

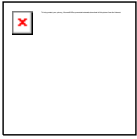
From: Committee on Rules 36GL <cor@guamlegislature.org>
Sent: Friday, March 25, 2022 11:17 AM
To: Clerks; Rennae Meno
Cc: Speaker Therese M. Terlaje
Subject: Messages and Communications for Doc. No. 36GL-22-1794*
Attachments: 36GL-22-1794.pdf

Håfa Adai Clerks,

Please see attached M&C Doc. No. 36GL-22-1794 for processing:

36GL-22-1794	Guam Visitors Bureau Industry Recovery Update - March 18, 2022*	Guam Visitors Bureau - Community Relations Team Guam Visitors Bureau
--------------	---	---

Si Yu'os Ma'åse',



COMMITTEE ON RULES

Vice Speaker Tina Rose Muña Barnes
36th Guam Legislature
I Mina'trentai Sais Na Liheslaturan Guåhan
163 Chalan Santo Papa Hagatña Guam 96910
Email: cor@guamlegislature.org

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----- Forwarded message -----

From: Speaker Therese M. Terlaje <speaker@guamlegislature.org>
Date: Fri, Mar 25, 2022 at 10:26 AM
Subject: Messages and Communications for 36GL-22-1794
To: Legislative Secretary Amanda Shelton <officeofsenatorshelton@guamlegislature.org>, Committee on Rules 36GL <cor@guamlegislature.org>

Håfa Adai,

Please see attached M&C Doc. No. 36GL-22-1794

36GL-22-1794	Guam Visitors Bureau Industry Recovery Update - March 18, 2022*	Guam Visitors Bureau - Community Relations Team
--------------	---	---

Si Yu'os Ma'åse',

Marie Cruz
Community Relations Liaison

Office of Speaker Therese M. Terlaje
Committee on Health, Land, Justice and Culture
I Mina'trentai Sais na Liheslaturan Guåhan
36th Guam Legislature
Guam Congress Building, 163 Chalan Santo Papa, Hagåtña, Guam 96910
T: (671) 472-3586 F: (671) 989-3590 Email: senatorterlajeguam@gmail.com
website: www.senatorterlaje.com

----- Forwarded message -----

From: **GVB Community Relations** <communityrelations@visitguam.org>
Date: Fri, Mar 25, 2022 at 9:39 AM
Subject: GVB's Industry Report Update
To:

Håfa Adai GVB Members & Industry Stakeholders,

The latest edition of GVB's industry recovery update is now available and can be accessed through the link below:

<https://guamvisitorsbureau.com/tools-resources/industry-recovery-updates>

Thank you!

GUAM VISITORS BUREAU COMMUNITY RELATIONS TEAM

401 Pale San Vitores Road | Tumon, Guam 96913

communityrelations@visitguam.org | <http://www.visitguam.com>



Like us on Facebook: <http://www.facebook.com/guamvisitorsbureau>

Follow us on Instagram: @visitguamusa



Speaker Therese M. Terlaje <speaker@guamlegislature.org>

GVB's Industry Report Update

GVB Community Relations
<communityrelations@visitguam.org>
Bcc: speaker@guamlegislature.org

Fri, Mar 25, 2022 at 9:39 AM

Håfa Adai GVB Members & Industry Stakeholders,

The latest edition of GVB's industry recovery update is now available and can be accessed through the link below:

<https://guamvisitorsbureau.com/tools-resources/industry-recovery-updates>

Thank you!

GUAM VISITORS BUREAU COMMUNITY RELATIONS TEAM
401 Pale San Vitores Road | Tumon, Guam 96913
communityrelations@visitguam.org | <http://www.visitguam.com>



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Doc Type: 36GL-22-1794
OFFICE OF THE SPEAKER
THERESE M. TERLAJE

~~03~~ 25 2022

Time: 9:39am
Received: [Signature]

COMMITTEE ON RULES
RECEIVED:
March 25, 2022
10:26 A.M.
[Signature]



#1

Biba Mes Cttamoru

INDUSTRY RECOVERY REPORT

MARCH 18, 2022



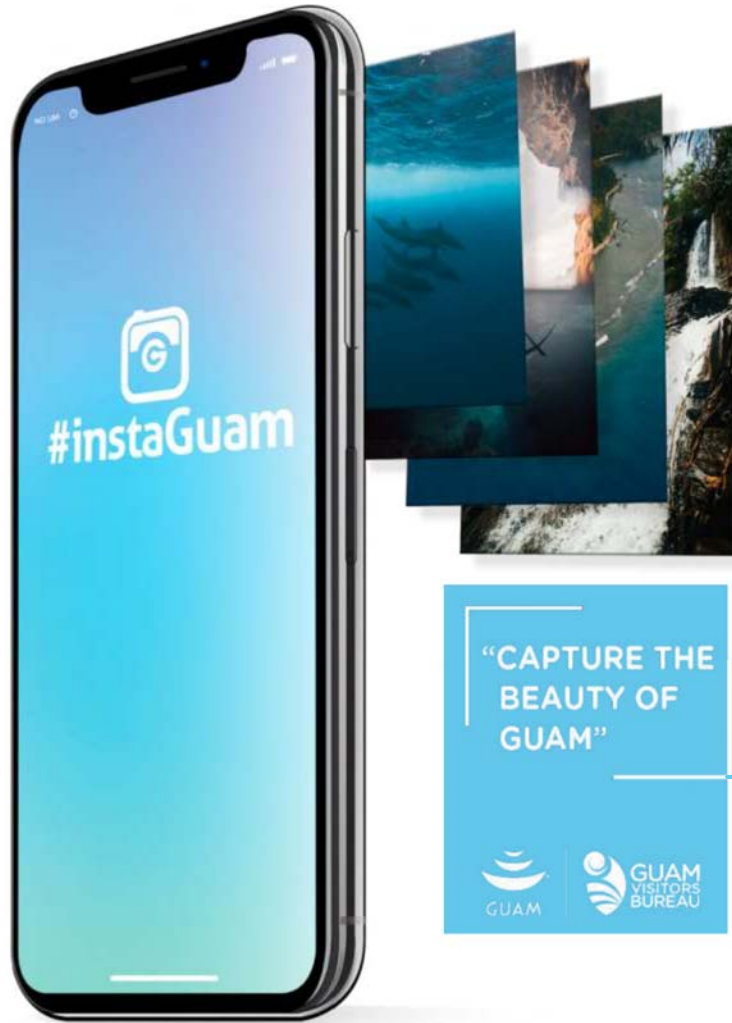
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DESTINATION UPDATE



#INSTAGUAM



WEEKLY PRIZE CONTEST

GVB encourages everyone to share and submit their photos and videos for a chance to win weekly prizes. For more information on the #InstaGuam weekly contest, go to [visitguam.com/instagram](https://www.visitguam.com/instagram)



FANDANÑA FRIDAY



The poster features a vibrant orange and red background with palm fronds at the top. In the center, a large yellow sun with a smiling face is positioned above a stylized landscape with a purple and orange horizon. Below the sun is a grey pedestal holding a bowl of food. The text 'Fandanña Friday!' is written in a large, blue, cursive font. At the bottom, there is a green section with white and yellow text.

GUAM VISITORS BUREAU PRESENTS

Fandanña Friday!

FRIDAYS STARTING 5PM
Gov. Joseph Flores Memorial Park (Ypao)

Join us for some Great food by the beach & good fun in the sunset!
See you in the park

For more information contact: 671-646-5278 or email info@visitguam.com

GUAM VISITORS BUREAU

In partnership with the Department of Parks and Recreation and local food trucks, the Guam Visitors Bureau (GVB) announces a free family-friendly event for the island to enjoy - **Fandanña Friday**. Governor Joseph Flores (Ypao Beach) will play host to this event every Friday.



“Fandanña means to get together in CHamoru and we invite everyone to get together on Friday evenings at Ypao... We’ll see you at the park!”

~ GVB President & CEO Carl T.C. Gutierrez

SAFE TRAVELS STAMP PROGRAM



THE GUAM SAFE TRAVELS STAMP PROGRAM HAS BEEN REVAMPED

The World Travel & Tourism Council (WTTC) created the first ever global safety and hygiene stamp. This stamp enables travelers to recognize destinations around the world that have adopted standardized health and hygiene protocols. The approved businesses are also featured on GVB's consumer site, [visitguam.com](https://www.visitguam.com) in English, Japanese, Korean, and Chinese. The Safe Travels Stamp certificate is valid through December 31, 2022.

102 approved

A stylized illustration of a traveler wearing a white jacket, teal pants, and a blue face mask. They are holding a red suitcase and a camera. The background is light blue.

Go to [guamvisi](https://www.visitguam.com)

- Select **Tools &** menu, then click
- Click on the **Safe Application Fo** required informa
- **Upload your c** along with **6-10** showcase your b
- Read and agree **Travels Pledge**

- Safe Travels is globally recognized & instills a level of confidence and trust in both the tourism trade and international visitors
- FREE of charge to all eligible businesses

FREE PCR TESTING FOR VISITORS

GUAM

PCR TESTING FOR VISITORS

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

- 1 Book an appointment with participating clinics.**
More information on participating clinics are on www.visitguam.com/pcr.
- 2 Go to clinic for PCR test.**
You will need to do the following:
 - Complete GVB's Patient Consent Form
 - Provide passport, driver's license or birth certificate
 - Provide copy of flight confirmations
- 3 Wait for clinic to deliver results and any other documents required.**

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

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

GUAM

PCR TESTING FOR VISITORS

Hafa Adai Valued Guam Tourism Partners!

GVB is pleased to restart its PCR testing program for visitors upon their return home. This program aims to alleviate the COVID-19 testing cost in this new age of travel. We hope this will be a key competitive advantage to attract more visitors to Guam.

Restart: Monday, February 28, 2022 **End: Thursday, March 31, 2022**

General Information

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

Participating Clinics

(5 clinics, at 7 locations in Guam)

American Village
 CARE
 FHP
 HSP
 Guam Seventh Day Adventist Clinic

Su Qu'os Måitse' for your continued support.

GUAM VISITORS BUREAU
 Tel: +1-671-646-5278
 Ms. Margaret Sablan
 margaretsablan@visitguam.com
 Mr. Brian Borja
 brian.borja@visitguam.com

TOURISM WORKS COLUMN

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

GUTIERREZ: MAKING THE MOST OF THE WAR ECONOMY

Håfa Adai, yan pas para hamyu todù! (Greetings and peace to all!) Russia's invasion of Ukraine is now into its third week of death, destruction, and deprivation, and the economic impacts are still reverberating around the world from this sensitive Eastern European hot spot.

While impacts to Destination Guam USA are less direct than they are in Europe, the surge in gas pump prices here at home are an indicator that the cost of living is suddenly soaring, as our travel-hungry region and local visitor industry had been glimpsing promise of a pandemic tunnel that shuttered tourism almost entirely two years ago.

Crude oil and natural gas prices affect the cost of everything from skyway transportation to the food on our tables. In short, despite the world's best efforts to attain energy independence, the global economy is still overwhelmingly driven by petroleum-based energy. And due to this connate fact, the cost of commodities, finished goods, and services will continue to rise in the foreseeable future, at least for as long as this war continues.

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

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

CLICK HERE
FOR FULL
ARTICLE



#1



Biba Mes Cthamoru

MARKET INTELLIGENCE REPORT

As of March 17 and may be subject to change.



