



# COVID-19 INDUSTRY UPDATE

APRIL 24, 2020



# LOCAL UPDATES & NEW DEVELOPMENTS

## Supporting Guam's Reopening Plan

As Governor Lou Leon Guerrero is preparing to present plans for the careful and methodical reopening of our island, GVB has been invited to participate in the Governor Leon Guerrero's Economic Advisory panel to work on the industry's reopening plan.

The Governor's plan is based on the guidelines provided by President Donald Trump in his [Opening Up America Again](#) plan, which outlines the reopening of the economy in three distinct phases and guided by public health officials. It is designed with the public's welfare and the safety in mind, and like our local approach, the health and safety of our residents is top priority.

Reopening tourism will also require the same careful and measurable approach, and we anticipate that this may fall within the third phase of the Governor's reopening plans. It will require all of us to work together, communicate closely, and support this integrated effort. We will share more details as to what this will mean for the tourism industry and as they become available.

Continue to watch Governor Lou Leon Guerrero's [Facebook](#) page and the Office of Governor and Lt. Governor's [website](#) for the announcement of the reopening plan.



# WHAT GVB IS DOING DURING THE COVID-19 CRISIS

## Give Us A Moment



#GUAM

Share your moments with us at [visitguam.com](https://visitguam.com)



GVB has launched a new awareness campaign that extends Guam's Håfa Adai spirit and asks visitors to **Give Us A Moment (#GUAM)** as we get through the COVID-19 crisis.

In a new video, produced entirely from user-generated content and pre-recorded GVB videos, the people of Guam ask our visitors to give us time to be with our families, our land, our thoughts and to have faith. We encourage everyone to stay home and stay safe while allowing us the time to properly prepare for when we can safely share new moments with the world. GVB gives special thanks to Auntie Natty for voicing the video from her home.

In the meantime, we are sharing our warmest wishes for the world to heal as we collectively get through this pandemic. We are sharing beautiful moments at a time when joy is much needed.

The video will be posted on Guam's social pages – [Facebook](#), [Instagram](#), Naver, Kakao, and Line. A library of virtual experiences will be launched soon, and the curated Guam content will allow viewers to experience and share Guam moments from the safety of their homes.

Members and residents can support this effort by sharing their Guam moments online and tagging @visitguam and #instaGuam. Members can email content to [hafaadai@visitguam.org](mailto:hafaadai@visitguam.org).

## SI YU'OS MA'ÅSE'!

We continue to see an outpour of support from the community through donations of food and supplies and lending a hand where there is need:

- The Wyndham Garden Guam and Days Inn recently provided dinner prepared by Capitol Kitchen, Table 35, and The Food Truck Guam to the Guam Regional Medical City.
- Håfa Adai Pledge Member Hilton Guam Resort & Spa's Blue Energy Team recently donated nearly \$2,000 worth of supplies to Guam Memorial Hospital.
- PPE for Guam, a volunteer-based organization that has produced more than a thousand face shields and masks for frontline workers.
- Residents are supporting food establishments and food trucks around the island that have remained open to serve the community.

We are immensely proud of our island and the extension of the Håfa Adai spirit! GVB thanks the people of Guam for their generosity during one of the most difficult times in our history. Be sure to nominate your [#COVIDHeroesGU](#) and lend a hand where you can.



### Public Safety Support

Visitor Safety Officers continue to support the Guam Police Department by reporting any suspicious activity in the Tumon area. With closures nearing six weeks, businesses are vulnerable for break-ins and vandalism. If you see suspicious activity, please report it to GPD by calling 911.

# GVB RECOGNIZES #COVIDHEROESGU

## T GALLERIA BY DFS DONATES FOOD ITEMS TO SUPPORT COVID-19 EFFORTS

T Galleria by DFS donated 30,000 units of food items to the Homeless Coalition, charitable organizations, Guam Regional Medical City and GovGuam COVID-19 volunteers through the Office of the Governor and Lt. Governor. T Galleria wanted to express their admiration and gratitude for their work in the community during this challenging time through the spirit of giving back.



# MARKET INTELLIGENCE REPORT

*Please note that the information provided in this update is as of April 23 and is subject to change.*

# JAPAN





# JAPAN – THE COVID-19 SITUATION



The number of COVID-19 cases jumped to 11,496, with Tokyo prefecture leading the total number of cases with 3,320 cases.



