday
- Comparison of weekly Covid-19 cases shown in appendix; experts warning possible “twindemic” of flu and Covid-19
- DMOs to hold diverse promotions and campaigns, expecting increased outbound travel demand
- ✈️ • **September through November airline outbound seat capacity details shown in appendix: Sept 32,022, Oct decreased to 337,943, Nov 42,201**
- Shown in appendix are: SNS weekly activity and content calendar

TAIWAN

- Taiwan eyeing late Sept for rollout of updated Covid-19 vaccines
- Updated Moderna vaccine sole option for third booster shot: CECC
- Taiwan to resume visa-free entry for multiple countries from Sept 12
- Taiwan surpasses 10,000 Covid-19 deaths
- 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 participated in Taipei Expo guided tour and Siraya Tourism Circle & Tainan Association of Travel Agents Table Mart and met with Eva Air Elaine Wen

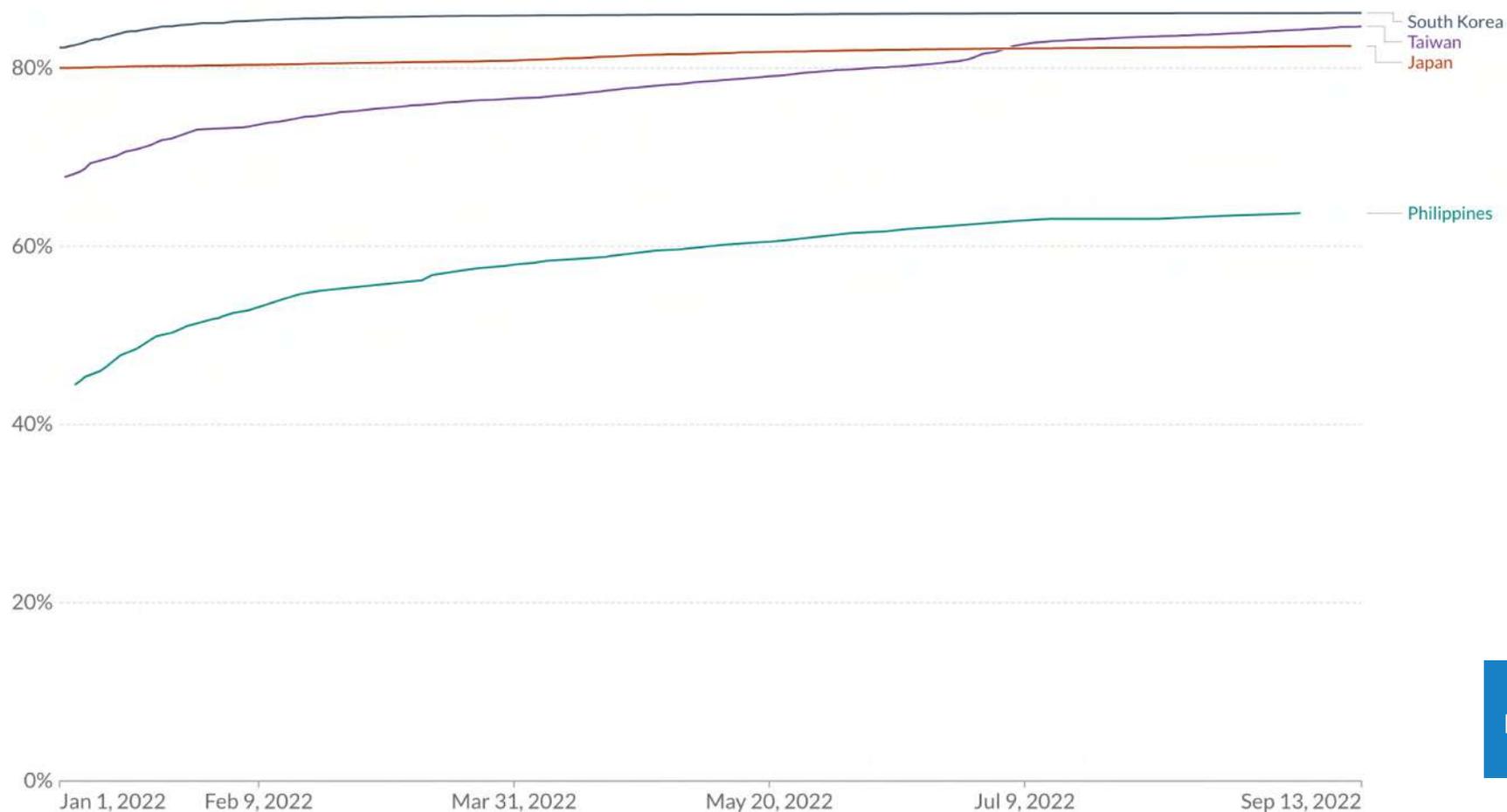
DETAILS ARE FOUND IN THE APPENDIX

MARKETS AT-A-GLANCE

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

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

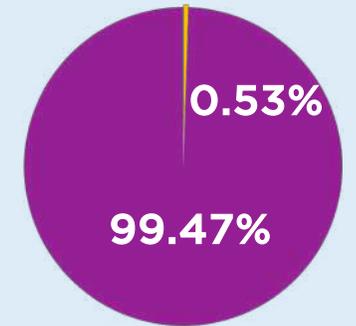
LINEAR LOG



Our World in Data

GUAM
140,055
Fully Vaccinated

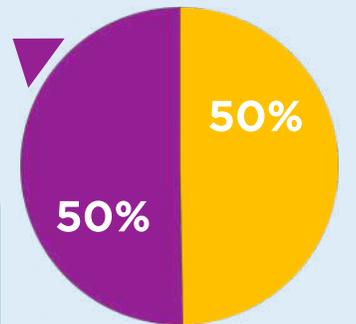
COVID-19 CASES



■ Active ■ In-Active

BOOSTER

17.7%
received 2nd
booster shots



91% of total
population fully
vaccinated

■ Have yet to receive
■ Received booster

Increase of vaccinated people have slowed down in the source markets.

APPENDIX

As of Sept 15, 2022 and may be subject to change.



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Photo credit: Diana Masga

JAPAN

JAPAN COVID-19 NEWS

HIGHLIGHTS

- The number of infections has passed its peak and is on a clear downward trend.
- The number of infections per 100,000 population is 574 in Japan and 497 in Tokyo, down about 50% from last week.

