



# COVID-19 INDUSTRY UPDATE

MAY 23, 2020



# LOCAL UPDATES & NEW DEVELOPMENTS

# LOCAL UPDATES & NEW DEVELOPMENTS



## GRANT PROGRAM LAUNCHES TO HELP GUAM'S SMALL BUSINESSES

*\$20 Million Available to Assist Businesses Impacted by COVID-19*

On May 19, 2020, the Guam Economic Development Authority (GEDA) launched the Guam Small Business Pandemic Assistance Grant to aid small businesses affected by the COVID-19 Pandemic. The Office of the Governor directed GEDA to administer the grant program utilizing \$20 million set aside under the CARES Act and checks will be cut by the Department of Administration to grantees.

Grants vary in size but are based on a percentage of gross receipts and awards will likely range from \$1,000 to \$30,000. Businesses must have suffered at least a 25% reduction in average monthly receipts during the state of the public health emergency. To benefit smaller businesses in the community, there will be a first round of funding set aside for businesses with gross receipts of \$500,000 or below who are also not yet recipients under other federal programs. The second round of

funding will benefit businesses with \$1.5 million or below in gross receipts regardless of federal award status under other programs.

Stakeholders involved in the creation of the grant program include representatives from the Guam Chamber of Commerce, Guam Women's Chamber of Commerce, Chinese Chamber of Commerce of Guam, the Korean Chamber of Commerce, and the Guam Hotel and Restaurant Association.

"According to the US SBA Office of Advocacy, there are around 3,466 small businesses in existence on Guam. We hope that through this grant, as well as other programs and loans, we can help small businesses weather the storm," said Melanie Mendiola, CEO/Administrator of the Guam Economic Development Authority.



*For a list of eligibility requirements listed in the Guam Small Business Pandemic Assistance Grant Overview available on the [GEDA website](#). Applications are being accepted via email until the \$20 million in funding set aside under the CARES Act is exhausted or until December 30, 2020, whichever comes first.*

*For more information, please contact the Guam Economic Development Authority Grant Help Desk at 671-647- 4338 or email [smallbusiness@investguam.com](mailto:smallbusiness@investguam.com).*

# LOCAL UPDATES & NEW DEVELOPMENTS



## THE DEPARTMENT OF REVENUE AND TAXATION RELEASES ADDITIONAL 3,300 ECONOMIC IMPACT PAYMENTS

Guam Department of Revenue and Taxation (DRT) announced that it processed another 3,300 EIP Program payments totaling approximately \$6.25 million on Tuesday, May 19. In the last week, which ended May 15, 2020, DRT processed a little over 50,500 EIP Program payments totaling approximately \$95.9 million.

Altogether, in the month of May 2020, the agency has processed to date just a little under 53,800 EIP Program payments. This is in addition the approximately \$11 million which was processed in the month of April 2020. All EIP Program checks were transmitted to the Treasurer of Guam for mailing with the last batch being transmitted on Tuesday afternoon.

All EIP Program payments processed were subject to garnishments for child support in line with what is required by the CARES Act.

Payments will be based on validly filed and processed 2019 Guam Individual Income Tax Returns, and if an individual has not filed a 2019 Guam Individual Income Tax Return or if filed and Guam DRT has not processed the individual's 2019 Guam Individual Income Tax

Return at the time of certification of EIP to be paid, but has a validly filed and processed 2018 Guam Individual Income Tax Return, then Guam DRT shall determine based on validly filed and processed 2018 Guam Individual Income Tax Return.

The inclusion of the “validly filed and processed” language was very critical to the Agency being able to follow the pillar of the CARES Act which requires that payments be made as rapidly as possible to eligible recipients. Had this language not been included, DRT would not have been able to pay out as many payments as it has so far and Guam residents would have had to wait for months before being able to receive any payments.

Residents of Guam should not use the non-filer portal on the IRS website. All Guam residents are required to file with the Guam Department of Revenue and Taxation.

*Find DRT's FAQ on the Guam EIP Program in the COVID-19 section of the DRT [website](#). DRT's call center numbers are 635-1840/41/42/57 and 635-7603/04/06.*

# PCOR 2 REOPENING RESOURCES



## START HERE: DPHSS PANDEMIC CONDITION OF READINESS LEVEL 2 (PCOR2): SUBMITTING BUSINESS PLANS

### THEN GO HERE:

### REOPENING RESOURCES FROM THE GUAM CHAMBER OF COMMERCE AND THE WOMEN'S CHAMBER OF COMMERCE

1. [RECOMMENDED OPENING GUIDELINES FOR BUSINESSES & NGOS](#)
2. [A VIRTUAL TOWN HALL THAT HELPS TO ANSWER SPECIFIC QUESTIONS ABOUT REOPENING](#)

### LINK TO RESOURCES FROM GHRA:

1. [CDC GUIDANCE - SANITATION AND DISINFECTION](#)
2. [EPA LIST OF EFFECTIVE DISINFECTANTS FOR USE AGAINST SARS-COV-2](#)
3. [OCCUPATIONAL SAFETY AND HEALTH ADMINISTRATION'S \(OSHA\) GUIDANCE FOR ALL WORKERS AND EMPLOYERS](#)
4. [NATIONAL RESTAURANT ASSOCIATION AND AMERICAN HOTEL & LODGING ASSOCIATION'S RE-OPENING GUIDELINES](#)
5. [NATIONAL RESTAURANT ASSOCIATION'S COVID-19 REOPENING GUIDANCE FOR RESTAURANTS](#)