On April 16, the Japanese government expanded its state of emergency nationwide and through May 6, with the underlying goals of minimizing the movement of people outside their neighborhoods or to other prefectures during the Golden Week holiday (May 2-6).



100,000 yen per person will be paid to all citizens to provide support during the crisis.



Large scale events have been cancelled.

**Confirmed  
COVID-19**

**CASES:  
11,496**

**DEATHS:  
277**

# JAPAN – THE COVID-19 SITUATION

## FUJIFILM BOOSTS AVIGAN FOR TREATMENT OF COVID-19

Fujifilm Corp announced on April 15 that it has begun increasing the production of anti-influenza drug Avigan, which is being tested as a treatment for the respiratory disease caused by the COVID-19.

The drug is currently undergoing clinical tests in Japan as a possible treatment for COVID-19. The study requires treating patients between the ages of 20 and 74 who suffer from minor pneumonia with this drug for a period of up to 14 days.

Prime Minister Shinzo said the government will push for quick approval of Avigan as a treatment for the infected. The drug was approved for manufacture and sale in Japan in 2014 as an anti-viral drug for outbreaks of novel or re-emerging influenza virus infections for which other anti-viral drugs are not effective. Medical experts say the research results reported that it was effective in treating mild pneumonia patients with new coronavirus.

The Japanese government has already asked Fujifilm Corp. to increase the output of Avigan in the wake of the spread of the virus. The government aims to triple the national stockpile of Avigan to secure enough to treat 2 million people, possibly starting this summer. Fujifilm is aiming to secure the supply by September to treat up to 300,000 patients per month.

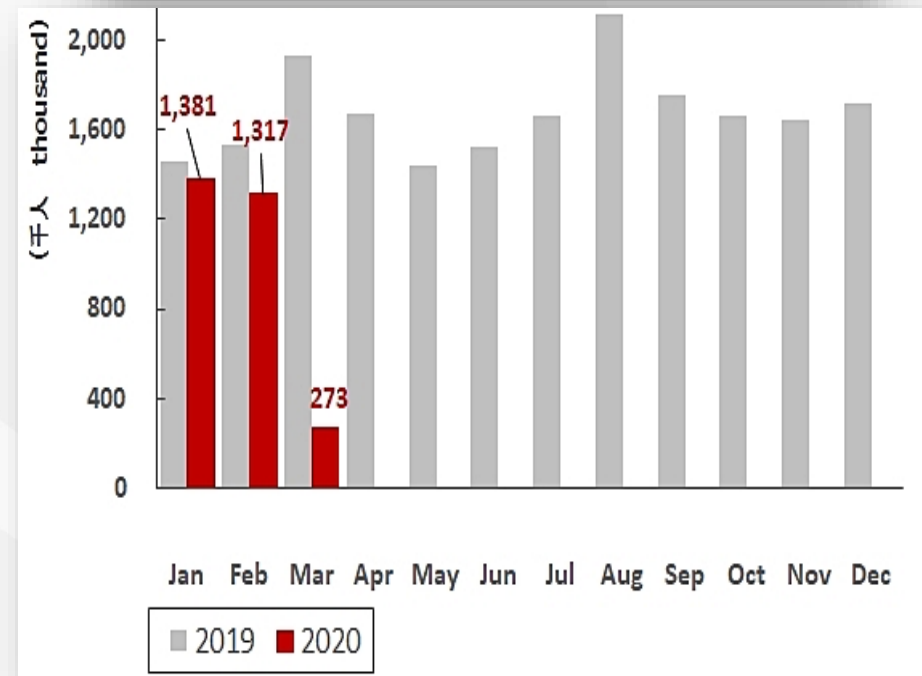
The drug is being sought by foreign governments, and the Japanese government plans to provide Avigan for free to 20 countries and also offer a \$1 million grant for the United Nations Office for Project Services to buy and distribute the drug.



# JAPAN – OUTBOUND TOURISM

- Narita Airport closed runway B on April 12.
- Chubu Centrair International Airport closed Terminal 2 which services LCCs on April 10.
- According to the Japan National Tourism Organization, the number of Japanese overseas travelers in March 2020 has decreased by 85.9% from the previous year to 272,700.
- While the countries around the world have set strict entry restrictions to prevent the spread of infection, many travel agencies have canceled tours with the concern that they may not be able to safely carry out safe tours.