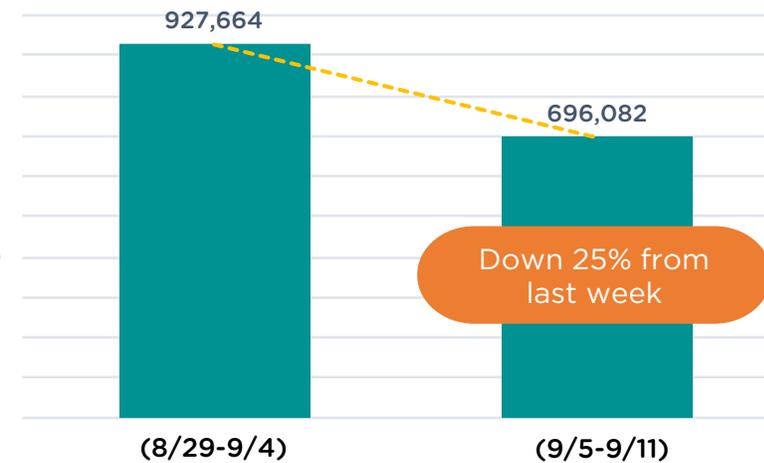
The number of infected people per 100,000 population:

NATIONWIDE
574
TOKYO
497

Total for last 7 days

1,000,000
900,000
800,000
700,000
600,000
500,000
400,000
300,000
200,000
100,000
0

Nationwide



Area / New cases	August		Changes (#) vs LW	Changes (%) vs LW
	29-4 September	5-9 September		
Tokyo	88,587	67,958	-20,629	77%
Osaka	72,926	54,036	-18,890	74%
Aichi	64,719	47,499	-17,220	73%
Fukuoka	44,011	30,139	-13,872	68%
Nationwide	927,664	696,082	-231,582	75%



Confirmed
COVID-19

CASES:
20.3M

ACTIVE:
4.89%

AS OF SEPT 15, 2022



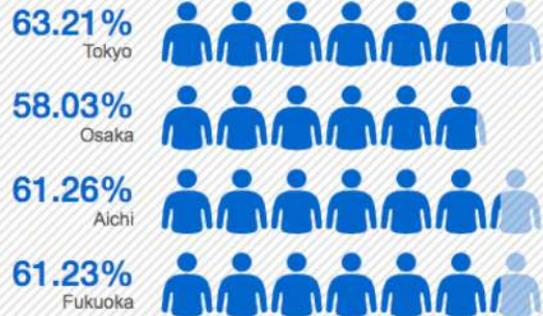
JAPAN COVID-19 NEWS

HIGHLIGHTS

- The progress rate for the third dose of vaccination is still low, currently at 64.8%.
- With the relaxation of waterfront measures, the PCR test will be exempted upon return to Japan on the condition that three vaccinations are given. This is expected to promote the third dose of vaccination.

NATIONWIDE

3RD SHOT - 65%



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

VACCINATION UPDATE (9/9)

Total number of vaccination:
315,934,549

1st & 2nd doses administered:
104,153,508
(81.9%)

102,760,994
(80.4%)

Nationwide 3rd shot:
81,792,971
(65.0%)

Nationwide 4th shot :
30,060,917

ENTRY PROTOCOLS

HIGHLIGHTS

- From June 12, submission of a negative PCR test certificate upon departure from Japan will no longer be required.
- As of September 7, the 72-hour corona test required upon entry and return to the country will be waived, provided that the person has already been vaccinated three times.
- The government has raised the daily entry limit to 50,000 people since 7 Sept. The new limit allows entry from all countries through unaccompanied package tours to Japan.
- PCR testing (negative proof) within 72 hours prior to local departure remains mandatory for those who have received two or less vaccinations.

VALID FOR ENTRY INTO JAPAN FROM GUAM FROM JUNE 1



No inspection at airport

Day 0



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	*
 Suspended until 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)	UA827	NRT	11:15 / 16:05	UA828	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	UA874	NRT	21:05 / 1:45 +1	UA873	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)	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.	JL941	NRT	9:30 / 14:15	JL942	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



SNS PERFORMANCE SUMMARY

- Resumed Instagram ads, You Tube ads, and TikTok ads on September 1
- Video ads are now being served for reach and awareness purposes
- Reach is gaining due to the impact of the ads

SNS	follower		Week Reach		Week Engagement	
	3 Sep,2022	10 Sep,2022	3 Sep,2022	10 Sep,2022	3 Sep,2022	10 Sep,2022
	23,610	23,639	1,194,655	2,312,648	5,403	6,245
	0.12%		93.58%		15.58%	
	24,048	24,067	8,846	4,452	1,166	2,798
	0.08%		-49.67%		139.97%	
	14,571	14,594	142,036	33,046	1,772	1,206
	0.16%		-76.73%		-31.94%	
	27,396	29,012	369,500	717,100	10,954	29,503
	5.90%		94.07%		169.34%	
	-	-	-	-	-	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	8,250	9,245	18,354	18,409	0:01:49	0:01:32
	12.06%		0.30%		-15.60%	

JAPAN MARKETING ACTIVITIES

Sep, 2022							
Week1				1	2	3	4
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / 55 campaign						
Event							
Other				Weekly GUAM			
Week 2	5	6	7	8	9	10	11
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event							
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week 3	12	13	14	15	16	17	18
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event							
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week 4	19	20	21	22	23	24	25
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload : #hereweguam / Video						
Event				JATA : Tourism Expo			
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		
Week5	26	27	28	29	30		
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
topic	Instagram Story / Twitter Daily Upload						
Event							
Other		tiktok: #Hereweguam		tiktok: #Hereweguam	Weekly GUAM		

JAPAN MARKETING ACTIVITIES



585 Like



411 Like



521 Like



20.7K View



22.1K View



11.9K View



62 Like



66 Like



114 Like



76 Like



109 Like



115 Like



88 View



76.6K View



34.1K View



SNS POST-HIGHLIGHTS

JAPAN MARKETING ACTIVITIES

HYPE BEAST x SMART NEWS CAMPAIGN STARTS

Win a "Trip to Guam" in the 3rd Campaign to Commemorate the Launch of Hypebeast Channel in SmartNews!

SmartNews, a smartphone news application that selects news of various genres from over 3,000 media outlets and delivers it to users as high-quality, accessible information, has launched a dedicated "Hypebeast" channel. The third prize in the much talked-about present project to commemorate the launch is a luxurious 4-day/3-night overseas trip to "Guam," a leading American resort that is only 3.5 hours away from Japan.

Prior to the campaign, Yamato, a model and DJ with a worldwide fan base as a digital fashion icon of Generation Z, experienced a 4-day/3-night trip to Guam and introduced the charm of an everlasting summer American resort. Check out the active and curious Yamato's trip to Guam, including marine activities in the cobalt blue ocean, golf in the open nature, driving, and shopping, and if you are interested in Guam, please subscribe to "Hypebeast" channel in "SmartNews". Hypebeast" channel on "SmartNews" and apply for this campaign.