ARRIVAL PROTOCOL



TRAVEL RESTRICTIONS BY MARKET

JAPAN

JAPANESE NATIONALS / RE-ENTRY FOREIGN NATIONALS

- Negative result of COVID-19 tests conducted within 72 hours prior to departure.
<https://www.mhlw.go.jp/content/000807572.pdf> (Japanese)
<https://www.mhlw.go.jp/content/000807573.pdf> (English)
- Travelers who are entering or returning to Japan from non-designated country/region and have not received three vaccination doses will be required to quarantine at home/accommodations of their choosing for seven days, in principal. However, if they take a self-test after three days after entering Japan and submit a negative result to the Ministry of Health, Labor and Welfare where its status is confirmed, they will not be required to remain in quarantine after that.
- Travelers who are entering or returning to Japan from a non-designated country/region and who have a certificate to confirm they have received three vaccination doses will not be required to quarantine at home/accommodations after entering Japan.
- Carrying a smartphone and installing necessary applications.
**Traveler will be required to rent a smartphone if they do not own one*
- Submission of Questionnaire.

Information Source:

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

https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/0000121431_00209.html

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

FOREIGN NATIONALS NEW ENTRY JAPAN

*NON-JAPANESE

(A) Foreign nationals eligible to this measure

(1) Foreign nationals newly entering Japan for a short term stay (less than three months) for purposes including business or employment and foreign nationals newly entering Japan for a long term stay (for purposes including tourist purposes)..

(2) Foreign nationals fall under (1) and those who are receiving organizations located in Japan

**Refer to application for Visa for foreign nationals who are eligible for Phased Measure toward Resumption of Border Travel:*

https://www.mofa.go.jp/ca/fna/page22e_001053.html

TRAVEL RESTRICTIONS BY MARKET

SOUTH KOREA

- March 21, 2022 - Fully vaccinated in Korea (14-180 days) or boosted can re-enter Korea without quarantine.
- April 1, 2022 - Foreigners fully vaccinated other than Korea (14-180 days) or boosted can enter Korea without quarantine.
- All travelers entering Korea (nationals and foreigners) must have a negative PCR test 48-hours prior to departure to Korea and K-ETA (only foreigners). Upon arrival must take a PCR test within 24 hours and antigen test on day 6 or 7 (covered by the Korean government).
- Foreigners must register their travel information, vaccination records, and PCR test to KDCA's website Q-Code before entering Korea. <https://cov19ent.kdca.go.kr/>
- Fully vaccinated in Korea that had tested positive but recovered must present positive result and official documentation of recovery before boarding their flight. If recovered within 10-40 days, no PCR test is required to return to Korea. If recovered past 40 days a negative PCR test result within 48-hours before departure is required. Upon arrival must take a PCR test within 24 hours and antigen test on day 6 or 7 (covered by the Korean government).

Fully Vaccinated in Korea **NO QUARANTINE**

(*Children 5 years old and below are exempted)

(Must present negative PCR result taken 48-hours before departure)
(Must register COOV app)

Fully Vaccinated in Korea **Recently Recovered from COVID**

NO QUARANTINE

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

Fully Vaccinated in Another Country

NO QUARANTINE

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

TAIWAN

- All travelers who arrive at an airport must present a certificate of a negative COVID-19 test taken within two days (calendar day) before the scheduled departure time to the airline staff.
- Fill out electronic health declaration before departure via Quarantine System. <https://hdhq.mohw.gov.tw>
- Those who enter Taiwan shall stay in government accommodation (a quarantine hotel or designated facility where they plan to stay at) for 7 days before visiting the country. Such travelers who have met related requirements must submit relevant affidavits on the Quarantine System.
- All travelers will be quarantined for 7 days. Following exceptions: Travelers arriving from countries with a low risk of COVID-19 are required to undergo a five-day quarantine at government-funded government quarantine centers and practice enhanced self-health management and then observe self-health management (Effective from January 22, 2021.)
- Lunar New Year Quarantine Program: Travelers who have received the second dose of COVID-19 vaccine at least 14 days prior to arrival will be exempted from hotel or quarantine center stay. The remaining 7 days can then be spent at their residence, and then practice a self-health management.

TRAVEL RESTRICTIONS BY MARKET

PHILIPPINES

- Effective February 10, 2022 per Resolution No. 160-A and 160-B
- All inbound passengers shall register with the One Health Pass prior to arrival in the Philippines
- Travelers are considered Fully Vaccinated if:
 - They received 2nd dose series or single dose vaccine for more than 14 days prior to departure from country of origin
 - Vaccine is included in EUA list or compassionate special permit (CSP) issued by the Philippine Food and Drug Administration OR EU listing of WHO
- Accepted proofs of vaccination:
 - World Health Organization (WHO) International Certificate of Vaccination or Prophylaxis; OR
 - VaxCertPH; OR
 - National/state certificate of the foreign government, including original CDC vaccination cards for those vaccinated in the US

Fully Vaccinated Nationals

- Negative RT-PCR test result taken within 48 hours prior to departure from the country of origin
- OR Negative laboratory-based Antigen test result taken within 24 hours prior to departure from the country of origin
- No facility-based quarantine required
- Self-monitor for any sign or symptom until the 7th day from arrival

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

<https://aganapcq.dfa.gov.ph/79-advisories/1987-psa-2022-003>

Advisory For Arriving Filipinos Only

Effective February 10, 2022, the new entry, testing, and quarantine protocols for Filipinos arriving from abroad.

The arrival and quarantine protocols for countries/jurisdictions/territories in all ports of entry in the Philippines

Source: IATF 160A & IATF 164-A

Fully Vaccinated Nationals

- Negative RT-PCR test result taken within 48 hours prior to departure from the country of origin OR
- Negative laboratory-based Antigen test result taken within 24 hours prior to departure from the country of origin
- No facility-based quarantine required
- Self-monitor for any sign or symptom until the 7th day from arrival
- Proof of Vaccination

Note: Fully vaccinated Filipino Nationals shall not be included in the arrival quota set by the Department of Transportation (DOST) (OSS)

Unvaccinated, Partially Vaccinated, Unverified Nationals

- Negative RT-PCR test result taken within 48 hours prior to departure from the country of origin OR
- Negative laboratory-based Antigen test result taken within 24 hours prior to departure from the country of origin
- Facility-based quarantine until the release of the negative results
- 5th day swabbing
- Self-monitor for any sign or symptom until the 14th day from arrival

Unvaccinated Minors

- Children below 12 years old who cannot be vaccinated shall follow the quarantine protocols of the parent(s) traveling with them.
- Filipino nationals from 12 years to 17 years old shall follow the classification and procedures based on their status.
- Foreign or Filipino parents can accompany the minor during their facility-based quarantine.

Fully Recovered Nationals with Positive RT-PCR Pre-Departure Test Results

- Positive RT-PCR test result taken within 48 hours prior to departure from the country of origin
- Medical Certificate from a licensed physician stating that the traveler:
 - was an asymptomatic, mild, moderate, severe or critical case of COVID-19
 - has completed the mandatory isolation period
 - is no longer infectious; and
 - has been allowed free movement/travel
- Positive RT-PCR test taken 10-30 days prior to departure from the country of origin.

For Fully Vaccinated

- No facility-based quarantine required
- Self-monitor for any sign or symptom until the 7th day from arrival
- Proof of Vaccination

Unvaccinated, Partially Vaccinated, Unverified Nationals


- Facility-based quarantine until the release of the negative results
- 5th day swabbing
- Self-monitor for any sign or symptom until the 14th day from arrival

MARKE AT-A-GLAN



MARKETS AT-A-GLANCE


JAPAN

- New cases nationwide decreased by 14% from the last week; number of infected patients has been steadily decreasing
- Measures to prevent the spread of the disease are scheduled to be lifted on March 21
- Government continues its efforts to promote the use of the 3rd shot; has also put forth plans for a 4th shot
- As of March 1, those returning from the U.S. (including Guam) who have completed their third inoculation are exempt from quarantine if they are negative upon their return, while those who have completed their second or lower inoculation will be quarantined at home for 3 days
- Effective April 1, the daily entry limit for new foreigners other than for tourism purposes will be relaxed from 5,000 to 10,000
- Most package, agent-organized tours cancelled until mid- to late-April; Jalpak until May 31
-  **Flight operation:**
 - United: UA197/196 daily operation
UA827/828, UA136/137, UA150/151 suspended until May 5
UA874/873, UA172/172, UA178/177 suspended until May 25
UA166/165 suspended until July 31
 - JAL: suspended until May 31
 - Tway: suspended until April 30
 - JEJU: suspended until April 30
- Shown in appendix: outbound stats; SNS performance summary, content calendar, creative submissions, promotions, creatives, weekly Guam, and social listening results

PHILIPPINES

- Borders further eased; fully vax travelers permitted from all countries with pre-departure antigen test
- NAIA to double passenger cap, airplanes at 100% capacity
- Philippines removed arrival quotas; all vax foreign tourists now allowed entry
- Philippines grants emergency use of the Pfizer COVID-19 pill
- Possible 'Alert Level 0' on agenda
-  **Philippine Airlines - three flights per week; United Airlines - daily flights in March**
- Philippines and Taiwan come to an agreement on vaccination certificates
- Social media insights shown in appendix

SOUTH KOREA

- Weekly average cases and vaccination status shown in appendix
- Korea to extensively ease overseas arrival protocols, exemptions for fully vaccinated travelers
- Updated quarantine protocols between Korea-Guam show
- The foreign ministry renewed its COVID-19 special advisor for another month
- Government will begin vaccinating children aged 5-11 from
- Local airports gearing up for the overseas travel resumption
- E-Commerce platform focusing on overseas travel market
- Travel trade partners preparing full-scale marketing with
-  **March and April airline seat capacity shown in appendix**
- Upcoming marketing plans include: airline, TA, and OTA magazine & digital influencers co-op, digital influencers home advertisement, Guam exhibition at Lotte department
- SNS weekly activities and marketing content calendar shown

TAIWAN

- Taiwan reports no new domestic COVID cases for first time
- Taipei lifts COVID curbs on elementary school field trips
- Taiwan unlikely to cancel quarantine entirely this year
- Taiwan begins 10-day quarantine, opens to business possible in April
- Shown in appendix: CECC updates, restriction to citizens/n airline routes, and March social media content calendar
- Marketing activities include: AIT-Guam Taiwan office meeting ASAO, TAITRA, and AIT members, Taipei Lantern Festival TVA & ANTOR spring outing