Japanese Overseas Travelers in 2020



# JAPAN – AIRLINE UPDATES

## UNITED AIRLINES

- United is the only airline currently offering service to Japan through its three-times weekly Narita, Tokyo, Japan flights (UA196/197), with flights scheduled for April 25 and 29.
- All other Japan service has been temporarily suspended until May 20.

## JAPAN AIRLINES

- JAL has extended the suspension of its flights to Guam through May 31.
- For June and beyond, the company has not yet finalized its route plan.
- The company's aircraft upgrade project (March 29 to September 30, 2020) and its double daily project (July 1, 2020 to March 27, 2021) are currently under review.
- The company plans to make an announcement after Golden week. (on/after May 6).



## T'WAY AIR

- KIX regular schedule: Extended suspension up to May 31.






## JEJU AIR

- KIX regular schedule: Extended suspension up to May 31.

# KOREA



# KOREA – THE COVID-19 SITUATION

-  Korea's daily number of new virus continues to fall.
-  Korea maintains a mandatory 14-day self-quarantine for all overseas travelers to manage the number of imported cases.
-  All passengers arriving from the United States must be tested for COVID-19 within three days of self-isolation.
-  There is currently no flight service between Guam and Korea.
-  Korean Air has suspended its Incheon-Guam flights (KE111/112 and KE113/114) from May 1 –31.

**Confirmed  
COVID-19**

**CASES:  
10,694**

**DEATHS:  
238**

## KOREA'S TRAVEL TREND – DOMESTIC TRAVEL

With flight suspensions, travel restrictions, and long period of social distancing, consumers wish to relieve their travel desire through domestic travel.

As COVID-19 containment is stabilizing in Korea, demand for travel is expected.

- While resumption of international flights is uncertain over concerns of the COVID-19 pandemic, S. Korean air carriers are planning to reopen domestic flight services to popular tourism destinations across Korea, such as Jeju Island.
- Jeju Air has newly launched Gimpo-Yeosu and Yeosu-Jeju routes and will operate daily beginning on April 29.
- Korean Air announced that it will resume 15 domestic routes by the end of May. New routes such as Gimpo-Sacheon, Gimpo-Yeosu and additional flights to Jeju will also be launched.
- Jin Air has increased the Gimpo-Jeju route from four flights daily to six-times daily.
- Air Busan has expanded its Busan-Jeju route from three-times daily to five-times daily.
- T'Way is launching a new Gimpo-Busan route beginning in May. The flight will depart Gimpo four-times daily.

### 수요 회복세에...항공사 국내선 '기지개'

제주항공 김포~여수, 여수~제주 노선 취항  
대한항공은 김포~여수 등 15개 국내선 재개  
봄철 여행객 수요에 제주 노선 증편도 잇따라  
기사입력 2020-04-16 11:42



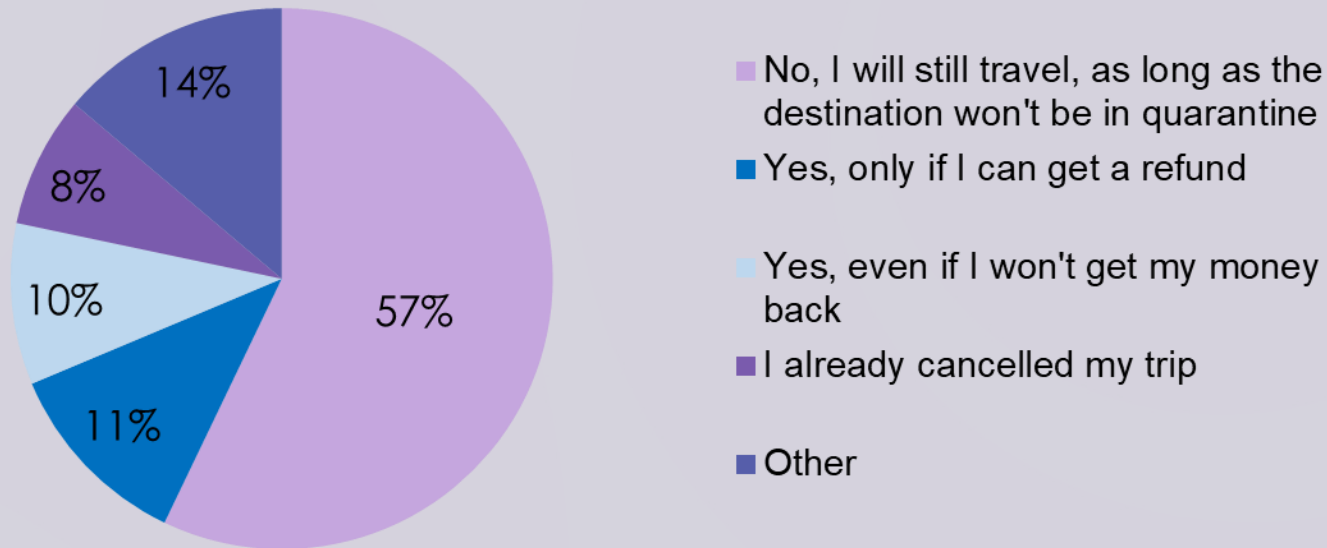
코로나19 여파로 국제선 재개가 불확실한 가운데 항공사들이 국내선 재개에 집중하고 있다. 사진은 제주국제공항에 항공기들이 서 있는 모습.