COZEN O'CONNOR	
After the COVID-19 Pandemic: Planning Now for The Return to Occupancy	
Guidelines Prepared by Cozen O'Connor for the American Hotel and Lodging Association, April 14, 2020	
Contents	
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## SPIKE IN CASES DELAYS START OF RESTAURANT DINE-IN SERVICE

As a first important step, businesses have been working diligently to prepare their facilities to reopen and safely service our residents. The recent spike in cases has caused delays, which means that we need to work in unison with our government to manage the COVID-19 situation. The sooner we get it under control by staying home, social distancing, handwashing and wearing masks, the sooner we can take steps toward achieving PCOR 3 and welcoming visitors back to Guam. Guam must first demonstrate that it is a safe place for its residents before it can be a safe place for its visitors. Visitors will not visit if they do not have the confidence that we are a safe destination in every sense of the word. Let's do our part to manage the COVID-19 situation locally.

*Guam must first demonstrate that it is a safe place for its residents before it can be a safe place for its visitors.*



## THE TSUBAKI TOWER HONORS FRONTLINE WORKERS

The Tsubaki Tower participated in the nationwide campaign #LightItBlue on May 15 from 7:00 – 9:00 p.m. in Tumon, Guam. The Tsubaki Tower illuminated the hotel's Tumon Bay-facing exterior in honor of the esteemed heroes risking their lives on the frontlines of the COVID-19 pandemic to keep citizens around the world healthy and safer at home. The Tsubaki Tower launched this commemorative moment with a 10-minute fountain and light show from its infinity pool overlooking Tumon Bay. (Photo/video courtesy of The Tsubaki Tower)

# INDUSTRY UPDATES & OFFERS

# SPECIAL OFFERS & UPDATES

## MALLS AND SHOPPING CENTERS OPEN WITH TEMPORARY HOURS:

### Agana Shopping Center

11 a.m. – 6 p.m.

### Compadres Mall

Bazaar 1, 10 a.m. to 8 p.m.

Bazaar 2, 9 a.m. to 8 p.m.

### Guam Premier Outlets

11 a.m. to 7 p.m.

### Micronesia Mall

11 a.m. to 7 p.m.

### Tumon Sands Plaza

11 a.m. to 7 p.m.

Restaurants are offering to-go service from 11 a.m. to 8-9 p.m.



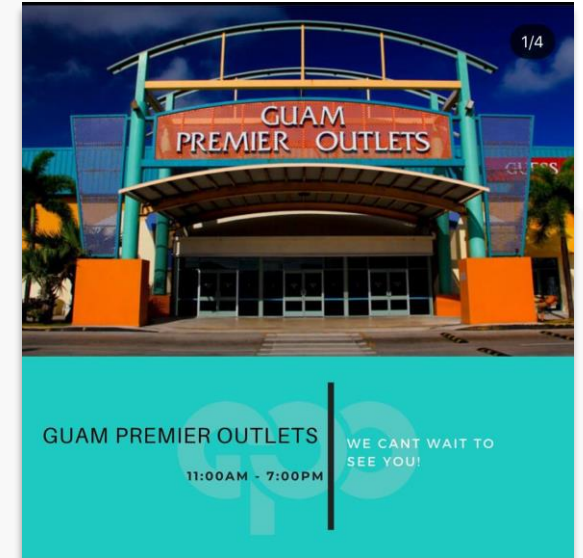
**★ macy's**  
is now open!

**ROSS** to open soon!  
DRESS FOR LESS®

**THE FOLLOWING ARE STILL CLOSED UNTIL FURTHER NOTICE:**

Micronesia Mall Theatres	Funtastic Park
Lollipop and Cafe	Loco Boutique
ABC Store	

  
Micronesia Mall



1/4

GUAM PREMIER OUTLETS

GUAM PREMIER OUTLETS | WE CAN'T WAIT TO SEE YOU!

11:00AM - 7:00PM



Agana Shopping Center

**MEMORIAL DAY WEEKEND SALE**

★★★★★

ENJOY AS MUCH AS

**60% OFF**

**DISCOUNTS**

& OTHER SPECIAL OFFERS FROM MAY 22 TO MAY 25, 2020



TUMON SANDS PLAZA

The following establishments are opened.

- Caronel Luxury
- Chloe
- Balenciaga
- Bottega Veneta
- Givenchy
- Gucci
- Furla
- Swarovski
- Honolulu Coffee Company



# SPECIAL OFFERS THIS WEEK



**FIZZ**  
EST. 1971

*order online  
get 15% off today*

**Attention  
Family & Friends  
of Graduates**

JOIN OUR LEI MAKING CONTEST!  
DESIGN A LEI, TAKE A PHOTO OF THE LEI AND SHARE  
WITH US! WIN \$50 GIFT CERTIFICATE FOR TUMON  
SANDS PLAZA FOR THE MOST ORIGINAL/BEAUTIFUL  
LEI.