JAPAN MARKETING ACTIVITIES

◆ PLATFORMS

Instagram, YouTube, tiktok

◆ OBJECTIVE

Acquire Reach and Follower on each SNS platform

◆ CREATIVE

6 genres of videos based on HereWeGuam (Vacation, Wedding, Beach & Resort, Culture, Gourmet, Sports)

◆ INITIAL REPORT

Tiktok: Since the launch of Ad, we have already acquired more than 1500 Follower.

Instagram: Reach acquisition cost is low, and we are able to reach our target audience.

Youtube: CTR and video playback cost are the lowest, and the response of the users who viewed the videos is in line with the creative.



SNS ADVERTISING (began in September)

JAPAN MARKETING ACTIVITIES

New cafe open! Yellow Tree Dessert Cafe



Morning market after a long absence!
It's crowded!

WEEKLY GUAM

NEWS PICKUP

<https://gunosy.com/articles/em44A>

So many fascinating and unexplored places! A guide to trekking in Guam, where I want to go someday.

Marbo Cave, Mangilao, is located in the Sasayan (meaning "enjoy") Valley in the Mangilao district of Guam's Midwest.

Many people may think of Guam, the nearest U.S. territory from Japan, as a place to enjoy snorkeling on the beach or playing golf, followed by duty-free shopping and then returning home. However, Guam is now attracting visitors from around the world not only for its marine activities and golf, but also for its trekking activities, such as "Boonie Stomps."

Boonie Stomps trekking dates and courses can be checked online.

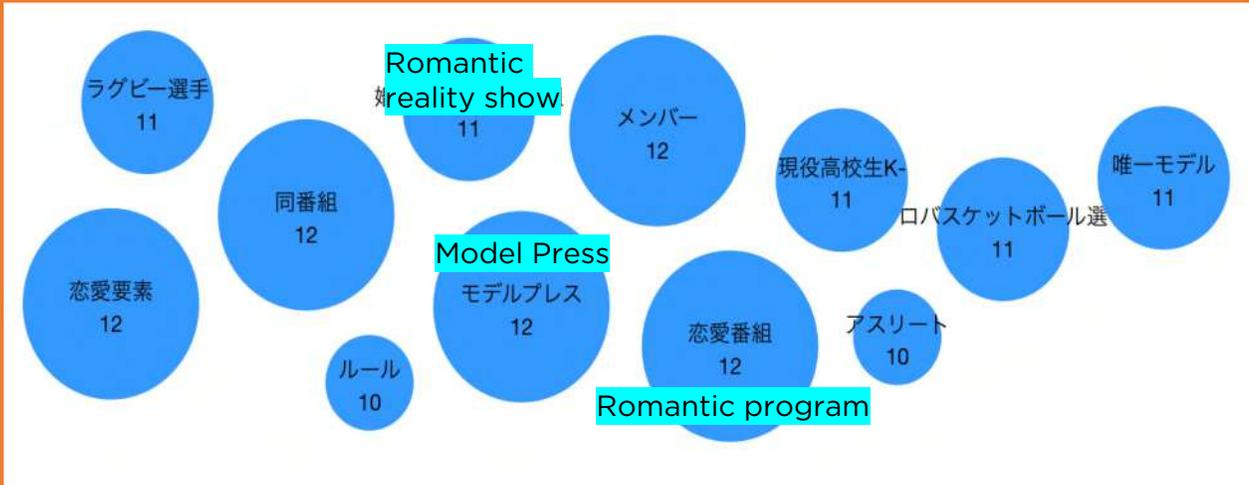
Boonie Stomps is a trekking tour organized by a non-profit organization that runs every Saturday morning at 9:00 a.m. and Friday, Saturday, and Sunday at 5:00 p.m. The cost is an unbeatable \$5 for adults and free for children under 18 years old. The trekking tours are very international, attracting travelers from all over the world, so you will have a chance to make friends with people from all over the world. However, since the tour dates and times are limited, it seems that more people go trekking on their own with a rental car or sign up for optional tours for Japanese travelers, which are more expensive at around 10,000 yen per person, after obtaining information through SNS and guidebooks.



Sep 5
Potential reach: 3.9M
MIV: \$1.2K

JAPAN MARKETING ACTIVITIES

- There has recently been a lot of coverage on social networks about Guam, which is frequently used as a filming location for romantic reality show programmes.
- In terms of stimulating travel to Guam, information such as the fact that Guam has been selected as a filming location for the show is thought to be ideal as a medium for communicating safety and security to people who want to travel there.

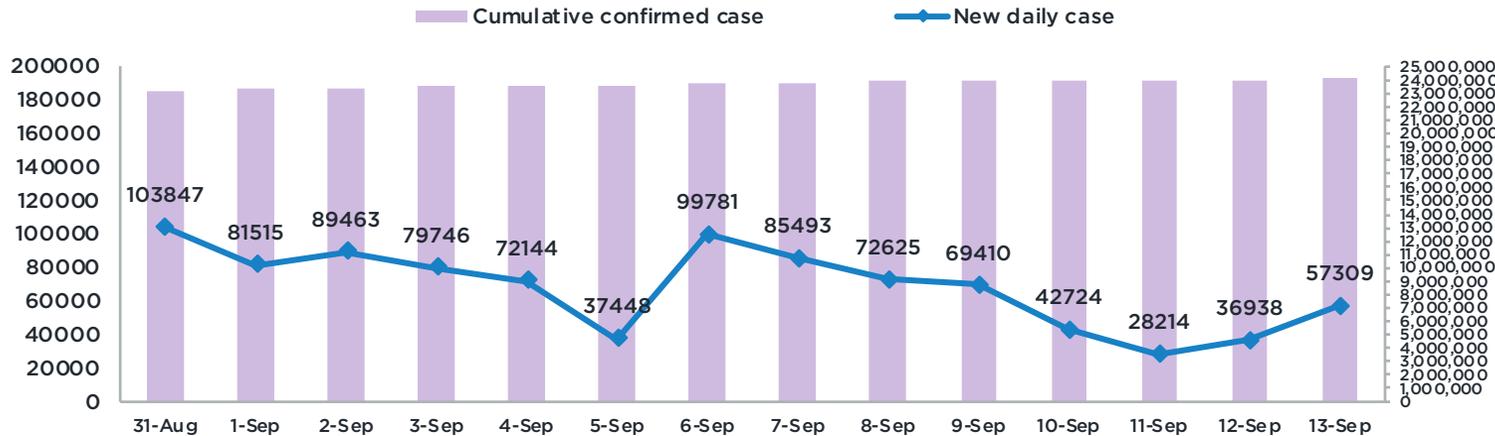


S O C I A L L I S T E N I N G

SOUTH KOREA

KOREA COVID-19 NEWS

COVID-19 STATUS: AUGUST 31 – SEPTEMBER 13, 2022



HIGHLIGHT

South Korea's daily confirmed cases recorded over 50,000 the lowest in 9 weeks as of Tuesday, however showing a slight increase after the Chuseok holiday.