[헤럴드경제 정찬수 기자] 국내 항공사들이 국내선 운항 재개에 속도를 높이고 있다. 신종 코로나바이러스 감염증(코로나19) 여파로 국제선 하늘길 재개가 불확실한 가운데 수요 회복세에 따른 노선 확충으로 풀이된다.

Air Carriers Resume Domestic Routes For Spring  
Domestic Travel Demand Increases  
Herald Economic, April 17

## SURVEY OF TRAVEL PLANS AFTER COVID-19

**?** Would you consider giving up travelling between May and September, even if you already booked tickets?



- When it comes to trips to be made starting from May 2020, travelers remain hopeful and are keeping their travel plans.
- 57% said they will still visit their destinations as long as there won't be any quarantine that would interfere.
- Only a very small percentage (7%) already cancelled their trips planned for May-September.

*\*LuggageHero surveyed 2,496 people worldwide from March 15 – 16, 2020*



## THE IMPACT OF COVID-19 IN KOREA



### EDUCATION

Recovery period:  
CY2020 Q2

- Educational institutes in Korea closed until middle week of March due to COVID-19 outbreak. (70% of institute closed in Busan, 40% of institute closed in Seoul)
- Caused financial aggravation on small and medium-sized institutes due to closure
- Expect IT industry to benefit from digital class



### COSMETICS

Recovery period:  
CY2020 Q3

- Expect to recover sales in China faster as Chinese economy has been normalized
- However, more time will be needed to recover sales due to slow consumer confidence recovery
- Cosmetic road shops suffered (40% decreased in sales)



### INFORMATION TECHNOLOGY

Recovery period:  
CY2020 Q3

- Market stagnation due to decreased demand and delay in production in China
- Due to COVID-19 outbreak in Vietnam and India, Samsung and LG experienced delays in production
- Expected to recover gradually in July due to 5G demand



### DISTRIBUTION / SHOPS

Recovery period:  
CY2020 Q3/4

- Expect to change consumption trend to 'untact' to minimize contact (use of mobile app to order and deliver food and necessities)
- Duty Free Shops may be recovering in October

## THE IMPACT OF COVID-19 IN KOREA



### MOTOR

Recovery period:  
CY2020 Q3/4

- Expect to recover domestic automobile market with lower consumption tax and new model launching
- However, export and overseas sales may be recovering after Q4 due to shrunken demand and overseas plant shutdowns



### OIL

Recovery period:  
CY2020 Q4

- Oil prices took a nosedive to \$20 due to OPEC+ production in COVID-19
- Failed to reach break-even point of major product profits due to oversupply and slowdown in demand
- Expect to recover the market after the situation stabilizes worldwide because the market is highly dependent on export



### AVIATION / SHIPPING

Recovery period:  
CY2020 Q4 ~ CY2021 Q1

- Expect to be recovering after travel restrictions are normalized
- Anxieties will be increased toward performance deterioration and financial stability of LCCs and other related enterprises
- Shipping industry costs to recover when the China's economy recovers
- Government will inject 300 billion won into LCCs



### TOURISM/HOTELS

Recovery period:  
CY2020 Q4 ~ CY2021 Q1

- Overseas travel bans and restrictions, as well as economic depression, affect the tourism market (tourism market may be recover faster depending on the situation)
- Travel industry companies will start implementing recovery plans from CY2020 Q3

# KOREA – GVB’S ACTIVITY IN THE MARKET



## MAINTAINING SOCIAL MEDIA AND DIGITAL PRESENCE

GVB Korea continues to share Guam's beach photos in the market to maintain awareness. Public has the desire to travel, and they can enjoy Guam virtually through beautiful photos.