TUMON SANDS  
PLAZA

**CELEBRATING GRADUATION!**  
CELEBRATE WITH OUR GRADUATION PLATTER!

INCLUDES:  
Fried Chicken • Fried Parrot Fish • Shrimp Skewers • Steamed Rice  
Caesar Salad • Cheddar Bay Biscuits  
a FREE \$25 Gift Certificate\*

649-2529 **\$100**

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for Take-Out

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&  
FISH GUAM**  
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**Memorial Day  
Special**  
**\$5.00 OFF**  
Any CinnaPack  
Fri-Mon, 5/22-25

**SAND DUNE**

**REEF BENTO BOX \$9.75**

BBQ BABY BACK RIBS	BBQ SHORT RIBS	SALMON STEAK
POLYNESIAN CHICKEN	CHICKEN WING ZING	BBQ SHORT RIBS & CHICKEN WING ZING
SALMON STEAK & CHICKEN WING ZING	SALMON STEAK & GARLIC SHRIMP	POLYNESIAN CHICKEN & GARLIC SHRIMP

AVAILABLE FROM 11:00AM TO 9:00PM / CALL US @ 644-3158 FOR ORDER  
If you order 10+ Bento box, we are delivering!  
(Tatua, Dededo, Yigo & Hagatna area / advance request required)

TO PARTICIPATE, SEND YOUR SPECIAL OFFERS OR NEW HOURS TO [HAFAAFI@VISITGUAM.ORG](mailto:HAFAAFI@VISITGUAM.ORG)

# AIRLINES UPDATES





## AIRLINE NEWS MAKING HEADLINES THIS WEEK:

- United Airlines launches new standard of cleanliness and safety [Guam Daily Post](#) (May 22, 2020)
- Jeju Air rescue flight next week [Saipan Tribune](#) (May 20, 2020)
- Jeju Air may resume flights in July [Pacific Daily News](#) (May 20, 2020)
- JAL extends flight suspensions until June 30 [Pacific News Center](#) (May 17, 2020)
- Star Marianas Air postpones resumption of regular flights [Guam Daily Post](#) (May 16, 2020)
- Asian carriers extend flight suspension [Pacific Island Times](#) (May 16, 2020)

# MARKET INTELLIGENCE REPORT

*Please note that the information provided in this update is as of May 22 and is subject to change.*

# JAPAN



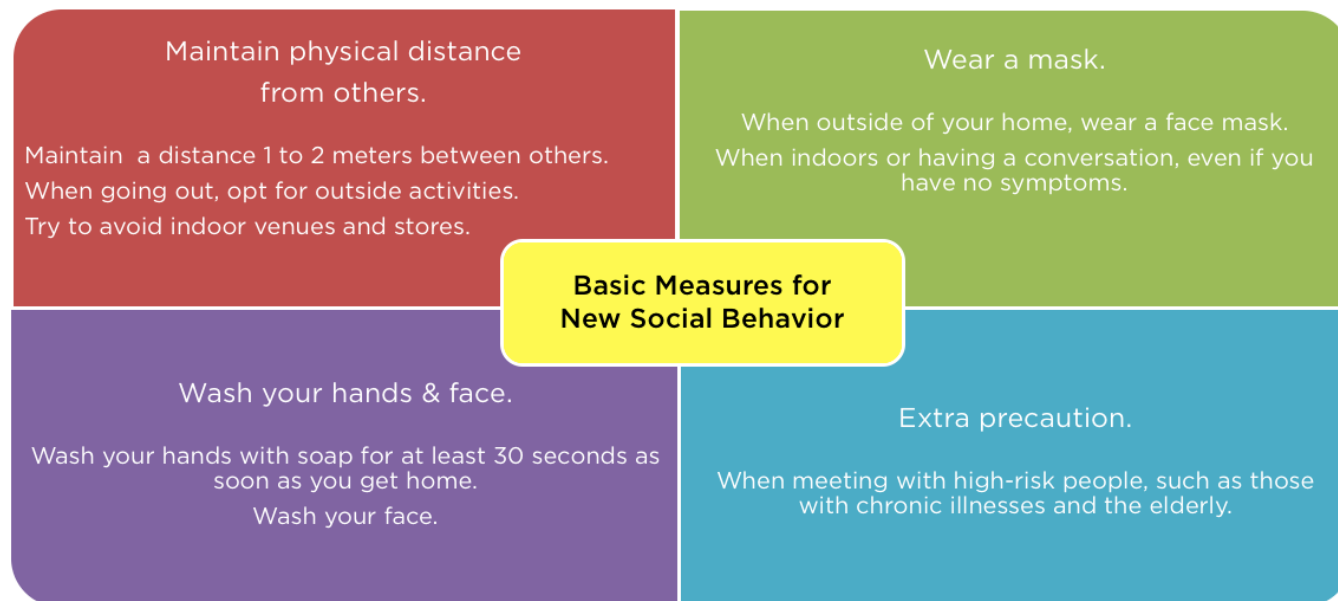
# JAPAN COVID-19 SITUATION

## STATE OF EMERGENCY LIFTED IN 39 PREFECTURES

- The government has lifted its emergency declaration in 39 prefectures, including five prefectures — Ishikawa, Gifu, Aichi, Fukuoka and Ibaraki — the central government previously designated as regions severely hit by the virus.
- Eight prefectures — Hokkaido, Tokyo, Chiba, Saitama, Kanagawa, Osaka, Hyogo and Kyoto — are still under special alert.