DETAILS ARE FOUND IN THE

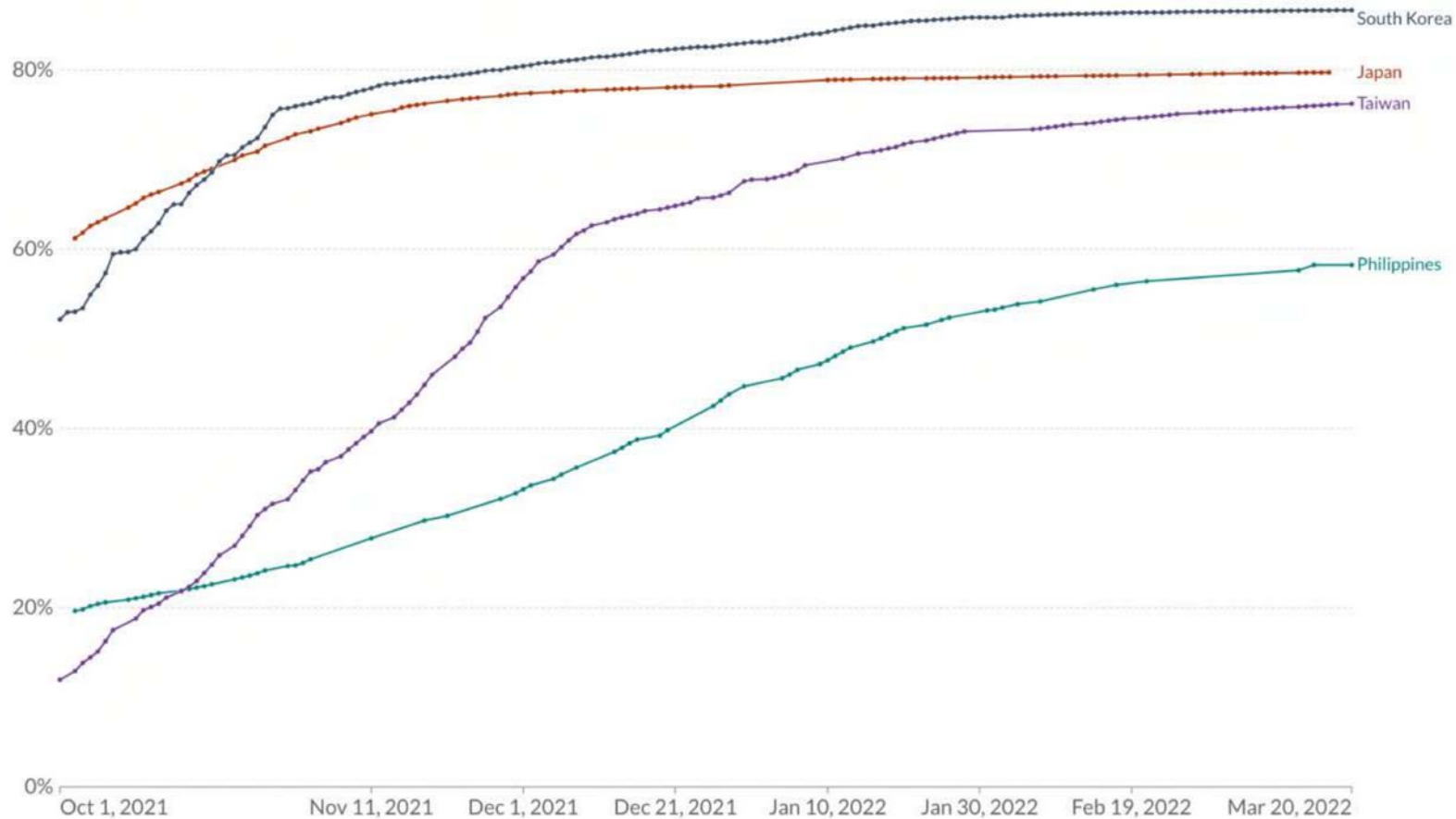
MARKETS AT-A-GLANCE

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

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

Our World in Data

LINEAR LOG



86.65%
44.46M

79.71%
100.48M

76.22%
18.18M

58.23%
64.66M

135,730

COV

42

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APPENDIX

As of March 17, 2022 and may be subject to change.



Biba

JAPA



JAPAN COVID-19 NEWS

HIGHLIGHTS

- The number of new cases nationwide decreased by 14% from the last week to about 378,000.
- The number of infected people per 100,000 population is about 309 in Japan, and about 461 in Tokyo. (3/5-3/11)
- The number of infected patients has been steadily decreasing, and the measures to prevent the spread of the disease are scheduled to be lifted on March 21.



The number of infected people per 100,000 population:

NATIONWIDE

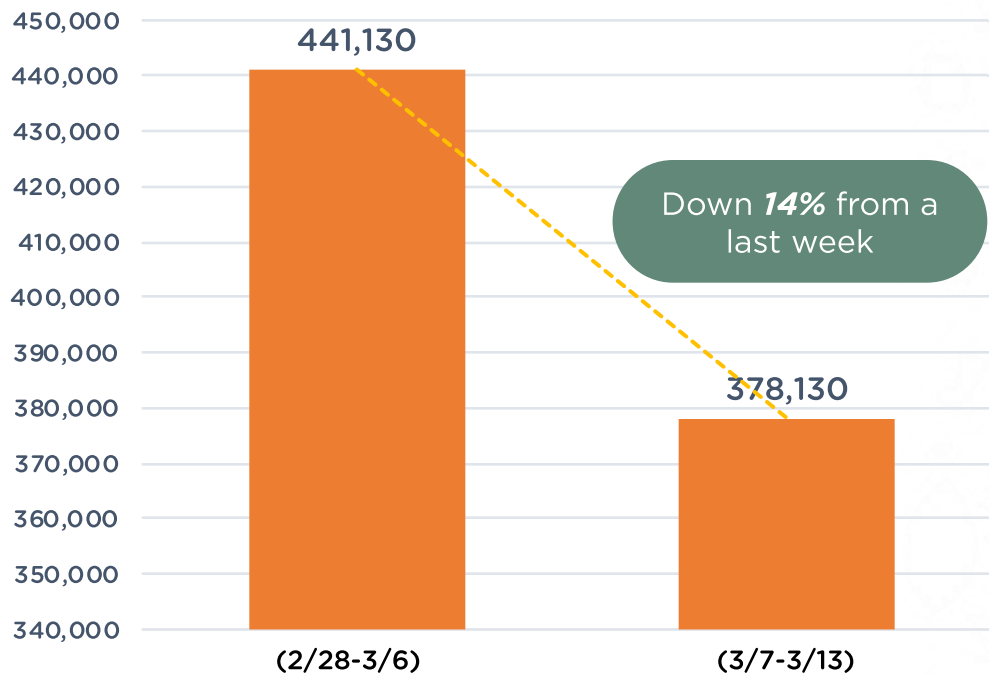
309

TOKYO

461

Total for last 7 days

Nationwide



Area / New cases	Feb-Mar 28-6	Mar 7-13	Changes (#) vs LW	Changes (%) vs LW
Tokyo	77,001	60,961	-16,040	79%
Osaka	49,826	37,382	-12,444	75%
Aichi	29,511	23,398	-6,113	79%
Fukuoka	19,238	17,075	-2,163	89%
Nationwide	441,130	378,130	-63,000	86%

Created based upon data from NHK (Japan Broadcasting Corporation)

JAPAN COVID-19 NEWS

HIGHLIGHTS

- The government continues its efforts to promote the use of the 3rd shot.
- The 3rd shot is progressing slowly and will soon reach 30%.
- The government has also put forth plans for a 4th shot.

VACCINATION UPDATE

Total number of vaccination:
238,050,214

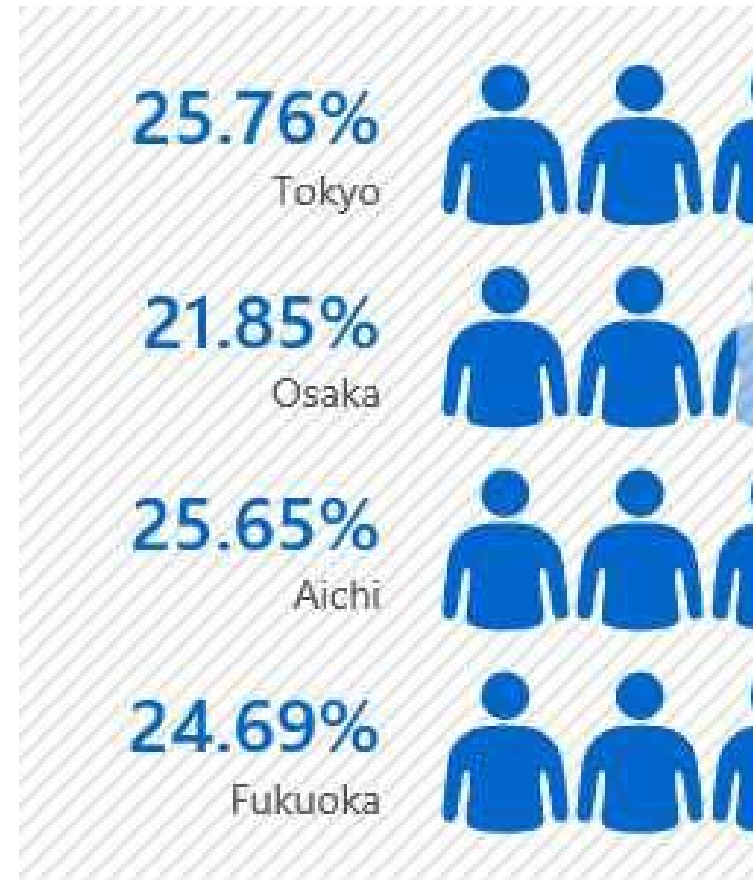
1st & 2nd doses
administered:
101,875,160
(80.4%)
100,390,149
(79.3%)

Nationwide 3rd shot:
35,784,905
(28.3%)

Senior Citizens (+65):
1st: 33,167,349
(92.7%)
2nd: 33,051,581
(92.4%)

(3/11)

NATIONWIDE: 3RD SHOT



Created based upon data from F

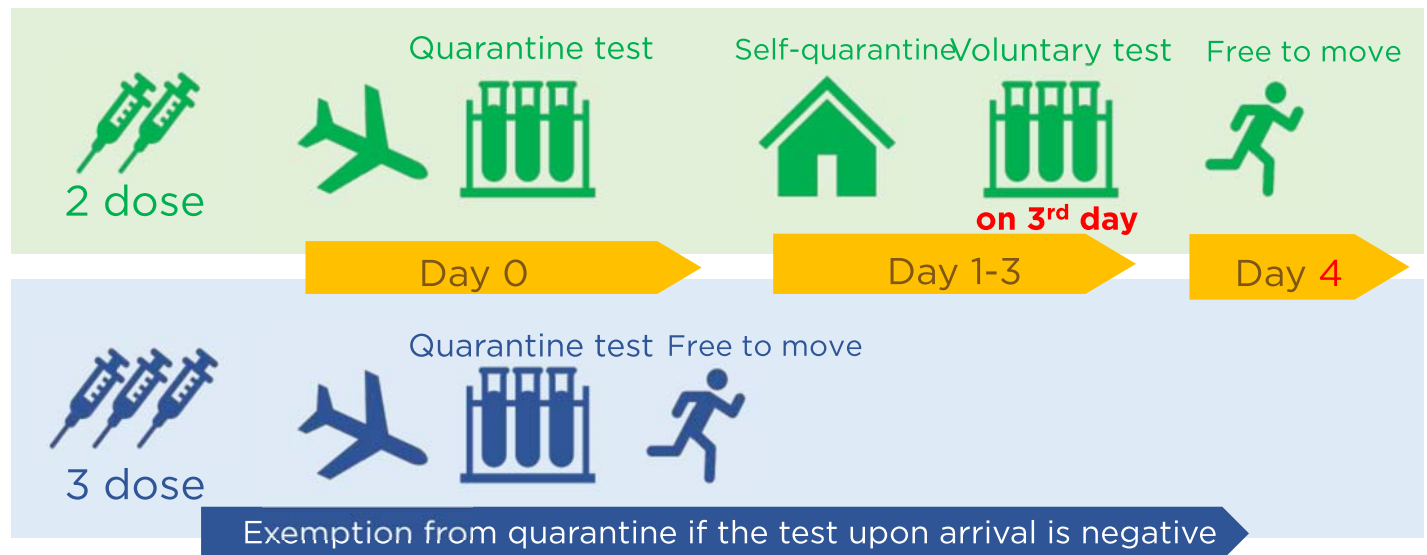
JAPAN COVID-19 NEWS

ENTRY PROTOCOLS

HIGHLIGHTS

- As of March 1, those returning from the U.S. (including Guam) who have completed their third inoculation are exempt from quarantine if they are negative upon their return, while those who have completed their second or lower inoculation will be quarantined at home for 3 days.
- Effective April 1, the daily entry limit for new foreigners other than for tourism purposes will be relaxed from 5,000 to 10,000.