Confirmed COVID-19

CASES: 24.19M

ACTIVE: 5.35%

COVID-19 VACCINATION STATUS: FEB 26, 2021 – SEPTEMBER 13, 2022

FULLY IMMUNIZED

44,670,594
87.0% of total population
96.6% of 18 and older
95.9% of 60 and older

BOOSTER SHOT

33,573,348
65.4% of total population
75.1% of 18 and older
90.1% of 60 and older

2nd BOOSTER SHOT

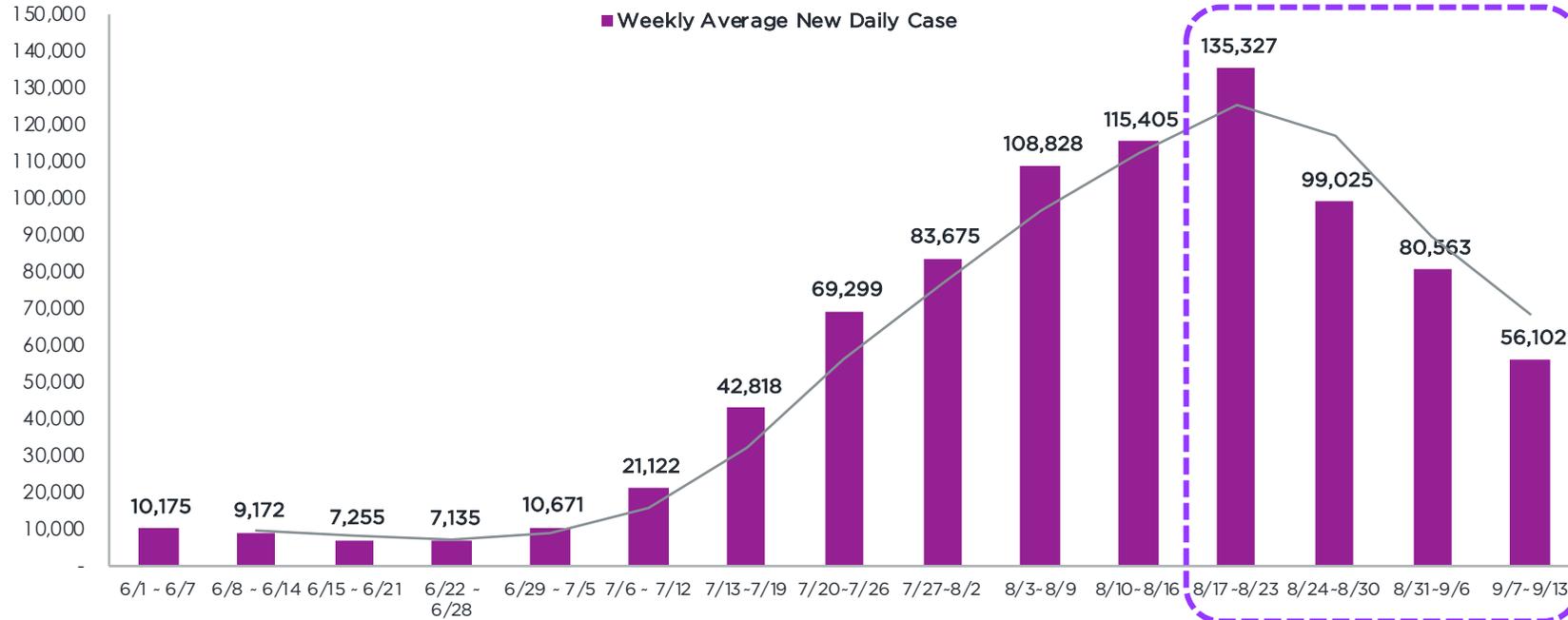
7,298,013
14.2% of total population
43.1% of 60+ and eligible pax

Vaccine Maker	1st Dose Administered	2nd Dose Administered	Booster Shot	2nd Booster Shot
AstraZeneca	11,077,698 (24.6%)	9,244,281 (20.7%)	2,469 (TBD)	18 (TBD)
Pfizer	25,480,958 (56.5%)	27,078,025 (60.6%)	22,538,993 (67.1%)	5,969,704 (81.8%)
Janssen	1,517,281 (3.4%)	1,517,281 (3.4%)	26,949 (0.1%)	37 (TBD)
Moderna	6,814,640 (15.1%)	6,640,640 (14.9%)	10,897,554 (32.5%)	858,306 (11.8%)
NOVAVAX	130,924 (0.2%)	105,978 (0.1%)	98,708 (0.3%)	469,931 (6.4%)
etc. (WHO-authorized)	86,927 (0.2%)	84,389 (0.2%)	8,675 (TBD)	17 (TBD)
Total:	45,108,436	44,670,594	33,573,348	7,298,013

AS OF SEPT 15, 2022



COVID-19 STATUS: COMPARISON WEEK BY WEEK



DAILY CASE

COVID-19 daily infections are showing a steady decline pace.

WEEKLY CASE

COVID-19 reinfections appear to have slowed considerably showing a definite downward trend.

MONTHLY CASE

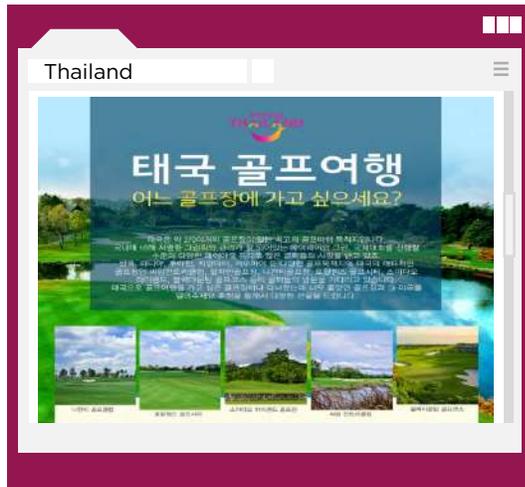
Korea's recent wave of COVID-19 cases appears to be waning, while the infection rate among minors are relatively higher than that of adults.

PROJECTION

Experts are warning of a possible "twindemic" of seasonal flu and the coronavirus, starting in the fall.