## NEW SOCIAL BEHAVIOR

- New guidelines for social behavior has been set by the government to avoid **three Cs**: (**C**losed spaces, **C**rowded places and **C**lose contacts)



Confirmed  
COVID-19

CASES:  
16,513

DEATHS:  
796

AS OF MAY 22, 2020

# JAPAN COVID-19 SITUATION

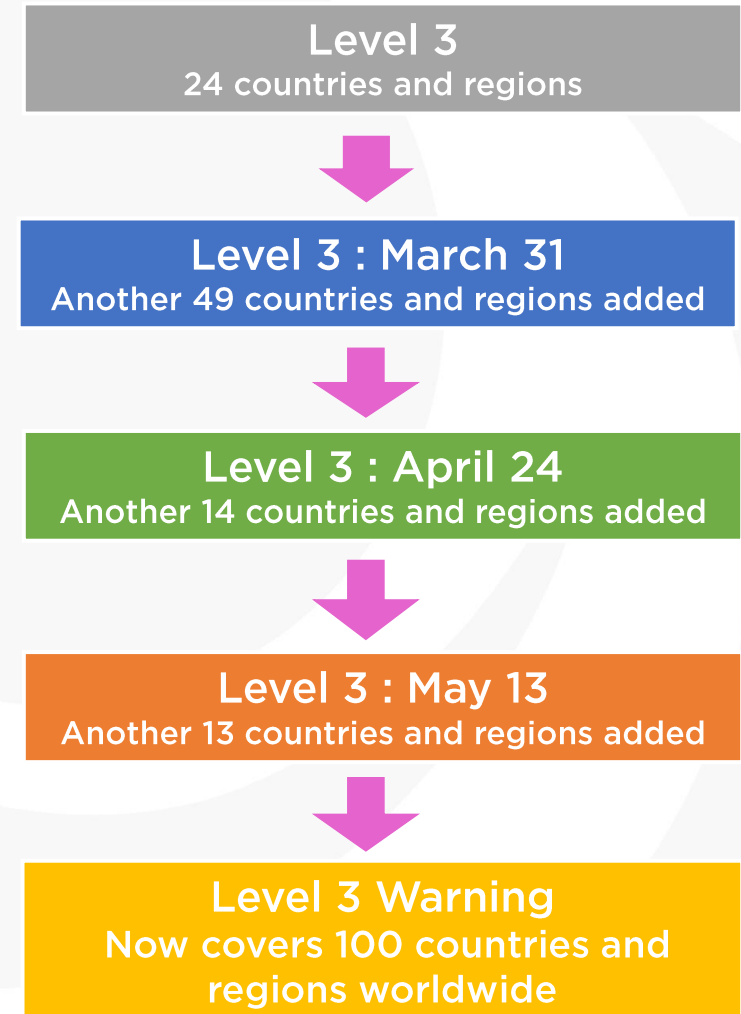
## TRAVEL ALERT: OUTBOUND

- Ministry of Foreign Affairs (MOFA) has raised travel alert to Level 3 for 13 countries. The number of countries and regions with a Level 3 advisory now totals 100.
- The Level 3 advisory is one step below the Foreign Ministry's highest level of travel alert, warning against any trips to these areas.

## RELAXING BUSINESS TRAVEL RESTRICTIONS

The government is considering lifting restrictions on business travels to some countries, including China.

- The government will issue a "certificate" to indicate non-infection confirmed by antibody and PCR tests to business travelers.
- The move is in response to calls from companies to allow executives to resume trips between Japan and other countries, such as China and South Korea.
- The government plans to carefully decide the timing of lifting the restrictions after reviewing the coronavirus infection situation.



# JAPAN – AIR CAPACITY FORECAST

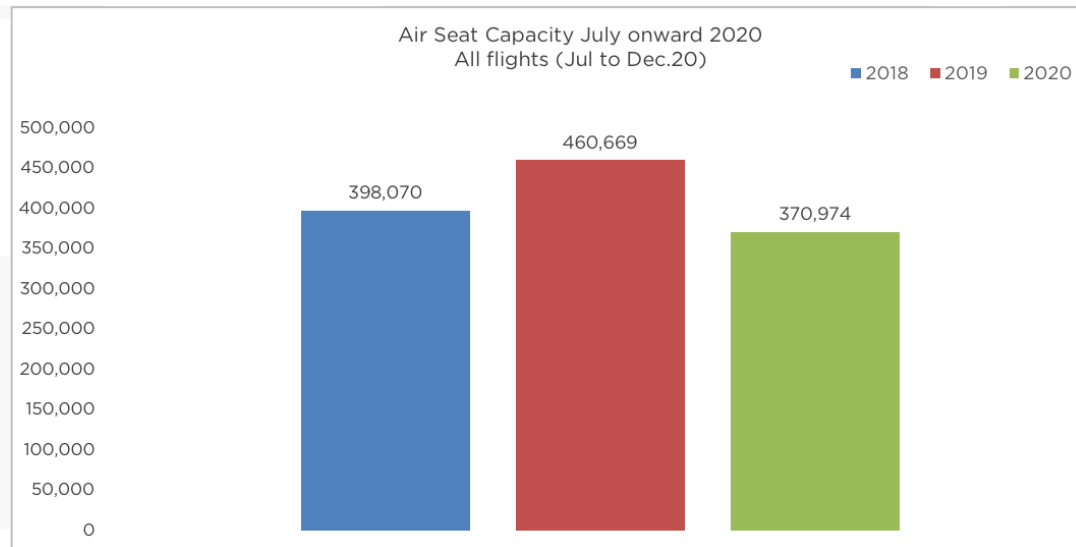
## AIR SEAT CAPACITY FORECAST (JULY-DEC 2020)\*