Effective from March 1 for those returning to Japan



In the shortest possible time, assuming a negative result

JAPAN MARKET INTELLIGENCE



AIRLINE OPERATION

AIRLINES	STATUS	FLIGHT	DEPARTURE	JPN TO GUM	FLIGHT	GUM TO JPN	FREQUENCY	CAPACITY
	Suspended until May 5, 2022	UA827	NRT	11:15 / 16:05	UA828	6:55 / 9:55	Daily	166
	Available	UA 197	NRT	17:30 / 22:20	UA 196	13:05 / 16:05	Daily	166
	Suspended until May 25, 2022	UA874	NRT	21:05 / 1:45 +1	UA873	17:05 / 19:50	Daily	166
	Suspended until May 5, 2022	UA 136	NGO	11:20 / 15:55	UA 137	7:30 / 10:20	Daily	166
	Suspended until May 25, 2022	UA 172	NGO	20:50 / 1:25 +1	UA 171	17:00 / 19:55	Daily	166
	Suspended until May 5, 2022	UA 150	KIX	11:05 / 15:45	UA 151	7:10 / 10:10	Daily	166
	Suspended until May 25, 2022	UA 178	KIX	20:50 / 1:20 +1	UA 177	16:50 / 19:50	Tue, Thu, Sat	166
	Suspended until July 31, 2022	UA 166	FUK	11:50 / 16:50	UA 165	07:40 / 10:50	Daily	166
	Suspended until May 31, 2022	JL941	NRT	9:30 / 14:15	JL942	16:50 / 19:35	Daily	199
	Suspended until April 30, 2022	TW311	KIX	10:45 / 15:10	TW312	16:10 / 19:00	Daily	189
	Suspended until April 30, 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		

PACKAGE

TOUR SELLING
(RESUMES)



APR



APR



APR



JUL



MAY



APR



APR

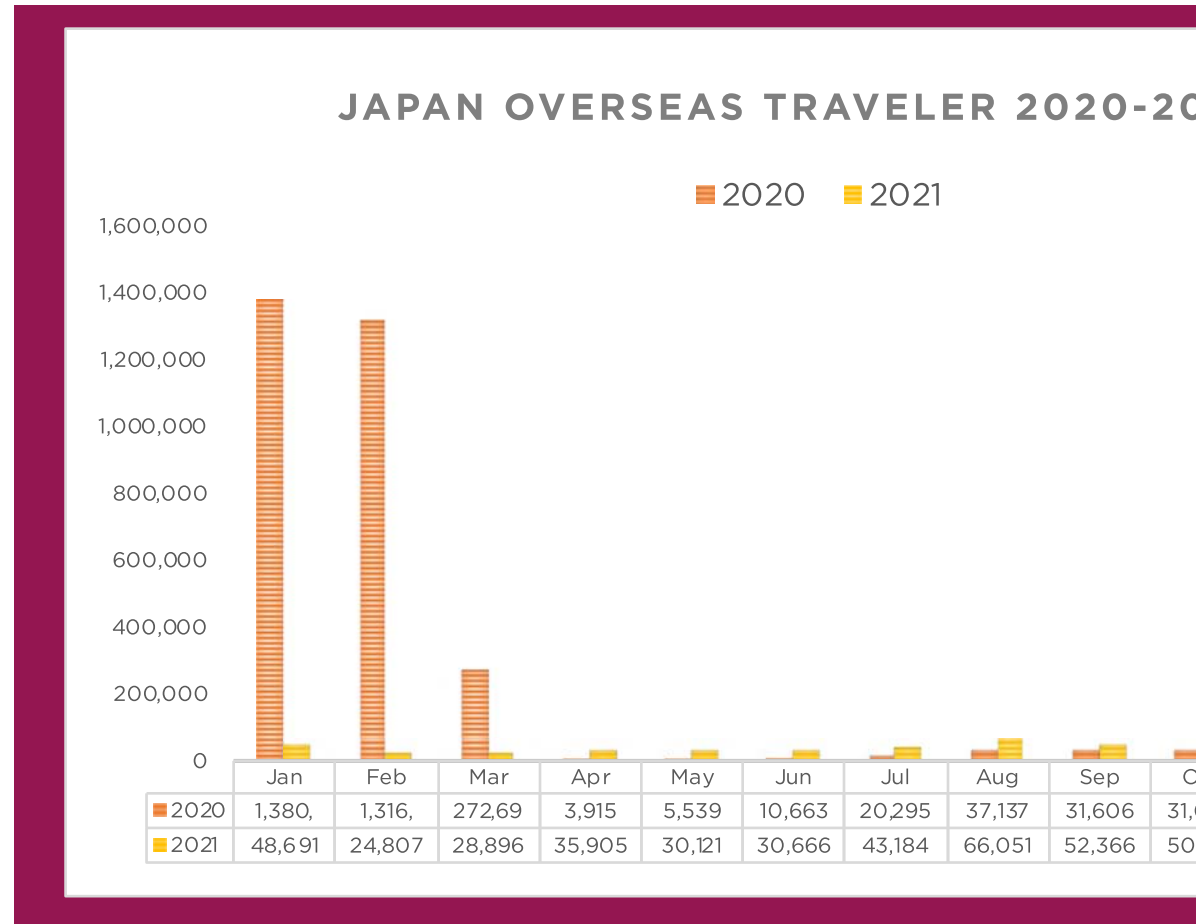
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JAPAN MARKET INTELLIGENCE

OUTBOUND STATISTICS

- Overall Outbound in 2021 and No forecast of the number of travelers in 2022 has been announced by the companies/ organization
- Trend for 2022 overseas travel; Wellness, No work/ Unleash, Feel like first time trip, respect locals, encounter, no plan travel and deploy

	2020	2021	Changes (%)
Jan	1,380,762	48,691	-96%
Feb	1,316,820	24,807	-98%
Mar	272,697	28,896	-89%
Apr	3,915	35,905	817%
May	5,539	30,121	444%
Jun	10,663	30,666	188%
Jul	20,295	43,184	113%
Aug	37,137	66,051	78%
Sep	31,606	52,366	66%
Oct	31,049	50,841	64%
Nov	30,703	51,774	69%
Dec	33,033	48,942	48%
Total	3,174,219	512,244	-84%



Created based upon data from

JAPAN MARKET INTELLIGENCE

OUTBOUND STATISTICS: MAJOR COMPETITORS

2021	21-JAN	21-FEB	21-MAR	21-APR	21-MAY	21-JUN	21-JUL	21-AUG	21-SEP	21-OCT	21-NOV
GUAM	708	249	159	52	102	455	579	325	358	315	345
SAIPAN	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
HAWAII	1,165	642	1,051	1,367	1,312	1,644	2,817	3,005	1,769	2,155	2,589
SOUTH KOREA	1,299	1,719	949	872	1,403	875	881	2,258	1,142	1,623	1,237
TAIWAN	1,070	1,076	971	1,151	752	194	372	976	849	1,064	847
HONG KONG	12	7	8	5	33	9	12	24	58	54	82
SINGAPORE	555	358	601	797	281	121	297	340	780	778	580
THAILAND	193	223	212	304	211	274	611	560	673	306	2,238
VIETNAM	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Created based upon data from Japa

JAPAN MARKETING ACTIVITIES

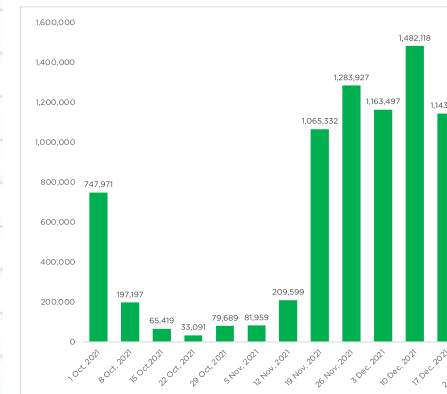


SNS PERFORMANCE SUMMARY

- Ambassadors, immediately after the Hypebeast FAM, saw a decrease in reach and engagement, but an increase in followers

SNS	follower		Week Reach		Week Engagement	
	4 Mar,2022	11 Mar,2022	4 Mar,2022	11 Mar,2022	4 Mar,2022	11 Mar,2022
	22,376	22,386	15,018	12,633	1,595	1,103
	0.04%		-15.88%		-30.85%	
	23,732	23,735	5,697	4,324	1,118	805
	0.01%		-24.10%		-28.00%	
	13,453	13,473	115,487	76,220	5,942	3,768
	0.15%		-34.00%		-36.59%	
	12,207	12,222	13,300	10,800	798	473
	0.12%		-18.80%		;	
	1,650	-	1,650	-	1,650	-
	-		-		-	
Visitguam.jp	Unique User		Page View		Ave Time on Page	
	5,816	4,772	8,243	11,821	0:01:30	0:02:01
	-17.95%		43.41%		34.44%	

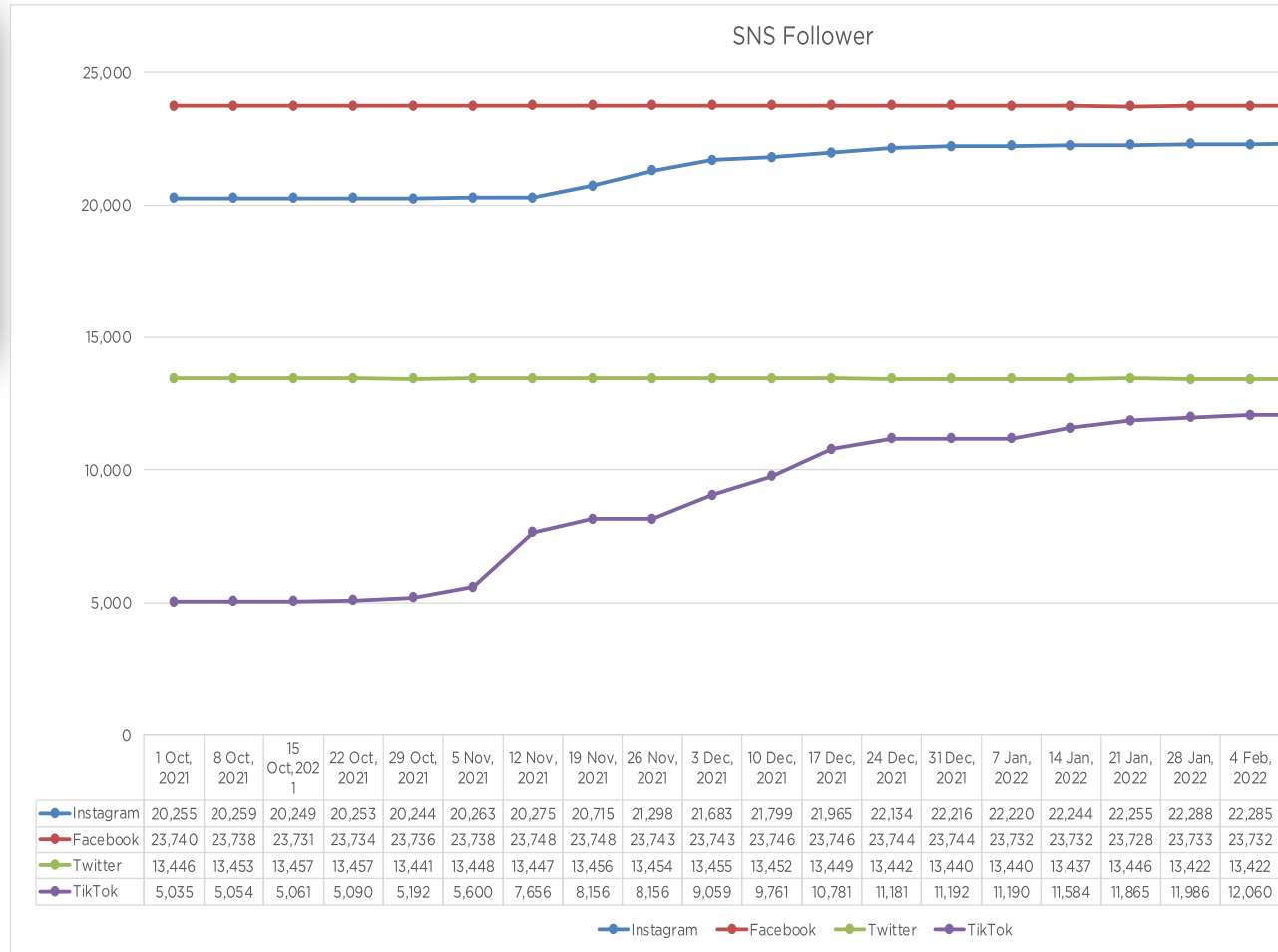
SNS R



JAPAN MARKETING ACTIVITIES



SNS FOLLOWERS



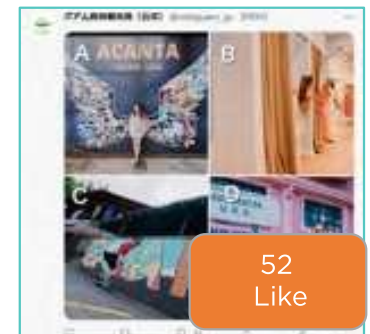
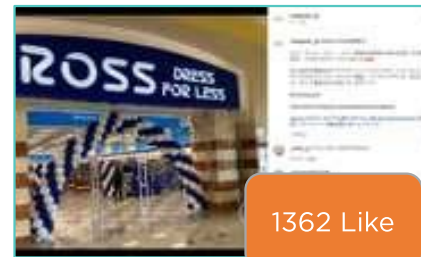
JAPAN MARKETING ACTIVITIES