Source: Central Disaster and Safety Countermeasures Headquarters

DMOS TO HOLD DIVERSE PROMOTIONS AND CAMPAIGNS EXPECTING INCREASED OUTBOUND TRAVEL DEMAND



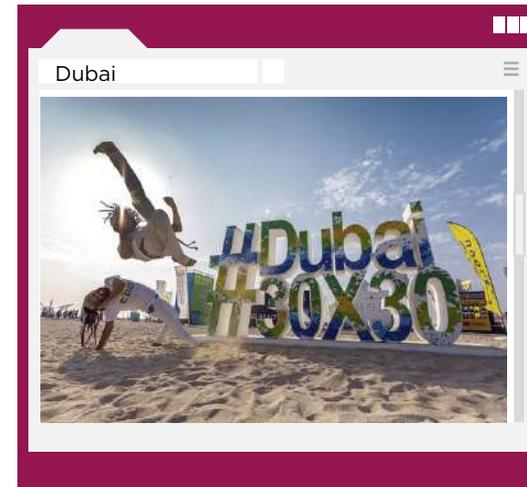
< Thailand >

- Held online event via its official SNS channel with 'golf' theme as an active movement to promote Thailand's golf market.



< Hong Kong >

- Launched 'Tasty Hongkong' campaign in collaboration with Hyundai department store's online food shopping mall 'to Home'.
- Introduced Home Meal Replacements (HMRs) of famous Hong Kong restaurants and held consumer events.



< Dubai >

- Will host 'LIFEPLUS JTBC Marathon' in October in partnership with 'Runnable', a social running platform in Korea.
- Marathon will be held in Seoul under the 'Dubai Fitness Challenge' sports campaign, launched in Dubai since 2017.

DAMOS TO HOLD DIVERSE PROMOTIONS AND CAMPAIGNS EXPECTING INCREASED OUTBOUND TRAVEL DEMAND



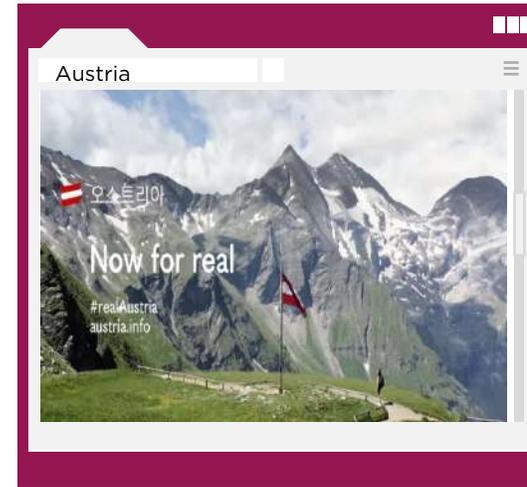
< New Zealand >

- Launched its new global marketing campaign 'IF YOU SEEK' in order to promote diverse travel experiences and target new consumer markets.
- Held B2B travel mart '2022 Kiwi Lind Asia' in Singapore.



< Australia >

- Tourism Boards of Australia, Queensland, Brisbane and Gold Coast jointly invited Korean actors for a TV shooting under the theme of 'friendship trip' and are planning to launch joint campaigns as well.



< Austria >

- Launched new '#real Austria' campaign in line with the rapid travel resumption pace.
- Under three main themes (Relaxation, Activity, City) it will introduce diverse videos and social events.

KOREA MARKET INTELLIGENCE

SEPTEMBER AIRLINE SCHEDULE

• I N C H E O N - G U A M

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	DAILY	09:45	15:15	8,160
Jeju Air	7C3102	DAILY	09:10	14:30	5,670
	7C3104	WED/THU/SAT/SUN	10:40	16:10	1,701
Jin Air	LJ641	DAILY	09:40	15:05	5,670
T'way	TW301	WED/THU/SAT/SUN	09:15	14:30	3,591
Air Seoul	RS103	WED/THU/SAT/SUN	09:10	14:40	3,900
TOTAL					28,692

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT	08:05	13:05	1,440
Jin Air	LJ773	2/w ~ 3/w	08:00	13:00	1,890
TOTAL					3,330

TOTAL OUTBOUND SEAT CAPACITY: 32,022 SEATS

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
Jin Air	7C3106	DAILY (October 30 ~)	20:10	01:35+1	378
T'way	LJ641	DAILY	09:40	15:05	5,859
Air Seoul	TW301	WED/THU/SAT/SUN	09:15	14:30	3,402
TOTAL					32,921

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	DAILY (October 31 ~)	21:35	02:35+1	189
Air Busan	BX614	TUE/SAT	08:05	13:05	1,620
Jin Air	LJ773	TUE/WED/SAT/SUN	08:00	13:00	3,213
TOTAL					5,022

TOTAL OUTBOUND SEAT CAPACITY: 37,943 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.*

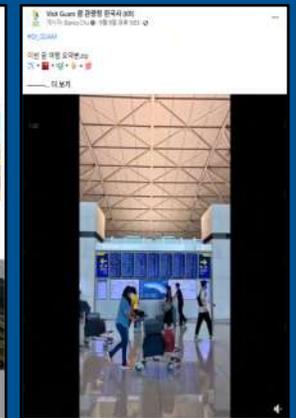
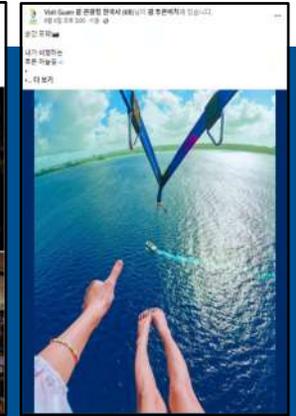
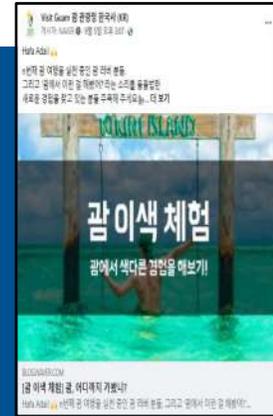
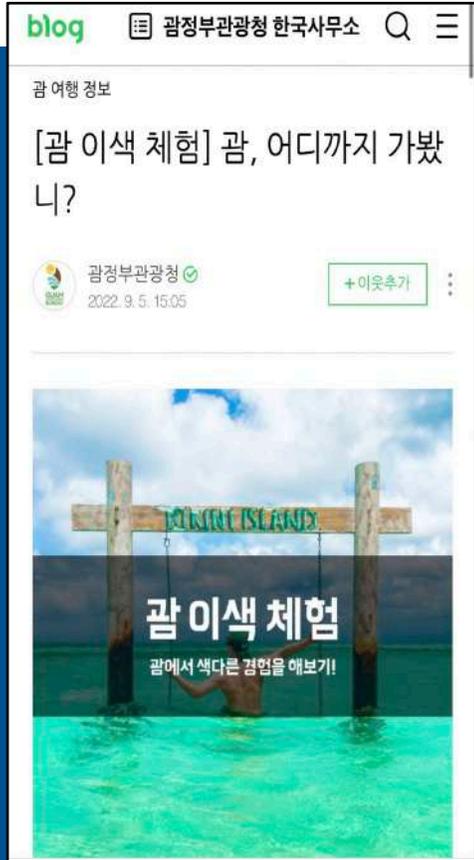
Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,160
Jeju Air	7C3102	DAILY	09:10	14:30	5,670
	7C3106	DAILY	20:10	01:35+1	5,670
Jin Air	LJ641	DAILY	09:40	15:05	5,670
T'way	TW301	WED/THU/SAT/SUN	09:15	14:30	3,213
Air Seoul	RS103	WED/THU/SAT/SUN	09:10	14:40	3,315
TOTAL					31,698