Month	Regular	Jul		Aug		Sep		Oct		Nov		Dec		Total	
Port	Airline	Capacity	Number	Capacity	Number	Capacity	Number	Capacity	Number	Capacity	Number	Capacity	Number	Capacity	Number
Narita	UA	13,200	80	27,318	93	26,820	90	27,714	93	26,820	90	27,714	93	149,586	539
Nagoya	UA	7,872	52	9,372	62	9,640	60	10,052	62	9,480	60	9,732	62	56,148	358
Kansai	UA	0	0	0	0	4,878	33	6,252	42	4,260	30	4,466	31	19,856	136
Fukuoka	UA	0	0	0	0	0	0	882	7	3,780	30	3,906	31	8,568	68
Narita	JL	6,169	31	6,169	31	5,970	30	6,169	31	5,970	30	6,169	31	36,616	184
Kansai	TW	5,859	31	5,859	31	5,670	30	5,859	31	5,670	30	5,859	31	34,776	184
Kansai	7C	5,859	31	5,859	31	5,670	30	5,859	31	5,670	30	5,859	31	34,776	184
<b>Total</b>		<b>38,959</b>	<b>225</b>	<b>54,577</b>	<b>248</b>	<b>58,648</b>	<b>273</b>	<b>62,787</b>	<b>297</b>	<b>61,650</b>	<b>300</b>	<b>63,705</b>	<b>310</b>	<b>340,326</b>	<b>1,653</b>
vs LY		-21.8%	-25.2%	-18.4%	-17.6%	-9.2%	-6.2%	-4.6%	-2.0%	-3.9%	0.0%	-5.6%	-3.1%	-10.1%	-9.0%

### REGULAR

Capacity:  
340,326 seats

Frequency:  
1,653 flights



### ALL FLIGHTS

Capacity:  
370,974 seats








Frequency:  
1,818 flights

\* Information as of May 22, 2020. Subject to change. Data Source : Diio Me



# JAPAN – TRAVEL TRADE NEWS

## MAJOR WHOLESALERS ANNOUNCE CANCELLATION DATES FOR GROUPS TOURS

WHOLESALER	CANCELED TOUR DATES
	through June 30
	through June 30
	through June 30
	through June 30
	through June 15
	through June 30
	through June 30



## IATA OPPOSES ONBOARD SOCIAL DISTANCING

The International Air Transport Association (IATA) recommends mandatory face-coverings for passengers and masks for crew as one of several actions to reduce the low risk of contracting COVID-19 on board aircraft. IATA does not recommend restricting the use of the ‘middle seat’ to create social distancing while onboard aircraft.

- Calls for social distancing measures on aircraft would fundamentally shift the economics of aviation by slashing the maximum load factor to 62%. That is well below the average industry breakeven load factor of 77%.
- With fewer seats to sell, unit costs would rise sharply. Compared to 2019, air fares would need to go up dramatically, between 43% and 54% depending on the region.

# JAPAN – SOCIAL MEDIA STRATEGY

## GIVE US A MOMENT CAMPAIGN



12,662 total views



The Give Us A Moment video is the top performing social media post by reach for period April 26 - present



1,462 views  
6,245 impressions



8,221 views  
41 profile visits



1,936 plays

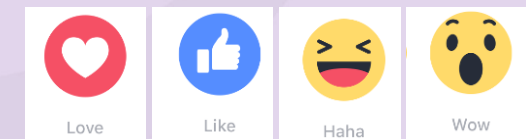


1043 views  
295k reach

- All “Give Us A Moment” posts have used the same campaign message, with differentiators being a simple use of emojis which match theme of each post.
- Has proven particularly effective with average likes of 900 per posting and positive comments, shares in reaction to the posts on all SNS platforms - Twitter, Instagram, FB.

## WEEK OF MAY 18 – USER-GENERATED CONTENT (UGC) STRATEGY

- On Facebook, the use of the likes and comments will be used to gauge best UGC as a simple online contest of which UGC photo is the most popular location.



Give Us A Moment Campaign  
JP Total Likes: 8,514  
JP Total Reach: 124,451

# JAPAN – SOCIAL MEDIA STRATEGY



1	Nagasaki Prefecture	
2	Okayama Prefecture	
3	Fukui Prefecture	
4	Miyazaki Prefecture	
5	Shiga Prefecture	

## AVG SEARCHES PER DAY

Guam =	8	4/1/2020 - 5/18/2020
Hawaii =	65	
Okinawa =	58	

- Nagasaki prefecture has the greatest number of search queries related to Guam on Google Japan.
- GVB plans to target this region for increased focus through digital/PR when funding is available & recovery period begins.



*Japanese students were disappointed about the cancellation of their school trips to Guam due to COVID-19.*

## *SOCIAL MEDIA LISTENING: 2 mentions*

While the pandemic situation is beginning to improve, many schools canceled the school trips to Guam this summer.

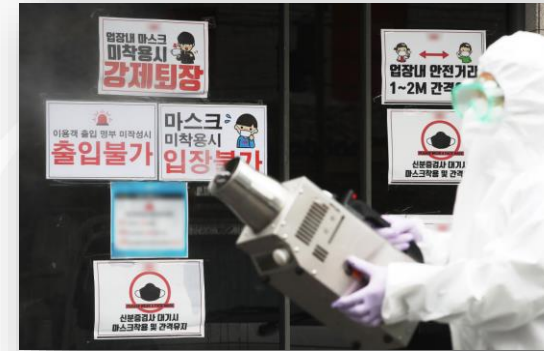
# SOUTH KOREA



# KOREA COVID-19 SITUATION

## RECOVERY RATE: 89.5%

- South Korea had added fewer than 15 cases of COVID-19 since mid-April, with the number of domestic infections even falling to zero on some days.
- However, daily new cases spike in cases from entertainment facilities in Itaewon area in early May.