SNS CONTENT CALENDAR: MARCH

March		2022				
	Mon	Tue	Wed	Thu	Fri	Sa
SNS	28 Ambassador Fam HypeGOLF Fam	1 Ambassador Fam HypeGOLF Fam	2 Ambassador Fam HypeGOLF Fam	3 Ambassador Fam HypeGOLF Fam	4 Ambassador Fam HypeGOLF Fam	5
Instagram	Story	Free PCR Program Story	Story	Weekly GUAM Story	Weekly GUAM Story	
Facebook	workcation	Free PCR Program	webinar information	Weekly GUAM	Weekly GUAM	
Twitter	Photo Shooting workcation	Free PCR Program Photo Shooting	webinar information Photo Shooting	Weekly GUAM Photo Shooting	Weekly GUAM Photo Shooting	
Tiktok						
LINE						
SNS	7 #Campaign	8 #Campaign	9 #Campaign	10 #Campaign	11 #Campaign	12
Instagram		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM	
Facebook		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM	
Twitter		50 Things to do in GUAM	Twitter Comic	Weekly GUAM	Weekly GUAM	
Tiktok						
LINE						
SNS	14	15	16	17	18	19
Instagram				Weekly GUAM	Weekly GUAM	
Facebook				Weekly GUAM	Weekly GUAM	Workcation Blog
Twitter	GUAM Daily Life	GUAM Daily Life	GUAM Daily Life	Weekly GUAM GUAM Daily Life	Weekly GUAM GUAM Daily Life	Workcation Blog GUAM Daily Life
Tiktok			Which is Guam Quiz		Comment Reply Video	
LINE						
SNS	21 Vernal Equinox Day schedule : TikTok Fam	22 schedule : TikTok Fam	23 schedule : TikTok Fam	24 schedule : TikTok Fam	25 schedule : TikTok Fam	26 schedule :
Instagram		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM	
Facebook		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM	
Twitter		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM	
Tiktok						
LINE						
SNS	28	29	30	31	1	2
Instagram		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM	
Facebook		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM	
Twitter		50 Things to do in GUAM		Weekly GUAM	Weekly GUAM	
Tiktok						
LINE						

JAPAN MARKETING ACTIVITIES

CREATIVE SUBMISSION EXAMPLES



JAPAN MARKETING ACTIVITIES

CREATIVE SURVEY

- We picked up some of the Creatives that were photographed and asked people to vote on SNS for the best shot every day.



JAPAN MARKETING ACTIVITIES

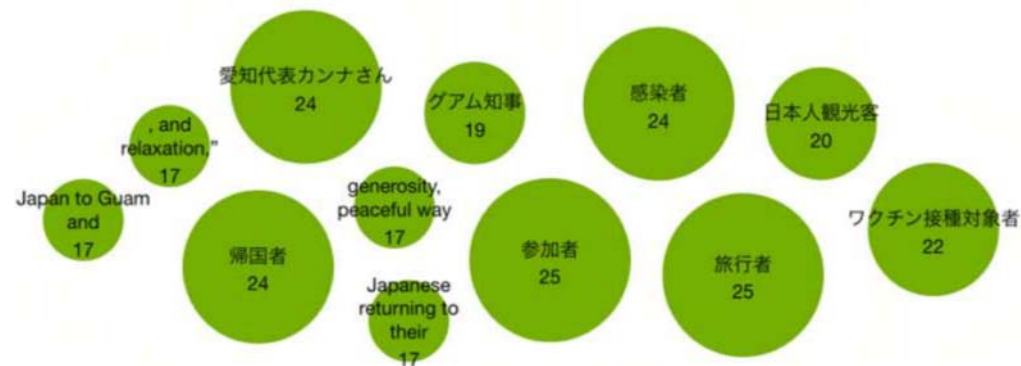
#HEREWEGUAM PR / SOCIAL LISTENING

- PR communicated all consistent message of an American resort only 3.5 hours from Japan, to convey "safe, secure, and clean"



As of Mar 11
Picked up by **36 media** and media value of **\$240,000**

※More media will be published in the future.



JAPAN MARKETING ACTIVITIES

#HEREWEGUAM PR

- SNS news picked up ambassador activities



WEEKLY GU

CHAMORRO MONTH EVENT



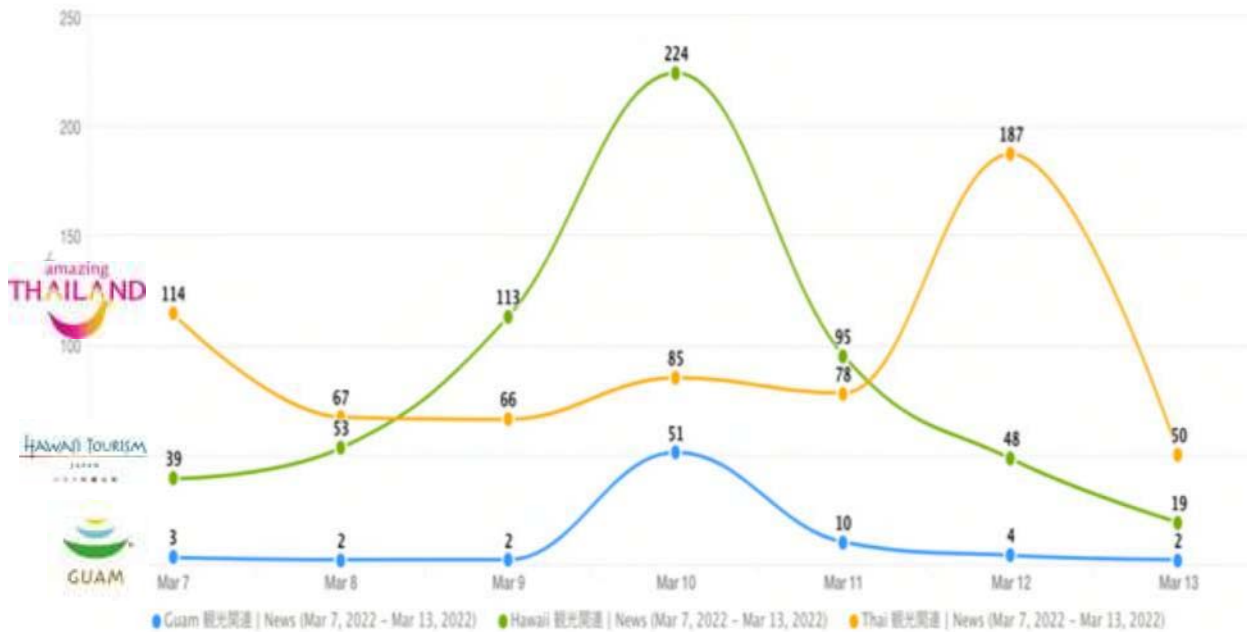
3RD ROSS STORE OPE

JAPAN MARKETING ACTIVITIES

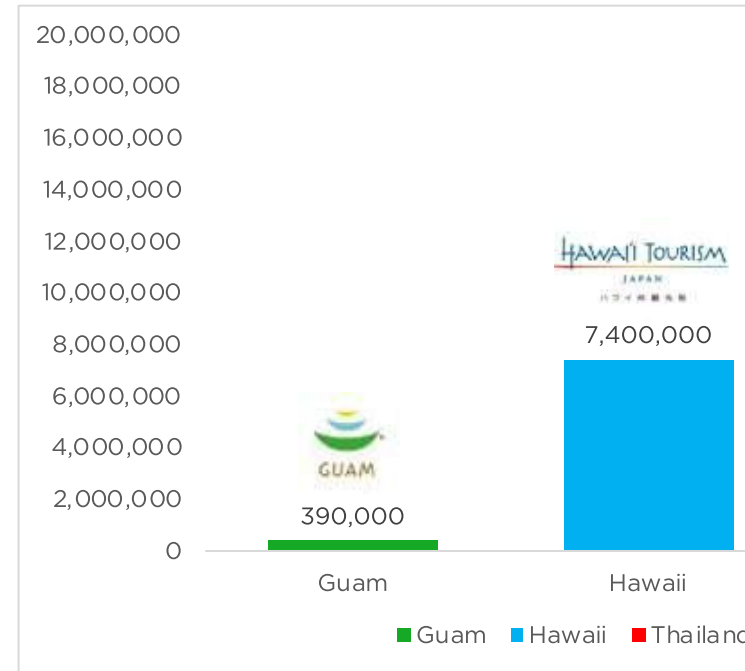
SOCIAL LISTENING

- Overall reach and # of news are increasing trend, which shown overseas travel demands are incremental trend

OF NEWS



SNS REACH



JAPAN MARKETING ACTIVITIES

Travel vision 

トップ | 最新ニュース | マイニュース | 最新コメント | ペンダーさん | お助け情報 | 求人票

トップページ > 最新ニュース

グアム、リカバリーキャンペーン「#Here We Guam」発表、業界向けFAMや商談会も開催へ

2022年3月8日

グアム政府観光局（GVB）はこのほど観光再開に向けた新戦略発表会を開催した。コロナ後のリカバリーキャンペーンとして「#Here We Guam」をテーマに据え、「日本から3時間半で行けるアメリカンリゾート」のキャッチコピーとともにグアムならではの特産を打ち出し、観光業界回復時に「最初に選ばれる destination」となるべくマーケティング活動を一層強化していく。

GVBによると、グアムでのワクチン接種率は95%で、3回接種完了者は52%に達している。島内のホテルや飲食店は世界旅行観光協議会（WTTTC）のプロトコルに則り安全や清潔に配慮した運営をおこなっており、「安心・安全・清潔なアメリカンリゾート」というキャッチコピーも加えてPR展開を促していくという。

主要セグメントである若年層へのSNSを活用したマーケティングは継続。SNSの活用に向けた、旅行への意欲が高い18〜39歳の世代をムーブメント・ドライバーとして訴えかけ、さらにインフルエンサーによる発信も積極的におこなう予定だ。すでに2月よりインフルエンサー9名を現地に向け、PR映像の撮影をしており、GVBアカウンタビリティディレクターの小淵伸氏は「SNS発信を通じ、グアムのファンを確実に増やしていきたい」と意気込みを述べた。

GVBによるとSNSでおこなったアンケートでは90%以上が「すぐにもグアムに行きたい」と回答しており、小淵氏は「この潜在需要を確実に引き上げていきたい」として、コロナ後に「最初に選ばれる destination」を目指しファミリーや富裕層、MICEなどへとキャンペーンを拡大していく考え。

2022年はグアム/日本観光55周年の年で、「GO GO! GUAM」キャンペーンの実施を予定している。島内のレストラン、観光施設が「55%オフ」「先着55名様」など55周年記念サービスを展開する予定。旅行会社にはキャンペーンに参加する事業者をまとめたマップを配布するほか、賛同会社へのプロモーションや販促サポートなどもおこなう。さらに7月に業界向けのFAMツアーと現地商談会、8月にはMICE向けのウェビナーなどを予定している。