Will introduce Guam to potential travelers so they could visit Guam after COVID-19 ends.

In the meantime, GVB continues to share on Instagram daily Guam's beautiful images taken by residents.

Team is maintaining Guam's online presence to appeal to those who are making emotional decisions as to where to travel after the crisis ends and when Koreans are able to physically escape.

GVB Korea will continuously promote Guam as the ultimate travel destination for the long haul.

TAIWAN



# TAIWAN – COVID-19 SITUATION

**NT**

The government has declared that in total they would be spending T\$1.05 trillion (\$35 billion) including a second round of measures, as an assistance to fight the virus.



Taiwan has been able to manage the outbreak, with only one new case and no deaths since the last report.



There are 28 COVID-19 cases from three of Taiwan's Navy ships.



Taiwan plans a second round of surgical mask donations; Six million masks will be sent to countries hit hard by coronavirus including in Latin America and Caribbean.



The Minister of Health and Welfare and Head of the Central Epidemic Control Center has advised Taiwanese people to avoid taking unnecessary flights. If travel is unavoidable, they should wear a mask throughout the flight.

**CHINA**  
**Confirmed COVID-19**  
**CASES:**  
**84,287**

**DEATHS:**  
**4,642**

*(Taiwan is included in  
China's case count)*

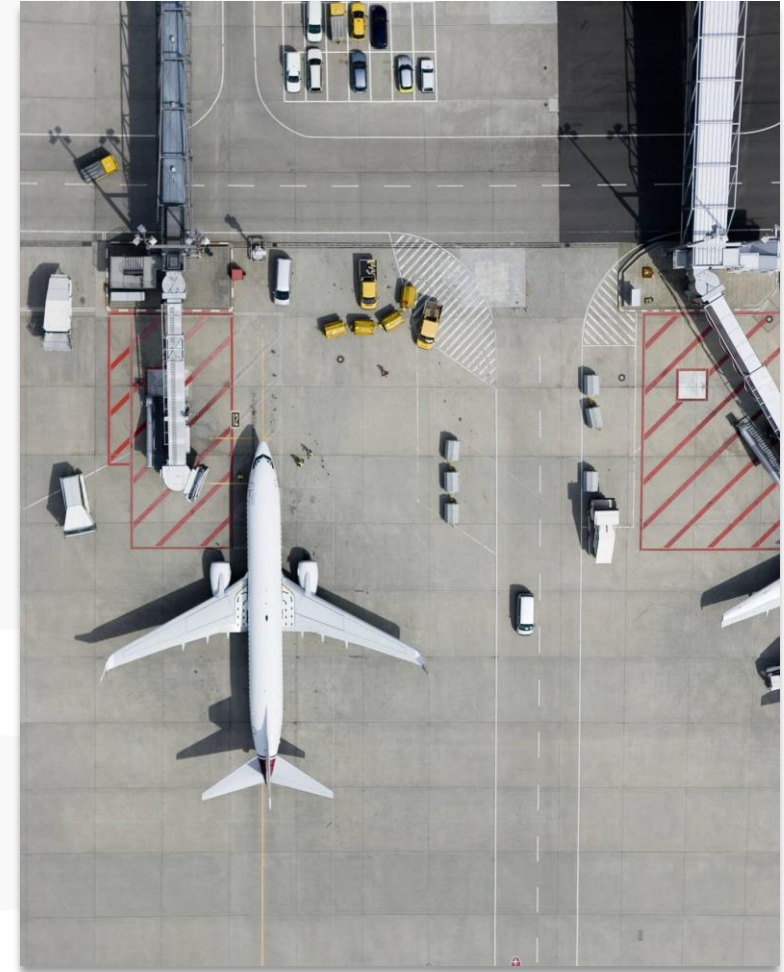
**Confirmed**  
**CASES:**  
**427**

**DEATHS:**  
**6**

**RECOVERED:**  
**236**

# TAIWAN – TRAVEL INDUSTRY UPDATES

- Taiwan's major carriers, as well as international airlines, are cutting down on flights to and from Europe and America.
- Emirates will suspend flights to Taiwan due to COVID-19 travel restriction.
- China Airlines has canceled all flights through April 29 and has suspended passenger transits via Taiwan from Mar 24 to Apr 30.
- China Airlines and EVA Airway are providing free flight change services to travelers.
- All three of Starlux Airlines' current routes have been suspended and their Cebu flight launch has been postponed to July.
- Airlines and travel agencies are encouraging employees to take annual leave, including China Airlines, Lion Travel, Best Tour, Life Tour, SET Tour, etc.
- Taiwan's Ministry of Transportation and Communications (MoTC) has approved a NT\$50 billion (US\$16.5 billion) budget to help the Taiwan tourism industry through the coronavirus storm.





## TAIPEI ASSOCIATION OF TRAVEL AGENTS (TATA) ON-THE-JOB TRAINING SEMINARS

The GVB Taiwan team completed presentations at five Taipei Association of Travel Agents (TATA) on-the-job training seminars between April 6-21. This event was sponsored by the Taipei City Government due in response to the temporary shut down of the tourism industry. The event welcomed 240 agents.



The team shared the following information:

- An introduction to Guam’s culture
- Guam tourism sites
- COVID-19 updates
- Postponed Guam events
- Adventure Challenger Program

# REGIONAL UPDATES & AIR SERVICE UPDATES





# REGIONAL UPDATES

Destination	Updates