- The number of cases connected to bars and clubs in Itaewon reached at least 168 (as of May 17).
- Health authorities made concerted efforts to carry out testing and contact tracing to prevent the virus from spreading further.

Confirmed  
COVID-19

CASES:  
11,142

DEATHS:  
264

# KOREA COVID-19 SITUATION



## SOCIAL

South Korea government decided to gradually reopen of schools to May 20. Despite the infections from Itaewon, South Korea has made no major changes to the relaxed, social distancing scheme because the linked infections show a sign of slowdown.



## TRAVEL TRADE

Thailand extended its relaxed lockdown until May 31, but international flight operations are banned until June 30. Italy announced lifting foreign tourists' entry restriction from June 3. Slovenia lifted entry restriction for tourists on May 15, but 14 day quarantine is required for non-EU citizen.



## TRAVEL TRADE

The United States and several European countries such as France, Germany, Spain and Italy, that imposed restrictions are beginning to lift lockdown measures. With those background, Korea airline companies are beginning to resume or increase its international flight schedule for May & June.



## TRAVEL TRADE

Incheon International Airport Corp (IIAC) would offer 50 billion won (approximately \$40 million) worth of aid to cash-strapped local airlines suffering the economic impact of COVID-19.

# KOREA – AIRLINE UPDATES

## AIRLINE UPDATE (KOREA TO GUAM)

### 1. INCHEON-GUAM

AIRLINES	FLIGHT #	DAYS	SEAT CAPACITY PER MONTH
Korean Air	KE113	WED/FRI/ SAT/SUN	0
Jeju Air	7C3102	Daily	189
	7C3106	Daily	0
Jin Air	LJ641	Daily	0
T'way	TW301	Daily	0
Air Seoul	RS103	Daily	0
<b>TOTAL</b>			<b>189</b>

(7C3102 - charter flight service to transport Korean residents back to Korea on May 7)

### 2. BUSAN-GUAM

AIRLINES	FLIGHT #	DAYS	SEAT CAPACITY PER MONTH
Jeju Air	7C3154	Daily	0
Jin Air	LJ647	Daily	0
	LJ649	Daily	0
Air Busan	BX614	Daily	0
<b>TOTAL</b>			<b>0</b>

\*As of May 15



### AIRLINE SERVICE CHANGE DUE TO COVID-19

#### ICN-GUM

- KE113 canceled from Mar 23
- 7C3102 canceled from March 20 to June 30
- 7C3106 canceled from March 8 to June 30
- LJ641 canceled from March 12 to May 31
- TW301 canceled from March 19 to June 30
- RS103 canceled from March 1

#### PUS-GUM

- 7C3154 canceled from March 14 to June 30
- LJ647 canceled from March 11 to May 31
- LJ649 canceled from March 2
- BX614 permanently canceled from March 5

(\*No flight service from March 23)

# KOREA – TRAVEL INDUSTRY TRENDS

## KOREA DEMAND TREND

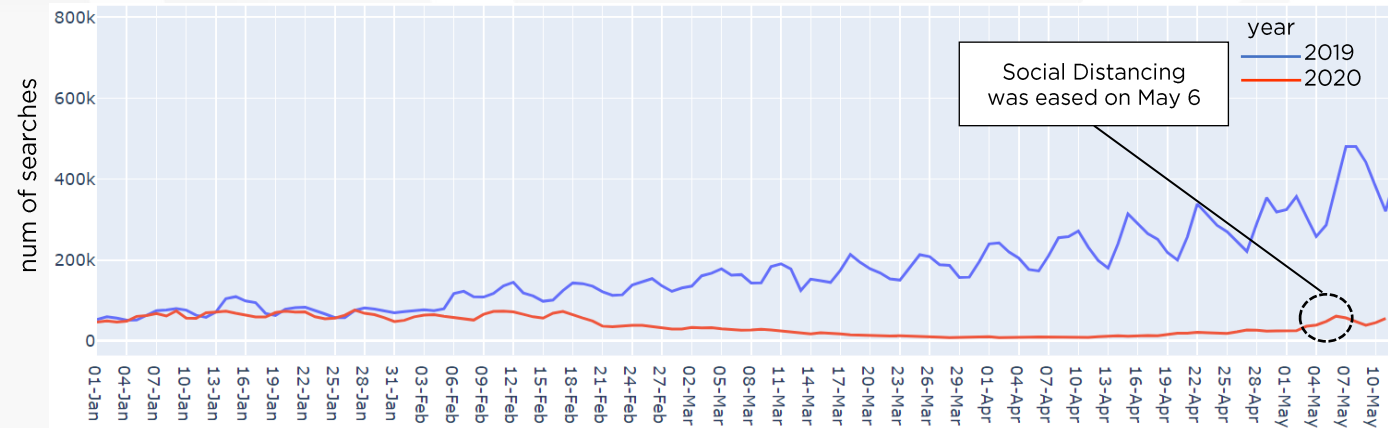


### <Skyscanner Traveler Survey>

- The travel sentiment gradually changing optimistically starting from domestic travel.
- According to the survey conducted by Skyscanner on April 4 week:
  - 92% of Korean travelers said within the next six months domestic travel to be safe again.
  - 44% of Korean travelers said within the next six months overseas travel to be safe again.