GVBグローバルマーケティングディレクターのネディーン・レオン・グレロ氏は「日本はグアムにとって55年の間変わらず、最も重要なビジネスパートナー。これからも多くの日本人をお招きしていきたい」と挨拶。GVBボードディレクター兼理事およびJMCバイスチェアマンのポール・シミズ氏も「グアムの観光リカバリーに向け、日本の旅行会社からの意見や提案もぜひ伺いたい。グアムでお会いできることを楽しみにしている」と語った。




7月-9月 (2) 259 x 258 (7)

HERE WE GUAM WEBINAR ... MORE TO COME

ウイングトラベル

★グアム政府観光局、リカバリープロモを本格化

ウイングトラベル



若年女性層から喚起、5月以降は業界向け企画も

グアム政府観光局はこのほど、旅行会社やメディアなどを対象としたオンラインセミナーを開催し、海外旅行再開を見据えた今後のプロモーション方針などについて説明した。今月から日本政府による水際対策が一部緩和され、新型コロナウイルスワクチンの3回接種が完了していれば帰国後隔離が不要となるなど、グアム渡航へのハードルが下がってきたことを契機にリカバリープロモーションに本腰を入れる。まずは若年層の女性をターゲットに、日本から短時間で安全・安心に多様な体験ができる点を重点的に訴求するキャンペーンを展開する。

また、業界向けに今年グアムに日本人観光客が初めて訪問してから55周年を迎えることをフックとした企画を展開。現地の観光関連事業者が「55」をキーワードとしたさまざまな特典企画を用意するとともに、これらを活用した商品作成を行う旅行会社に対するプロモーションサポートを展開していく。これらの取り組みを推進していくことで、いち早い日本人渡航需要の獲得につなげていきたい考えだ。

※写真＝日本の渡航要件緩和を歓迎するグアム政府観光局のネディーン・レオン・グレログローバルマーケティングディレクター

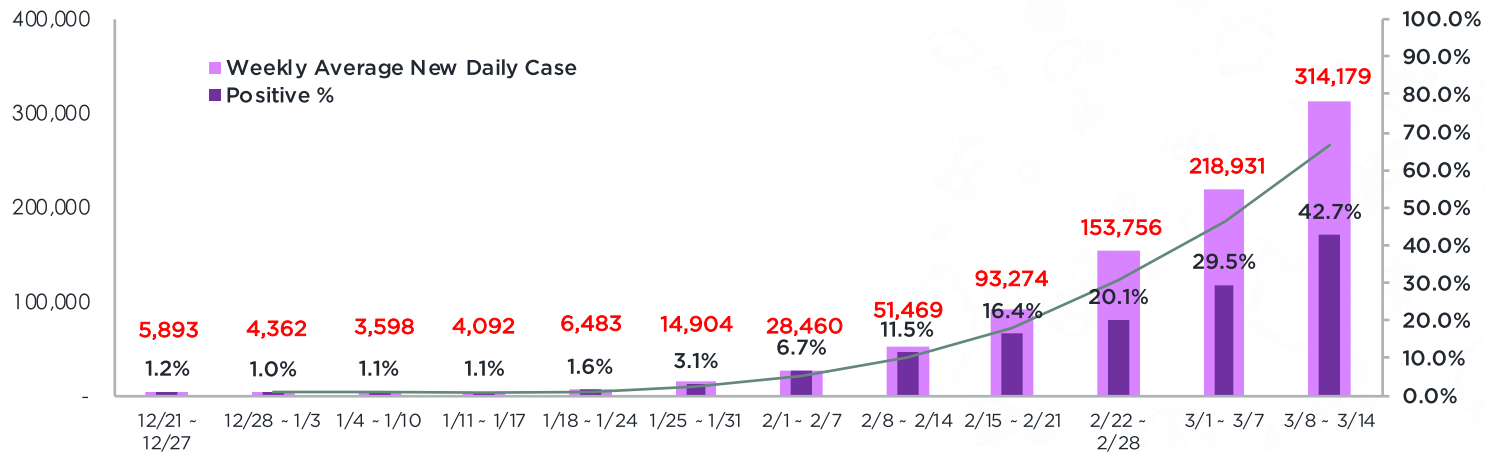
1月の日本人入島者数は約1100人ととまる 日本側の水際対策緩和と歓迎、観光客受入体制整う

SOU KOR



KOREA COVID-19 NEWS

WEEKLY AVERAGE CASE



Source: Central Disaster and Safety Countermeasures Headquarters

COVID19 Test	Confirmed Case
153 M	6.8M (4.5%)
Death	Vaccination (Age 18+)
10,595 (0.2%)	2 nd Dose: 96.2% Booster: 72.4%

COVID-19 VACCINATION STATUS: FEB 26, 2021 – MAR 14, 2022

1ST DOSE ADMINISTERED

44,907,445
87.5% of total population
97.1% of 18 and older
96.2% of 60 and older

FULLY IMMUNIZED

44,434,348
86.6% of total population
96.2% of 18 and older
95.7% of 60 and older

BOOSTER SHOT

32,102,960
62.6% of total population
72.4% of 18 and older
88.7% of 60 and older

Vaccine Maker

AstraZeneca

Pfizer

Janssen

Moderna

NOVAVAX

etc. (WHO-authorized)

Total:

1st Dose Administered

11,072,525
(24.7%)
25,356,665
(56.5%)
1,515,295
(3.4%)
6,809,135
(15.2%)
76,434
(TBD)
77,391
(0.2%)

44,907,445

2nd Dose Administered

9,239,336
(20.8%)
26,950,926
(60.7%)
1,515,295
(3.4%)
6,633,267
(14.9%)
20,382
(TBD)
75,142
(0.2%)

44,434,348

Booster Shot

1,047
(TBD)
21,389,962
(66.6%)
26,561
(0.1%)
10,653,014
(33.3%)
27,070
(TBD)
5,306
(TBD)

32,102,960

KOREA COVID-19 NEWS

“Korea to extensively ease overseas arrival protocols: Exemption of 7-day quarantine for fully vaccinated travelers”

**Fully vaccinated: Administered WHO EUA Vaccines / 14-180 days passed from 2nd shot administration OR Administered both*

Reduced PCR tests

- PCR tests will only be required on the first day of arrival
- On the seventh day of arrival, people will be asked to take a rapid antigen test instead

Quarantine Exemption

- Fully vaccinated travelers in Korea or those who have registered vaccination history after vaccinated in overseas will be exempted from quarantine from Mar.21
- Fully vaccinated travelers in overseas but not registered vaccination history will be also exempted from quarantine from Apr. 1

Convenient Entry Protocol

- **Pre-entry reporting system:** Individuals submit their vaccination history before arrival via Q-code system
<https://cov19ent.kdca.go.kr/cpasportal/>
- **Suspension of quarantine transportation system:** All arrivals are allowed to use public transportation from April 1st

KOREA COVID-19 NEWS

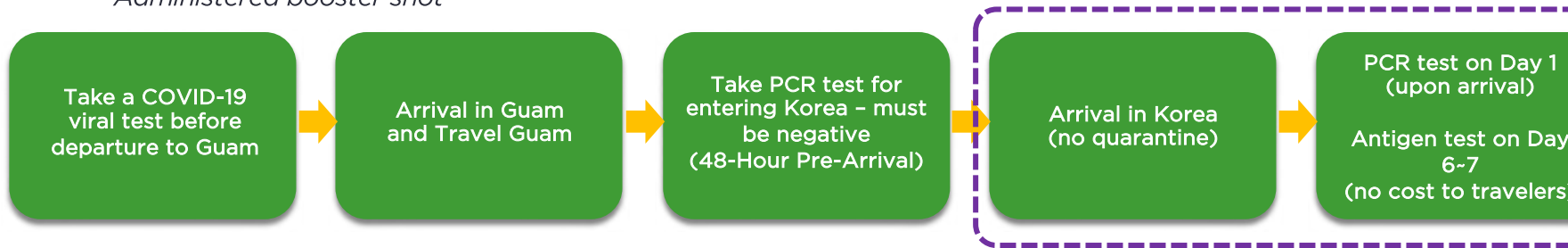
QUARANTINE PROTOCOL: TRAVEL BETWEEN KOREA-GUAM

March 21, 2022~



If I am Vaccinated in Korea (Nationals, Foreigners) or registered on COOV

**Fully vaccinated: Administered WHO approved Vaccines / 14-180 days passed from 2nd shot administration OR Administered booster shot*

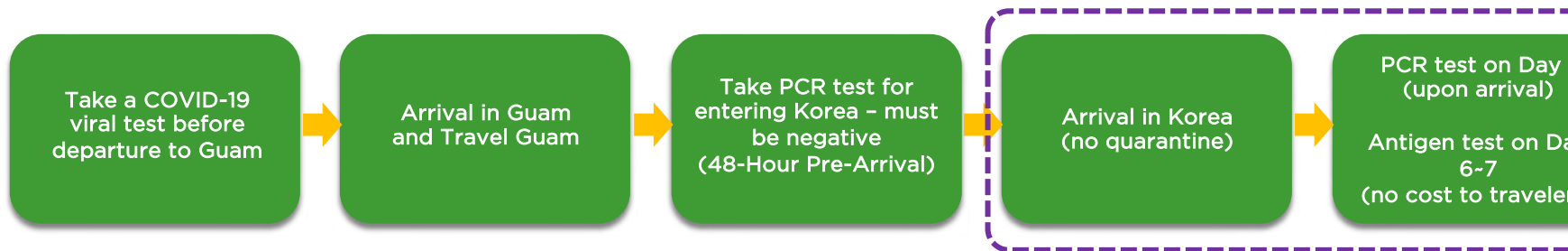


April 1, 2022~



If I am Vaccinated in Korea (Nationals, Foreigners) or registered on COOV

If I am Vaccinated in overseas and registered vaccination history via Q-code (Foreigners): [Q-code - Quarantine](#)
[covid19_defence \(kdca.go.kr\)](https://kdca.go.kr/covid19_defence)



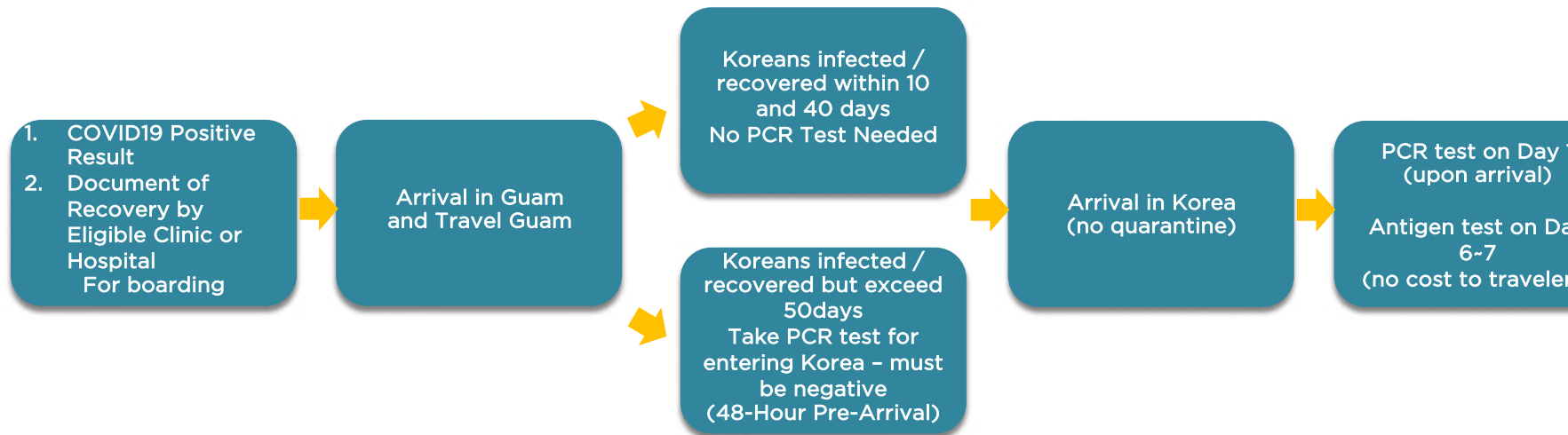
KOREA COVID-19 NEWS

QUARANTINE PROTOCOL: TRAVEL BETWEEN KOREA-GUAM

March 21, 2022~



If I am previously confirmed positive result with COVID-19 and recovered
If I am Vaccinated in Korea (Nationals, Foreigners) or registered on COOV



KOREA MARKET INTELLIGENCE

TRAVEL TRADE: KEY ISSUE

01

The foreign ministry renewed its COVID-19 special advisory against all overseas travel for another month, which was first issued two years ago.