• 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
Air Busan	BX614	TUE/SAT	08:05	13:05	1,620
Jin Air	LJ773	TUE/WED/SAT/SUN	08:00	13:00	3,213
TOTAL					10,503

TOTAL OUTBOUND SEAT CAPACITY: 42,201 SEATS

KOREA MARKETING ACTIVITIES



SNS WEEKLY ACTIVITY: SEPTEMBER 5-9
#GuamAgain | UNIQUE ACTIVITIES IN GUAM

KOREA MARKETING ACTIVITIES

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

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

					September 1	September 2	September 3				
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)										
					#Guam Again Guam's Resort	#GuamAgain Shall We Golf Video					
					September 4	September 5	September 6	September 7	September 8	September 9	September 10
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)										
		Guam's Hidden Gems	#Guam Again Marine Activities	#GuamAgain Trawling Fishing	#GuamAgain Guam's Hidden Gems	#GuamAgain IG Reels					
					September 11	September 12	September 13	September 14	September 15	September 16	September 17
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)										
		Cultural Activities in Guam	#FronGuam UGC	#FromGuam UGC	#GuamAgain Cultural Experience	#GuamAgain IG Reels					
					September 18	September 19	September 20	September 21	September 22	September 23	September 24
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)										
		Event	#GuamAgain What's New in Guam	#FromGuam UGC	#GuamAgain Cafe Recommendation	#GuamAgain IG Reels					
					September 25	September 26	September 27	September 28	September 29	September 30	
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)										
		Guam's Gourmet Restaurants	#FromGuam UGC	#FromGuam UGC							

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

TAIWAN

TAIWAN EYEING LATE SEPTEMBER FOR ROLLOUT OF UPDATED COVID VACCINES

Taiwan expects to receive 3 million doses of Moderna's second-generation COVID-19 vaccine in the coming weeks and begin administering them by late September, the Central Epidemic Command Center (CECC) said Wednesday.

At a press briefing, CECC head Victor Wang said the vaccine's manufacturer had agreed to expedite the shipment of sample doses, which will speed up the inspection process and likely allow the shots to be rolled out in late September.

Wang encouraged people to get the updated vaccine when they become eligible, saying the shot, which targets both the original version of the virus and the Omicron variant BA.1, is also effective against the BA.5 variant now spreading in Taiwan. According to the CECC, the second-generation Moderna vaccines Taiwan has purchased will be offered for use as first, second or third booster shots.



UPDATED MODERNA VACCINE SOLE OPTION FOR THIRD BOOSTER SHOT: CECC

Those planning to get a third COVID-19 booster shot will have Moderna's second-generation vaccine as their only option, the Central Epidemic Command Center (CECC) said Tuesday.

Eligible recipients must take the shot a minimum of three months after their second COVID-19 booster, CECC spokesperson Chuang Jen-Hsiang. The updated Moderna doses Taiwan expects to take delivery of by the end of the month will also be available as a first or second booster shot with other mRNA or protein subunit vaccines, the CECC said Monday.

Initially, as with the other booster vaccines, Moderna's second-generation vaccine will be reserved for vulnerable groups, including seniors aged 65 and above, and immunocompromised adults aged 18 and above.

The second stage will cover individuals aged 50-64, those aged 18 and above who need to travel overseas, as well as individuals whose work places them at a higher risk of COVID-19 infection, such as front-line medical workers, airport and port employees, the CECC said.



Confirmed COVID-19

CASES:
5.8M

ACTIVE:
11.4%

AS OF SEPT 15, 2022



TAIWAN COVID-19 NEWS

Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting Aug. 15, 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"> Travelers are exempted from providing a result of a PCR test taken within 2 days of flight schedule time. However, those who test positive for COVID-19 abroad must wait over 7 days from the specimen collection date to take a flight to Taiwan. entry quarantine measures ^{*note1}

Traveler Type		Credentials • ARC means R.O.C. (Taiwan) Resident Certificate	Eligible to Enter Taiwan?	Requirement
Foreign National	Holder of ARC (Resident visa not included)	<ol style="list-style-type: none"> Open to all purposes of entry. Migrant worker must also hold re-entry permit. 	Yes	<ol style="list-style-type: none"> Travelers are exempted from providing a result of a PCR test taken within 2 days of flight schedule time. However, those who test positive for COVID-19 abroad must wait over 7 days from the specimen collection date to take a flight to Taiwan. entry quarantine measures ^{*note1}
	Non-ARC holder	<ol style="list-style-type: none"> Traveler who obtains entry permission for emergency or humanitarian reason. Spouse or underage child of Taiwan national. Student who obtains permission from Ministry of Education. ^{*note2} Spouse or underage child of a ARC holder ^{*note3} Business traveler, volunteering, religious proselytization, studying religious doctrines, internships, international exchanges, and working holidays (youth exchanges) 	Yes	<ol style="list-style-type: none"> Travelers who test positive abroad are required to wait over 7 days from their specimen collection date before taking a flight to Taiwan. entry quarantine measures ^{*note1} a special entry permit (visitor visa) issued by R.O.C. (Taiwan) overseas missions
		All others	No	

Note:

- The day of arrival counts as Day 0. 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, student will not be applicable.

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



Quarantine System for Entry



Aug. 15 2022
National Immigration Agency
Ministry of the Interior

RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN

TAIWAN TO RESUME VISA-FREE ENTRY FOR MULTIPLE COUNTRIES FROM SEPT. 12



Taiwan will resume visa-free entry privileges from Sept. 12 for travelers from the United States, Canada, Europe, Australia, New Zealand and Taiwan's 14 diplomatic allies, the Central Epidemic Command Center (CECC) announced Monday.

At a press conference, the CECC said the policy of "gradual reopening" would promote international social and economic exchanges while also giving due consideration to the state of COVID-19.

For the time being, the weekly cap on arriving travelers will remain at 50,000, with all entries required to follow the "3+4" protocol of three days of quarantine and four days of "self-initiated epidemic prevention," the CECC said.