Hawaii	United operates a daily flight to Honolulu. Through May 3, the Honolulu flight (UA 200) will depart at 9:00 a.m. Arrival into Guam (UA 201) will be at 9:15 p.m.
The Philippines	<p>Luzon Enhanced Community Quarantine extended; PAL will not operate any domestic and international flights prior to April 30 to be in compliance.</p> <ul style="list-style-type: none"><li>• PAL intends to resume operations on May 1 if warranted by Philippine and international authorities, global public health conditions and travel environment.</li><li>• PAL is setting plans to operate a reduced number of domestic weekly flights and international routes to Japan, USA, Canada, Guam, Australia, UK, Singapore, Thailand, Cambodia, Vietnam, Malaysia, Indonesia, mainland China, Hong Kong, Taipei, Macau and Saudi Arabia.</li><li>• Check <a href="http://philippineairlines.com/en">philippineairlines.com/en</a> for the next scheduled flight.</li></ul> <p>United Airlines has suspended flight service between Guam and Manila until May 2, 2020. Check <a href="http://United.com">United.com</a> for upcoming flights.</p>

*All flight schedules are subject to change. Please check the airlines' websites for the most updated information.*

# REGIONAL UPDATES



Destination	Updates
Palau	Check United.com for the most up-to-date schedule.
Yap	Check United.com for the most up-to-date schedule.
Micronesia	Check United.com for the next scheduled Island Hopper flight (Guam-Chuuk-Pohnpei-Kosrae-Kwajalein-Majuro-Honolulu).
Saipan	Air service has been suspended from April 6 - 30 at the request of the CNMI Government. Check United.com for the next available flight.

*All flight schedules are subject to change. Please check the airlines' websites for the most updated information.*

# GLOBAL SOCIAL MEDIA LISTENING

# SOCIAL MEDIA LISTENING FROM THE PAST WEEK

Market	Key Summary
<p><b>Korea</b></p>	<p><b>Total mentions: 12</b></p> <p>We have seen many discussions related to the possibility of traveling to Guam In August and October. Promotion done by Tommy Hilfiger received positive engagement among social media users.</p>
<p><b>Japan</b></p>	<p><b>Total mentions: 6</b></p> <p>Most posts were people expressing how much they wish to visit Guam. Only a few Japanese mentioned about canceling their trips during Golden Week.</p>
<p><b>Greater China</b></p>	<p><b>Total mentions: 10</b></p> <p>We're seeing a small amount of increase in discussions related to the possibility of traveling to Guam later this year. Guam Reef Hotel's engagement with SNS users received positive comments.</p>
<p><b>Guam / US (English Channels)</b></p>	<p><b>Total mentions: 11</b></p> <p>People were sharing their past trips to Guam on social media. Some Guam residents who live abroad were planning to return home with some friends this month, but they had to cancel due to COVID-19.</p>

*There's a total of 39 mentions in social media this past week.*

*We started monitoring English social media channels and collected 11 comments. Most posts were found on Instagram by people expressing how much they missed Guam. There were also posts from Guam residents who were not able to travel back home due to the pandemic.*