### <Skyscanner Demand Trend>

- Number of Korean travelers' flight search is increasing with the easing of Social distance campaign on May 6.



\*Source: Skyscanner

\*\*Travel Month: Within 6 month

\*\*\*Filtered market: South Korea only



# KOREA – TRAVEL INDUSTRY

## ROUTES RESUMED FROM KOREA

ROUTE	SCHEDULE	AIRLINE
ICN-Weihai	1 / week (May 1-)	Jeju Air
ICN-Shenyang	1 / week (May 1-)	Korean Air
ICN-Beijing, Shanghai, Qingdao, Yanji	4 / week (June 1-)	Korean Air
ICN-Mudanjiang	3 / week (June 1-)	Korean Air
ICN-Hong Kong	2 / week (May 1-31)	Asiana Air
ICN-Taipei	4 / week (June 1-)	Korean Air

ROUTE	SCHEDULE	AIRLINE
ICN-Hanoi	Daily (June 4-)	Korean Air
ICN-Ho Chi Minh	Daily (June 4-)	Korean Air

ROUTE	SCHEDULE	AIRLINE
ICN-Manila	Daily (May 1-)	Korean Air
	3 / week (May 1-31)	Asiana Air

ROUTE	SCHEDULE	AIRLINE
ICN-Paris	2 / week (May 1-)	Korean Air
ICN-London	2 / week (May 1-)	Korean Air
ICN-Amsterdam	3 / week (June 1-)	Korean Air
ICN-Frankfurt	3 / week (June 1-)	Korean Air / Asiana Air

### <China / Hong Kong / Taiwan>

- More than 70% of tourist attractions and 80% of shops in China resumed operations from May.

### <Vietnam>

- On April 30, Vietnam declared an end to COVID-19 in Vietnam. No new confirmed case since April 16.
- Most of restaurants and accommodation in major tourist cities such as Phu Quoc & Danang resumed operations from end of April.

### <Philippines>

- Manila's international airport will allow international charter and commercial flights to resume arriving on designated days, beginning May 11.

### <Europe>

- France government lifts its lockdown from May 11. French people now can go to shops.
- Germany is considering to resume its football league without audience from mid of May.
- Spain, Iran, Italy, Denmark, Israel, and Germany, that previously imposed restrictions are beginning to lift lockdown measures

# KOREA – TRAVEL INDUSTRY

## ROUTES RESUMED FROM KOREA

ROUTE	SCHEDULE	AIRLINE
ICN-San Francisco	3 / week (May 1-)	Asiana Air / Korea Air
ICN-LA	Daily (May 1-June 30)	Korean Air
ICN-New York	3 / week (May 1-June 30)	Korean Air
ICN-Chicago	3 / week (May 1-31)	Korean Air
ICN-Atlanta	4 / week (May 1-31)	Korean Air / Delta Air
ICN-Seattle	3 / week (June 1-30)	Korean Air / Delta Air
ICN-Washington	3 / week (June 1-30)	Korean Air
ICN-Vancouver	4 / week (May 1-)	Korean Air / Air Canada
ICN-Toronto	Daily (June 1-)	Korean Air / Air Canada

ROUTE	SCHEDULE	AIRLINE
ICN-Kuala Lumpur	3 / week (June 1-)	Korean Air
ICN-Bangkok	Daily (May 1-)	Korean Air
ICN-Singapore	Daily (June 1-)	Korean Air
ICN-Phnom Penh	3 & 4 / week (May 1-)	Korean Air
	3 / week (May 1-31)	Asiana Air
ICN-Yangon	2 / week (June 1-)	Korean Air
ICN-Jakarta	3 / week (June 1-)	Korean Air
	3 / week (May 1-31)	Asiana Air

### <America & Canada>

- Trump outlined 3-phase ‘gradual process’ for state-by-state easing of COVID-19 rules on April 16. More U.S. states are beginning to lift lockdown orders.
- Quebec will reopen elementary schools and childcare facilities on May 11, and the country is beginning a “staggered reopening.”

### <SEA (Malaysia, Thailand, Singapore) >

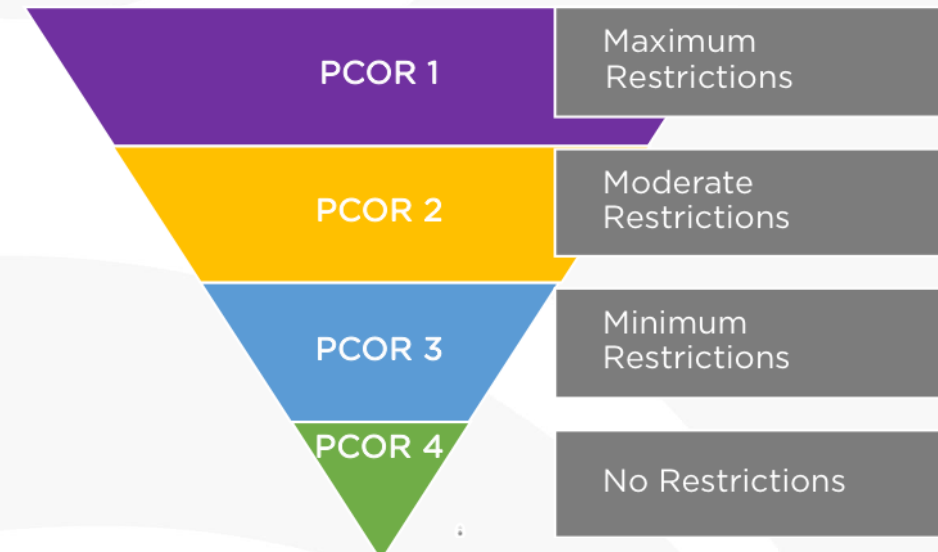
- Malaysia Government extended its relaxed lockdown until June 9, allowing nearly all economic activities to continue while its borders shut and schools closed.
- Thai Government extended its relaxed lockdown until May 31, allowing almost commercial activities to resume.
- Singapore government says transmission in the local community has dropped and plans a phased reopening of the economy.