This extension is expected to be the last as the ministry said it would shift to country-specific advisories next month from the blanket advisory.

02

The government will begin vaccinating children aged 5-11 from March 31, beginning at 1,200 clinics nationwide.

Meanwhile, the government also began administering a booster shot for teenagers aged 12-17 who completed their two-dose vaccination at least three months ago.



KOREA COVID-19 NEWS

LOCAL AIRPORTS GEARING UP FOR THE OVERSEAS TRAVEL RESUMPTION



Local travel partners are busy preparing chartered flight products targeting to depart in H1. Following Gimhae Airport, Muan Airport is also in the process of resuming the operation of Saipan chartered flights departing from April to May, while another chartered flight products to Da Nang and Chiang Mai are also being prepared for May to June.



TRAVEL TRADE PARTNERS ALL PREPARING FOR THE FULL-SCALE MARKETING WITH QUARANTINE LIFT MEASURE

Overseas travel is expected to be activated in earnest with the announcement of quarantine lift measure, which is effective from March 21, and the subsequent marketing promotions of diverse travel agencies.

TRAVEL AGENCY	ISS
	<ul style="list-style-type: none"> Reinforced US products with <i>div</i> Ex. Long-term/honeymoon/auro
	<ul style="list-style-type: none"> Launched new marketing campa Ex. Hana Live broadcast, time sa program
	<ul style="list-style-type: none"> Opened eco-friendly Europe tou
	<ul style="list-style-type: none"> Opened 2022 overseas <i>honeymo</i> Provision of benefits for each res

E-COMMERCE PLATFORM FOCUSING ON OVERSEAS TRAVEL MARKET

Curly, Korea's top e-commerce platform, plans to sell travel packages to countries such as Guam and Saipan where travelers are exempted with quarantine, targeting late March to early April when there is a possibility of quarantine lift upon arrival in Korea in cooperation with Mode Tour.

KOREA MARKET INTELLIGENCE

MARCH AIRLINE SCHEDULE

• I N C H E O N - G U A M

**Airline schedule is flexible, subject to change*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	THU/SUN	9:00	14:20	2,429
Jin Air	LJ641	TUE/FRI	9:15	14:40	900
TOTAL					3,429

Jin Air : canceled March 1, 8, 15, 22



TOTAL OUTBOUND SEAT CAPACITY (MARCH): 3,429 SEATS

KOREA MARKET INTELLIGENCE

APRIL AIRLINE SCHEDULE

• I N C H E O N - G U A M

*Airline schedule is flexible, subject to change

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	THU/SUN	9:00	14:20	2,200
Jin Air	LJ641	TUE/FRI	9:40	15:05	1,700
T'way	TW301	WED/SAT (Apr 8 th -)	18:00	23:40	1,500
TOTAL					5,400

• B U S A N - G U A M

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	TUE/SAT (Apr 30-)	08:05	13:05	2,200
Jin Air	LJ773	TUE/SAT (Apr 16-)	08:00	13:00	900
TOTAL					1,100



TOTAL OUTBOUND SEAT CAPACITY (APRIL): 6,586 SEATS

KOREA MARKET INTELLIGENCE

MAY AIRLINE SCHEDULE

• I N C H E O N - G U A M

*Airline schedule is flexible, subject to change

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	WED/THU/SAT/SUN	9:00	14:20	4,600
Jeju Air	7C3102	THU/SUN (May 5 th ~)	9:00	14:30	1,500
Jin Air	LJ641	TUE/WED/FRI/SUN	9:35	14:50	3,400
T'way	TW301	WED/THU/SAT/SUN	18:00	23:40	3,200
Air Seoul	RS101	WED/SAT (May 4 th ~)	20:45	02:15(+1)	1,500
TOTAL					14,200

• 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	1,900
Jin Air	LJ773	TUE/SAT	08:00	13:00	1,700
TOTAL					3,600



TOTAL OUTBOUND SEAT CAPACITY (MAY): 18,060 SEATS

KOREA MARKETING ACTIVITIES

UPCOMING PLANS

AIRLINE CO-OP PROMOTION

- **Period:** February~ 2022
- **Airline:** Korean Air, Jeju Air, Jin Air, T'way, Air Seoul, Air Busan
- **Target:** General consumer, airline consumers
- **Scheme:**
 - Airlines to open [special promotion page](#) on their website.
 - Provide discount for Guam air ticket for [early bird promo](#).
 - Conduct [SNS event](#) to provide prizes and maximize exposure.
 - Place [on/offline advertisement](#).
 - Expose Guam logo on the promotion page.



TA CO-OP PROMOTION

- **Period:** March~ 2022
- **TAs (TBD):** Hana, Mode, Lotte, Interpark, Lotte
- **Target:** General consumers
- **Scheme:**
 - Develop special packages for market diversification
 - TAs to conduct website promotion to increase sales
 - Provide benefits to consumers who book Guam during the promotion period.
 - Conduct TV home shopping, liver commerce, SNS promotion, etc.
 - Expose Guam logo on the promotion page.



KOREA MARKETING ACTIVITIES

UPCOMING PLANS

OTA CO-OP PROMOTION

- **Period:** March - April
- **Channel:** Kayak, HotelsCombined, Skyscanner
- **Target:** FITs, general consumers, potential travelers, OTA users
- **Ad Type:** Homepage takeover, Native inline, after-click, mobile display, display ads, stand banner, newsletter
- **Promotion Plan:**
 - Expose Guam Air Ticket & Hotel promotions in OTA Website & Mobile channels
 - Expose promotion on official Naver blog & Event banner
 - Link the banner to Guam sales page and GVB Korea SNS channels
 - Guam logo & GuamAgain will be exposed throughout the promotion



KOREA MARKETING ACTIVITIES

UPCOMING PLANS

AB ROAD MAGAZINE X DIGITAL INFLUENCERS CO-OP

- **Period:** March - May
- **Media:** AB-Road & JOIN enjoy (Jeju Air in-flight magazine)
- **Influencers:** Park, Eun Ha
- **Scheme:**

- Co-op with digital influencers and have them travel Guam from Mar 31 to Apr 7
- Experience diverse activities including food, diving, etc. and create contents
- Post on their blog and SNS channel
- Also, expose the contents on AB-Road magazine (May issue) as a Guam special edition with cover advert



@elenaehapark
Follower 61,621



<https://blog.naver.com/neweunha>

Circulation:
50,000

Circulation:
80,000

KOREA MARKETING ACTIVITIES

UPCOMING PLANS

DIGITAL INFLUENCERS CONTENT PRODUCTION

- **Period:** March - May
- **Target:** FITs, general consumers, potential travelers, SNS users, couples/honeymooners, etc.
- **Influencers:** 11 Influencers
- **Categories:** Photography Pitch (March) / Couple (April) / FIT - Millenials Boy&Girls Getaway (May)
- **Scheme:**
 - Co-op with digital influencers to travel to Guam and capture contents from different categories consecutively
 - Experience Guam according to the adequate theme of trip
 - Post and share their experience on their Instagram
 - Submit image/video contents to GVB for marketing and promotional usage



@dal._.moo
Videographer/Photographer
36.8K Followers



@haeny_gram
Model/Influencer
89.5K Followers



@saram.travel
Photographer/Influencer
24.1K Followers

KOREA MARKETING ACTIVITIES

UPCOMING PLANS

OUT-OF-HOME ADVERTISEMENT

- **Period:** April
- **Channel:** Outdoor advertisement at Hongdae and Sungnyemun
- **Platform:** Bus Shelter (Video & Signage)
- **Target:** Potential travelers in Hongdae and Sungnyemun area, office workers, people of all ages, FITs (10s-50s), et



KOREA MARKETING ACTIVITIES

UPCOMING PLANS

GUAM EXHIBITION AT LOTTE DEPARTMENT STORE HQ

- **Period:** April (tentative)
- **Target:** Lotte Department & Duty Free Membership, FITs, general consumers, potential travelers, etc.
- **Scheme:**
 - Secure Lotte Duty Free Shop lounge venue for Guam exhibition about a month
 - Decorate the spaces and showcase Guam photos and video to target Lotte DFS membership
 - During the exhibition period, invite media and influencers for press conference to promote Guam and maximize exposure



Australia case study

KOREA MARKETING ACTIVITIES

SNS WEEKLY ACTIVITY: MAR 7 - MAR 11

#GuamAgain

ARTWORKS IN GUAM



KOREA MARKETING ACTIVITIES

GVB KOREA - March Content Calendar							Channel
*Key Message: #GuamAgain Campaigns							Instagram S Video
							Naver Blo Facebook/K
							Instagram I Daily Uplo
							SNS EVEN
							Offline Event
	February 28	March 1	March 2	March 3	March 4	March 5	
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week 1		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Baby Fair & Education Fair	#FromGuam UGC	#FromGuam FAMTour UGC	#GuamAgain Foodtrucks	#FromGuam Unique Cafe	
	March 6	March 7	March 8	March 9	March 10	March 11	March 12
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Artworks in Guam	#GuamAgain Wall Paintings	#FromGuam FAMTour UGC	#GuamAgain Artworks in Guam	#FromGuam UGC	
	March 13	March 14	March 15	March 16	March 17	March 18	March 19
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#From Guam PCR test Announcement	#GuamAgain Scenery - Inarajan	Event	#GuamAgain Sightseeing Spot (Card News)	#GuamAgain Night Scenery	
	March 20	March 21	March 22	March 23	March 24	March 25	March 26
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain 2022 WTTC Golf Clubs	#GuamAgain Golf - Onward Dream Hole	#FromGuam FAMTour UGC	#GuamAgain Golf (Card News)	#GuamAgain Golf	
	March 27	March 28	March 29	March 30	March 31		
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GuamAgain Beaches in Guam	#FromGuam Beach	#FromGuam FAMTour UGC	#GuamAgain Beach		

TAIWA



TAIWAN COVID-19 NEWS

TAIWAN REPORTS NO NEW DOMESTIC COVID CASES FOR FIRST TIME IN 2 MONTHS

Taiwan reported no new domestically transmitted COVID-19 cases for the first time in over two months on Thursday, though four clusters are still being monitored, according to the Central Epidemic Command Center (CECC).

The fact that Taiwan recorded zero new domestic cases "can make everyone happy for a day, but we still need to do the work to keep the COVID-19 situation under control day by day," Minister of Health and Welfare Chen Shih-chung said at a press briefing.

According to the CECC, Taiwan last reported zero new domestic cases on Jan. 1.



TAIPEI LIFTS COVID CURBS ON ELEMENTARY SCHOOL FIELD TRIPS

Elementary schools and kindergartens in Taipei are now allowed to conduct school field trips around Taiwan, the city government announced Wednesday as it begins to ease restrictions as the COVID-19 situation in the country improves.

Effective from Wednesday, the suspension of off-campus activities outside Taipei by elementary schools and kindergartens will be lifted, the Taipei City Department of Education said in a statement.