*In Korea, Japan and China, the amount of mentions decreased, especially the mentions on Korea's NAVER platforms. Fewer Guam related blog posts were found on the NAVER blog, but there're about 8 discussions in the NAVER Café.*

# SOCIAL MEDIA HIGHLIGHTS – LOCAL & INTERNATIONAL

## NAVER

### **KOREA:**

*Koreans continued to share their previous trips to Guam. Some people planned on going to Guam in August and October. Guam's Tommy Hilfiger also launched a promotion with free shipping and 40% off for over 100\$ purchase, which made Koreans very excited.*



### **JAPAN:**

Japanese people are stressed out about the pandemic, and they have been tweeting how much they wish to visit Guam. There were a few people who mentioned that they had canceled their trips to Guam during the Golden Week.



### **CHINA:**

Most mentions about Guam are related to the current situation. A user in a Guam Group shared the post by Guam Reef Hotel's team, in hopes of reminding the community to remember that "in spite of everything, still we can rise", which received positive engagement.



### **GUAM / US:**

Most mentions were found on Instagram with the text expressing how much people missed Guam. As well as posts from Guam residents for not being able to travel back home due to the pandemic.

# SOCIAL MEDIA – KOREA MARKET TRENDS



Since many people are staying at home and observing social distancing, demand for the Nintendo Switch video game console has spiked following the recent release of Animal Crossing: New Horizons in Korea. Social Media users are sharing their experience of Nintendo Switch on Instagram.



Lonely Planet Korea has launched the "Travel at Home Challenge" where Instagram users share their tips for virtual traveling while staying at home. Users could participate in the event by posting their content with the #Lonelyplanet and #Travelathome hashtags.



On social media, users are enjoying the "Virtual Travel Challenge", a trend that edits photos of themselves with the background of overseas travel destination. This challenge is showing the public's desire to go on overseas trips right now, and it is also an expression of being ready to leave whenever the trip becomes possible.

# RESOURCES & HELPFUL INFORMATION



# REPUTABLE SOURCES OF INFORMATION



All COVID-19 official notices and the most up-to-date information can be found through these websites:

- [Centers for Disease Control and Prevention](#)
- [World Health Organization](#)
- [Department of Public Health and Social Services](#)
- [Guam Homeland Security/Office of Civil Defense](#)
- [Gov. Lou Leon Guerrero's Facebook Page for live press conferences](#)
- [Guam Visitors Bureau COVID-19 Resource Page \(Website Repository\)](#)

## Resources for businesses:

- [Guam Economic Development Authority](#)
- [Small Business Administration - Coronavirus \(COVID-19\): Small Business Guidance & Loan Resources](#)
- [Department of Revenue and Taxation online services](#)



# HELPFUL CONTACT INFORMATION

## MEDIA INQUIRIES SHOULD BE DIRECTED TO:

Joint Information Center

(671) 478-0208/09/10

Monday through Friday, 8:00 a.m. to 5:00 p.m.

## GVB'S [TOURISM VOICE BOX](#) FOR COMMENTS AND QUESTIONS:

Express your concerns, ask questions, request assistance. We want to know how your business is navigating through the effects of the COVID-19 pandemic.

([Click here](#))

## GVB'S COVID-19 COMMUNICATIONS CHANNEL FOR TOURISM INDUSTRY:

communityrelations@visitguam.org



**COVID-19 INQUIRIES**  
**DIAL 311**

**311 MENU OPTIONS**

<b>1</b> MEDICAL QUESTIONS REGARDING COVID-19	<b>2</b> INQUIRIES ON PUBLIC WELFARE BENEFITS	<b>3</b> REPORT BUSINESSES VIOLATING GUAM'S SOCIAL ISOLATION DIRECTIVE	<b>4</b> REPORT INDIVIDUALS VIOLATING GUAM'S SOCIAL ISOLATION DIRECTIVE
<b>5</b> FOR BUSINESS OWNERS WITH QUESTIONS ABOUT ECONOMIC RELIEF	<b>6</b> INQUIRIES ON EMPLOYMENT GUIDANCE	<b>7</b> TO ACCESS THE COUNSELING HOTLINE	<b>8</b> FOR GENERAL INQUIRIES

 Menu options subject to change after 5PM.

# *Si Yu'os Ma'åse'*