European countries included under the policy include the 26 countries of the Schengen Area, as well as the United Kingdom and Ireland, according to the CECC.

TAIWAN SURPASSES 10,000 COVID-19 DEATHS



Taiwan reported more than 30,000 new cases of COVID-19 for a fifth consecutive day Saturday and 42 deaths from the disease, which brought the total since the pandemic began to 10,028, according to the Central Epidemic Command Center (CECC).

The deceased ranged in age from their 40s to their 90s. All but three suffered from chronic illnesses or other severe diseases, and 35 had not received a booster shot of a COVID-19 vaccine, the CECC said.

Of the 10,028 deaths to date, the vast majority of deaths have occurred this year as Omicron spread in Taiwan.

The CECC reported 32,812 new COVID-19 cases Saturday, with 43 cases newly classified as severe and 97 newly classified as moderate.



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

Effective September 12, Taiwan to reinstate visa-exempt entry for nationals of US, Canada, New Zealand, Australia, countries in Europe, and diplomatic allies

On September 5, the Central Epidemic Command Center (CECC) announced that, to be in line with international trends and to balance the needs of disease prevention efforts and promotion of economic and social activities, Taiwan will restore visa exemption treatment for the nationals of the US, Canada, New Zealand, Australia, countries in Europe, and Taiwan's diplomatic allies starting September 12, 2022. The CECC reminds the public that the above border measures and relevant epidemic prevention measures will be adjusted on a rolling basis based on developments in the pandemic situation.



Effective from August 15, Taiwan to remove requirement that inbound passengers should provide COVID-19 PCR test result within two days of flight schedule time.

However, those who test positive abroad are still required to wait over seven days from their specimen collection date before taking a flight to Taiwan in order to prevent cross-border transmission of the disease.

On August 15, the Central Epidemic Command Center (CECC) announced that, effective from September 1, mandatory quarantine for arrivals will remain to be three days of quarantine and four days of self-initiated epidemic prevention. Furthermore, the one person per room rule will be adopted for the four-day period of self-initiated epidemic prevention. Related rules are listed below.

QUARANTINE PERIOD AND LOCATION:

- A. Three days of quarantine: quarantining at home or a residence of a friend or family member, with the one person per room rule being followed, or staying at a quarantine hotel.
- B. Four days of self-initiated epidemic prevention:
 - 1. An arrival may undergo self-initiated epidemic prevention at his or her home or a residence of his friend or family that meets the one person per room rule. This rule means a room used to undergo self-initiated epidemic prevention. An arrival may not stay at a general hotel.
 - 2. After completing the three-day quarantine, an arrival can go to a place that meets the one person per room rule to undergo self-initiated epidemic prevention.

TESTING MEASURES:

- A. PCR testing: deep-throat saliva samples will be collected from arrivals for PCR testing at the airport/port of entry on the day of arrival (Day 0).
- B. At-home rapid tests: two rapid test kits will be given to arrivals aged 2 and older by workers at international airports/ports upon arrival; arrivals can use the test kits when symptoms occur during quarantine and before they go out for the first time during the self-initiated epidemic prevention period.

TAIWAN MARKET INTELLIGENCE

AIRLINE UPDATE *Current Routes*

CHINA AIRLINES

- Routes scheduled for September-November

EVA AIR

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

STARLUX AIRLINES

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



SEPT-NOV 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					

TAIPEI EXPO GUIDED TOUR FOR DIPLOMAT AND FOREIGN CHAMBER COMMUNITY

- Date: Sept 5
- Taipei City Deputy Mayor, Tsai, Ping-Kun welcomed the tour group and introduced the expo to the VIPs.
- GTO discussed with Taipei City Mayor Office for the 50th Anniversary for Guam-Taiwan Sister Tie



SIRAYA TOURISM CIRCLE & TAINAN ASSOCIATION OF TRAVEL AGENTS TABLE MART

- Date: Sep 7
- GTO participated in the event as a member of ANTOR and was offered one free table mart to promote Guam
- GTO prepared Guam giveaways and promoted MICE tourism for the over 200 attendees (travel agencies); over 50 business cards were obtained.
- Chairmen from the 8 major travel association in Taiwan all attended the event and GTO made intense networking with them during the event.



NR MONITOR

For the past week (Sep 3- Sep 8), a total of 28 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 28
- Social Media: 0

《食尚玩家》恢復出國錄影 六月、曾子余、林莎及是元介今赴關島



《食尚玩家》今日一早搭機前往關島。(TVBS提供)



MEETING WITH EVA AIR ELAINE WEN

- Date: Sep 1
- EVA Air Elaine Wen courtesy visited GTO office and met with Felix to maintain the network and describe EVA's potential timing table and route plan for recovering the flights to North American cities, as she is now one of the team members in charge of EVA NA route.



TAIWAN MARKETING ACTIVITIES

Social Media September 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	1-Sep-22 THURSDAY	2-Sep-22 FRIDAY	3-Sep-22 SATURDAY	
						Guam Scenery 1	
				Suor Taste Promotion	Suor Taste Promotion	Suor Taste Promotion	
Week 2	4-Sep-22 SUNDAY	5-Sep-22 MONDAY	6-Sep-22 TUESDAY	7-Sep-22 WEDNESDAY	8-Sep-22 THURSDAY	9-Sep-22 FRIDAY	10-Sep-22 SATURDAY
	Restaurants - American Bakery		Restaurants - Ban Thai	LeoFoo Park Promotion	Discover Guam		Guam Scenery 2
						Mid Autumn Festival Event	Mid Autumn Festival Event
	Suor Taste Promotion	Suor Taste Promotion	Suor Taste Promotion	Suor Taste Promotion	Suor Taste Promotion	Suor Taste Promotion	Suor Taste Promotion
Week 3	11-Sep-22 SUNDAY	12-Sep-22 MONDAY	13-Sep-22 TUESDAY	14-Sep-22 WEDNESDAY	15-Sep-22 THURSDAY	16-Sep-22 FRIDAY	17-Sep-22 SATURDAY
		Activities - Guam Ocean Adventures LLC		Repost "What makes you beautiful"	x	Discover Guam	Service - Island Skin Spa
	Mid Autumn Festival Event	Mid Autumn Festival Event					
	Suor Taste Promotion	Suor Taste Promotion					
Week 4	18-Sep-22 SUNDAY	19-Sep-22 MONDAY	20-Sep-22 TUESDAY	21-Sep-22 WEDNESDAY	22-Sep-22 THURSDAY	23-Sep-22 FRIDAY	24-Sep-22 SATURDAY
	Restaurants - Hard Rock Cafe Guam		Game of Guam	Repost "What makes you beautiful"	x	Discover Guam	Guam Scenery 3
Week 5	25-Sep-22 SUNDAY	26-Sep-22 MONDAY	27-Sep-22 TUESDAY	28-Sep-22 WEDNESDAY	29-Sep-22 THURSDAY	30-Sep-22 FRIDAY	SATURDAY
		Activities - Leal,ea Guam	Game of Guam		x	Repost "What makes you beautiful"	

PHILIPPINES

Tourism Promotions Board receives 1.17 billion PHP budget for 2023.