This follows a decision by the central government to relax some epidemic prevention measures as the coronavirus outbreak slows down, the department said.

Day trips should be given priority when planning such events, and if there is a need for accommodation, hotels with comprehensive COVID-19 prevention measures in place should be prioritized, while students who travel on the same tour bus should stay in the same hotel when on field trips, according to the department.



TAIWAN COVID-19 NEWS

TAIWAN UNLIKELY TO CANCEL QUARANTINE ENTIRELY THIS YEAR: MINISTER

Taiwan's Minister of Health and Welfare Chen said Tuesday that it is unlikely that the quarantine period required for arrivals would be canceled entirely before the end of 2022, unless there were new types of medicine targeting COVID-19.

The quarantine period was shortened to 10 days beginning March 7, and Chen said Monday that it could be shortened further to seven days after a one-month observation period.



At a legislative hearing on Tuesday, Chen said they were actively examining how Taiwan could open up its borders while keeping infection rates low.

These factors included the country's vaccination rate, the international pandemic situation, whether arrivals to Taiwan follow quarantine rules, the COVID-19-positive rate of arrivals, and the ability of individuals, businesses, local governments, and the central government to respond quickly in the case of an outbreak, Chen said.

Shortening the quarantine period from 14 to 10 days is "very safe" in terms of disease prevention, but shortening it even further to seven days would be a challenge, Chen said.

TAIWAN BEGINS 10-DAY QUARANTINE, OPENS TO BUSINESS TRAVELERS

The mandatory quarantine for overseas arrivals was shortened to 10 days on Monday (March 7), and borders were opened to business travelers.

The Ministry of Health and Welfare reduced this period from 14 days, and quarantines are still followed by seven days of self-health monitoring. Foreigners can now apply for special entry permits for business-related activities, such as investment and execution of business contracts.

Foreign professionals who can now apply for business visas include workers recruited by Taiwanese companies, managers of foreign-owned overseas Taiwan-invested companies, teachers hired by cram schools, athletes, coaches, and entertainers. The Ministry of Foreign Affairs stipulates that foreigners in these categories must first apply for a special entry permit at a Taiwanese representative office overseas.



TAIWAN COVID-19 NEWS

SEVEN-DAY QUARANTINE POSSIBLE IN APRIL: HEALTH MINISTER

Taiwan's Health Minister Chen said Monday the quarantine period for arrivals to Taiwan could be further shortened to seven days in April, three days fewer than the current 10-day quarantine period.

Taiwan began implementing several new measures on Monday as part of its loosening of border restrictions/

When asked whether the quarantine period could be further shortened to seven days after a one-month observation period, Chen said that was a possibility.

"We are prepared to shorten the quarantine period even further" provided the COVID-19 situation in Taiwan remains stable and under control, he said.

Other factors that will be taken into consideration are whether people follow quarantine rules, the vaccination rate of seniors, and the international pandemic situation, he added.



- The latest list of the risk categories for countries/regions is as follows:
 - Level 1 (Watch): None.
 - Level 2 (Alert): Palau.
 - Level 3 (Warning): The rest of the countries/regions in the world except for Palau.

- Starting February 15, Taiwan to implement second phase of special program for foreign workers' entry. Employers are allow to bring in foreign workers from Indonesia, Vietnam, the Philippines, and Thailand.

- CECC announced the plans for quarantine the 14-day quarantine followed by a 7-day (Feb. 14)
- CECC announced the prevention measures. Details about related 24)

- A. Mask rules, for example, Mask wearing, not consuming food
- B. consuming food
- C. Stores, supermarkets, crowd control, food sampling
- D. Dining venues, table will be a
- E. Religious gatherings or epidemic prevention regulations is Interior.



TAIWAN COVID-19 NEWS


RESTRICTION TO CITIZENS/NON-CITIZENS ENTERING TAIWAN


Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting March 7, 2022 Taipei Time)			
Traveler Type	History of Travel	Eligible to Enter Taiwan?	Requirement upon Arrival
R.O.C. (Taiwan) National	Departure from any international port	Yes	1. a COVID-19 RT-PCR test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date.) 2. strengthened quarantine measures *note1
Traveler Type	Credential	Eligible to Enter Taiwan?	Requirement
Foreign National	Holder of ARC (Resident visa not included)	Yes	1. a COVID-19 RT-PCR negative test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date.) 2. strengthened quarantine measures *note1
	Non-ARC holder	Yes	1. Who obtains entry permission for emergency or humanitarian reason. 2. Spouse or underage child of Taiwan national. 3. Student who obtains permission by Ministry of Education. *note3 4. Spouse or underage child of a ARC holder*note4 5. Business traveler
	All others	No	

Note:

- All travelers are required to undergo 10-day quarantine after arrival. (the day of arrival counts as Day 0; a 7-day self-health management will be required starting the 11th day.) All travelers are required to arrange their location of quarantine prior to arrival and follow other regulations and instructions by Taiwan Centers of Disease Control.
- Effective 00:00 am, May 19, 2021, transit via Taiwan is temporarily suspended.
- Personnel on diplomatic /government official business, migrant workers, students, should follow instructions by Ministry of Foreign Affairs, Ministry of Labor, and Ministry of Education.
- ARC holder as migrant worker, 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.





Mar. 7 2022
National Immigration Agency
Ministry of the Interior

AIR V&V PROM NR MONITOR

From Mar 5 to Mar 11, a total of 34 flights are monitored.

As of Mar 11, a total of 34 flights are monitored this month including:

TV Exposure: 0
Online Exposure: 33
Social Media: 1



TAIWAN MARKET INTELLIGENCE

AIRLINE UPDATES CURRENT ROUTE IN OPERATION

CHINA AIRLINES

- Routes scheduled for March-May

EVA AIR

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

STARLUX AIRLINES

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



AIT-GUAM TAIWAN OFFICE MEETING

- Date: **Mar 7**
- GTO spoke with AIT Commercial Officer Clint Brewer and Commercial Specialist Rita Chen to discuss opportunities for Taiwanese companies to cooperate and invest in the Guam Broadband Infrastructure Program.

Rita Chen, 商



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CONCALL WITH TAIWAN BIO ASOA, TAITRA AND AIT

- Date: **Mar 8**
- GTO talked with AIT, Taiwan Bio, ASOA members, and TAITRA, preparing for the upcoming Bio Forum and discussing the updated agenda.



TAIWAN MARKETING ACTIVITIES

TAIPEI LANTERN FESTIVAL OPENING PRESS CONFERENCE

- Date: **Mar 8**
- GTO had dinner with Starlux and the former chairman of TATA, Starlux Airlines attendees include:
 - Ms. Joyce pan, Mr. Joshua Cheng, Ms. Hanna Lee, Mr. Ken Wang
- GTO thanked the former chairman for his support to Guam, learned about Starlux's latest news and views on the island market, and discussed the future plans about Guam (the four attendees are all important managers in the North American market of Starlux)



- They are optimistic about Guam's market after the relevant ban is lifted, and they also praised Guam's high media share of voice, mentioning that Guam has always been on their target list of future flight routes.

TVA & ANTOR SPRING OUTING

- Date: **Mar 10**
- GTO participated in TVA & ANTOR Spring Outing, building good relationships and interaction with TVA and ANTOR members



TAIWAN MARKETING ACTIVITIES

Social Media March Content Calendar

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

PHILIPPIN



PHILIPPINES COVID-19 NEWS

Borders further eased; fully vaxxed travellers permitted from all countries with pre-departure antigen test.

LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	CONFIRMED	7 DAY ROLLING AVE	DEATHS	FULLY VACCINATED
PARTIAL	OPEN	OPEN	3,671,293 33,061 per million	+766 -5% vs prev week	57,625 518.9 per million	64,660,228 58.23% of pop.

Source: Cases - John Hopkins University (2022-03-15). Vaccine - Department of Health via ABS-CBN Investigative and Research Group (2022-03-15). Retrieved from OurWorldInData.org



PHL REMOVES QUOTAS; ALL VAX FOREIGN TOURISTS ALLOWED ENTRY

THE Philippine government further to all fully vaccinated abroad starting April 1.

This was the decision on Thursday by the Presidential Task Force on the Management of Emergent and Infectious Diseases (IATF), paving the way for the Department of Foreign Affairs (DFA) to start processing visas for citizens of countries previously restricted by government regulations on the number of tourists allowed.

The IATF likewise has allowed an alternative option for fully vaccinated foreign tourists to submit a negative laboratory-based antigen test result taken within 24 hours from departure, instead of a negative RT-PCR test result taken 48 hours prior to departure, which was earlier required by the Department of Health.

NAIA TO DOUBLE PASSENGER CAP, AIRPLANES AT 100% CAPACITY

The Ninoy Aquino International Airport (NAIA) is ready to double its passenger arrival cap from 5,000 to 10,000 now that the National Capital Region (NCR) and several other regions are under Alert Level 1, Transportation Secretary Arthur Tugade said. “Two days ago, we hit 7,500 for inbound passengers at the NAIA. And we are expecting in the next couple of days it will be 10,000 passengers,” Tugade said.

Since the shift to the least strict Alert Level 1 last March 1, all public transportation, including by air, are allowed to operate at 100 percent capacity. However, Tugade said that all “universal and mandatory safety measures” from departure, in flight, and arrival will remain in effect in all airports and aircraft. He said the NAIA Terminal 4 will reopen beginning March 28 with domestic travel in the country logging an increase of 150 percent from January to February this year. He added that the newly-inaugurated NAIA Taxiway Charlie would allow the airport to increase its aircraft slots from around 34 to 40 aircraft to 44 to 46 aircraft.

PHILIPPINES COVID-19 NEWS

PHILIPPINES GRANTS EMERGENCY USE OF PFIZER COVID-19 PILL

The Philippines' Food and Drug Administration (FDA) has granted emergency use authorization (EUA) for Pfizer COVID-19 pill Paxlovid, FDA chief Oscar Gutierrez announced on March 11. An EUA would clear the way for products it covered to be used by the public even while these are still in the development phase. COVID-19 vaccines being used now are also under EUA approval.

The granting of EUAs is intended to ensure timely access to medicines and vaccines by cutting down the approval processes that normally take six months, to just about a month.



POSSIBLE 'ALERT LEVEL 0' ON AGENDA: WILL FACE MASKS FINALLY GO?

The government's pandemic managers would be discussing guidelines for a possible "alert level 0," which could end most if not all of the health emergency restrictions in the country, according to Health Secretary Francisco Duque III.

With COVID-19 cases in the country continuing to drop under alert level 1, which allows establishments to operate at 100-percent capacity, the restrictions could be relaxed even further, Duque said.



Health Secretary Francisco Duque III

The Philippines currently has five alert levels, and Metro Manila and 38 other areas are under alert level 1, which is the least restrictive and is called the "new normal" by the Department of Health (DOH).

He said the Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF) would still have to discuss the factors that need to be taken into account before moving ahead. "Among the questions are, under alert level 0, can masks be removed? Can hand hygiene not be followed? Or are ventilations sufficient?" Duque said.

PHILIPPINES MARKET INTELLIGENCE

PHILIPPINES, TAIWAN COME TO AGREEMENT ON VACCINATION CERTIFICATES

Taiwan and the Philippines have reached agreement on mutually recognizing each other's vaccination certificates, meaning travelers carrying Taiwan-issued certificates will no longer have to be quarantined upon arrival in the Philippines.



According to the Taipei Economic and Cultural Office in the Philippines, Taipei and Manila will now recognize each other's international vaccination certificates and digital vaccine certificates.

The Philippines' Bureau of Quarantine said it has also received the IATF's notice, and travelers carrying Taiwan issued vaccination certificates can board their flights without having to book a quarantine hotel and undergoing quarantine, Chen said.

MARKETING ACTIVITY SOCIAL ME