Source: Cases - John Hopkins University (2022-09-12). Retrieved from OurWorldInData.org



DOT EYES PH TRAVEL HOTLINE BY END OF 2022

The Department of Tourism (DOT) is planning to put up a tourism hotline that both local and foreign travelers can use when traveling around the Philippines.

During the launch of the Travel Tour Expo 2023 on Friday, Tourism Secretary Christina Frasco disclosed that the "tourist assistance call center" could be launched by the end of the year.

"This year, we are launching a tourist assistance call center that will cater to any and all requests for information and assistance. We fully intend for this tourist assistance call center to be multilingual so as to be able to correspond to the needs of international tourists as well," Frasco said in her speech.

She said she envisions the call center as a one-stop shop where tourists could get information and raise their travel concerns.



METRO MANILA COVID POSITIVITY RATE RISING

The seven-day Covid-19 positivity rate in the National Capital Region (NCR) or Metro Manila rose by 1.2 percent increase — from 12.1 percent on September 2 to 13.3 percent on September 9, OCTA Research reported Sunday. This increase was gleaned after an average of 10,247 daily RT-PCR tests were made over the past week.

The World Health Organization (WHO) sets a 5-percent positivity benchmark for declaring that Covid in a particular area is under control.

OCTA also noted that the reproduction number, referring to the number of new cases caused by one infected individual, also rose from 0.93 on August 31 to 1.11 on September 7.

PH DETECTS 425 NEW CASES OF OMICRON BA.5 SUBVARIANT

The country has detected 425 more cases of the Omicron BA.5 subvariant of the coronavirus disease 2019 (Covid-19), the Department of Health (DOH) reported. In a presentation, the DOH said five of the total cases are from Central Luzon, 214 from Western Visayas, seven from Central Visayas, two from Northern Mindanao, 146 from Davao Region, 21 from Soccsksargen, 19 from Calabarzon, one from Bangsamoro Autonomous Region in Muslim Mindanao, one from Caraga, and nine from the National Capital Region.

There were also 10 additional BA.4 cases -- one from Northern Mindanao, seven from Davao Region, and two from Soccsksargen. Meanwhile, one additional BA.2.75 case was recorded in Davao Region. All the reported cases are based on the latest genome sequencing results from Sept. 5 to 7.



U.S. EMBASSY IN THE PHILIPPINES



CDC's Order requiring proof of vaccination for non-U.S. citizen nonimmigrants to travel to the United States is still in effect. For more information see [Requirement for Proof of COVID-19 Vaccination for Air Passengers](#).

STATUS OF VISA PROCESSING AT THE U.S. EMBASSY IN THE PHILIPPINES

The U.S. Embassy in the Philippines is providing all routine visa services, though interview appointments for some visa classes remain limited in order to prioritize travelers with urgent needs and certain critical categories of visas. Due to a high volume of applicants and consular staffing shortages, wait-times for many visa classes are longer than the pre-pandemic norm.

For those visa applicants that paid a visa application fee and are still waiting to schedule an interview appointment, the validity of your payment (known as the MRV fee) is **extended until September 30, 2023**.

Appointment Scheduling: Applicants can schedule or reschedule the first available visa interview appointment slot by phone at (+632) 7792-8988 or (+632) 8548-8223, or through our online appointment system at <http://www.ustraveldocs.com/ph/>.

TRAVEL REQUIREMENTS OVERVIEW

Advisory

- For public safety and in compliance with Philippine Laws (IATF resolution 88, 150 and RA No. 11332), all individuals travelling to USA from Philippines and vice versa will still be required to wear a mask throughout the flight and when inside the Philippine terminal.
- Please note that for US flights, the new Transportation Security Agency (TSA) lifting the Centers for Disease Control and Prevention (CDC) mask mandate still recognizes other jurisdictions' mask requirements. The CDC likewise recommends the wearing of face masks in indoor public transportation such as during flights.
- Violation of the Philippine government's mandate shall be punishable by a fine of not less than Ph20,000.00 but not more than Php50,000.00, and/or imprisonment of not less than one (1) month and not more than six (6) months. Foreign nationals found to be in violation shall be subject to deportation proceedings after service of sentence

Allowed Travelers

- Fully vaccinated and Unvaccinated US Citizens, US Nationals, Lawful Permanent Residents, and Immigrants
- Fully Vaccinated non-US Citizen and non-US Immigrant
- Exempted Unvaccinated Non-US Citizen and non-US Immigrant

**Unvaccinated Non-US Citizen and non-US Immigrant are not allowed entry into the United States unless exempted.*



PAL FLIGHTS FOR AUGUST AND BEYOND
Advisory No. 262
as of 02 SEPT 2022 4:00 PM

Manila-Guam-Manila
• Daily



Manila-Guam-Manila
• Daily

PHILIPPINES MARKETING ACTIVITIES

MARKETING ACTIVITY: SOCIAL MEDIA

← Page Insights

Sep 7 - Sep 13 Last 7 days ▾

Post Reach 538k ▲ 79.2k	Post Engagements 43.1k ▲ 5.5k	New Page Likes 21 ▲ 3
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Posts ?

3 posts published in the last 7 days.

MOST ENGAGING POSTS

	White sand beach + cotton candy skies ... September 9	Reach: 806 Engagements: 35
	Let the sand tickle your skin and the s... September 11	Reach: 459 Engagements: 22
	Created by Tokidoki artist, Simone Legn... September 14	Reach: 36 Engagements: 1



← Insights i

Last 7 Days ▾ Sep 7 - Sep 13

Overview

Visit Insights regularly to check on your content's performance.

Accounts reached	728 -59.6%
Accounts engaged	39 -56.7%
Total followers	4,828 0%

Content You Shared




 Visit Guam (PH)
5d · 🌐

White sand beach + cotton candy skies + iconic Marilyn Monroe flying skirt = your new favorite Instagram post!

#ReadySetGuam #VisitGuam



 Visit Guam (PH)
3d · 🌐

Let the sand tickle your skin and the sounds of the sea soothe your soul. Indulge in the best beach therapy you can imagine when you #VisitGuam!

#ReadySetGuam



Like Comment Share

459 people reached > Boost Post

806 People Reached	35 Engagements
Engagement	
Reactions	
Comments	7 >
Shares	0
Photo Views	0
	1