# KOREA TRAVEL RECOVERY PROCESS

## CRISIS ALERT LEVEL - SOUTH KOREA

Attention	The outbreak of infectious diseases
Caution	Domestic inflow
Alert	Restrictive spreading
Serious	Local community or nationwide spreading

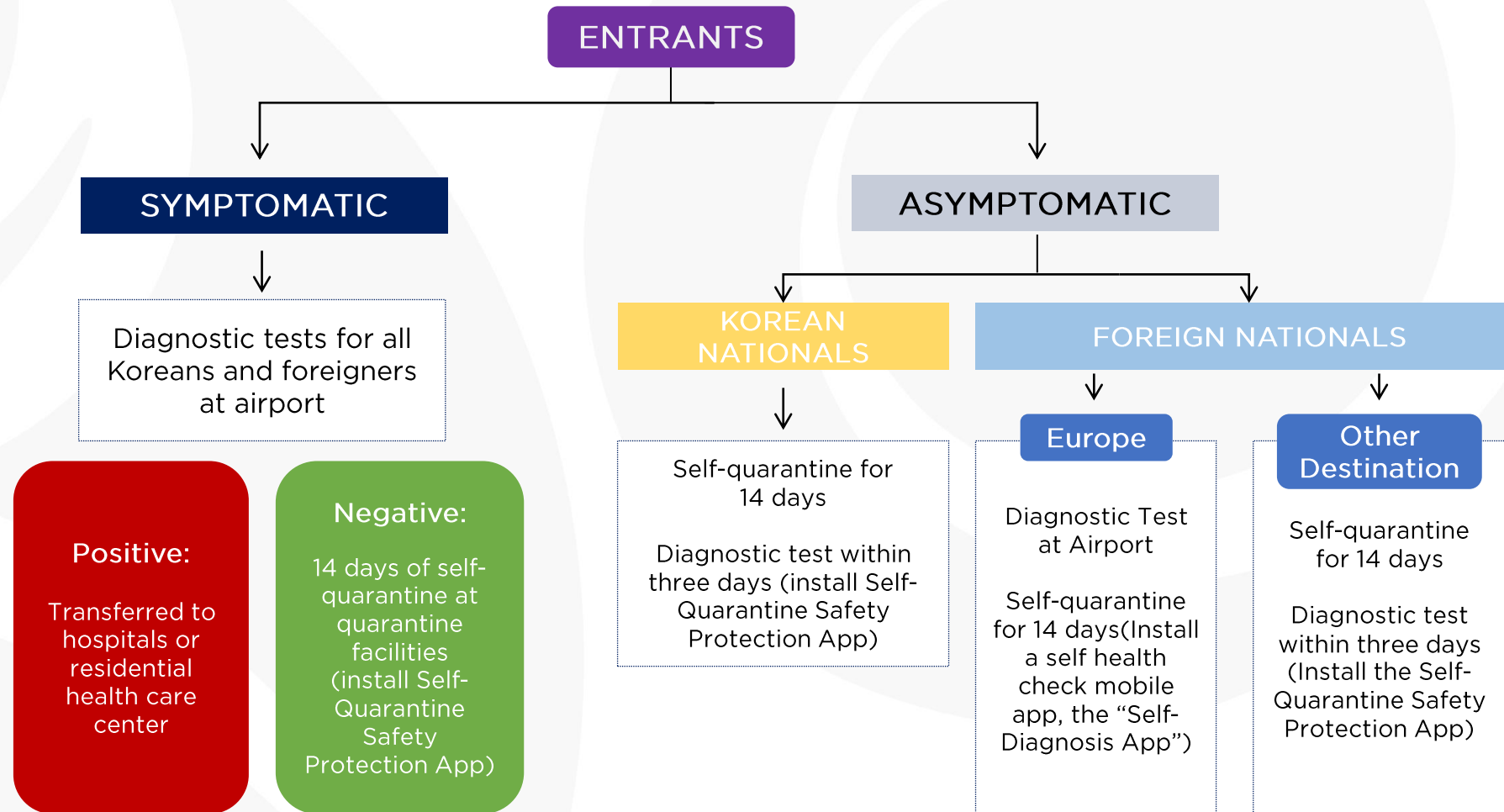
## PANDEMIC CONDITION OF READINESS - GUAM



- On February 23, Korean Government raised the infectious disease alert level to the highest - Serious.
- The government shifted its social distancing campaign to "everyday-life quarantine scheme" but the crisis warning level is remained at Serious.
- On May 10, Gov. Lou Leon Guerrero announced Pandemic Condition of Readiness 2 (PCOR 2).
- Limited number of nonessential businesses to open with relaxed restrictions.

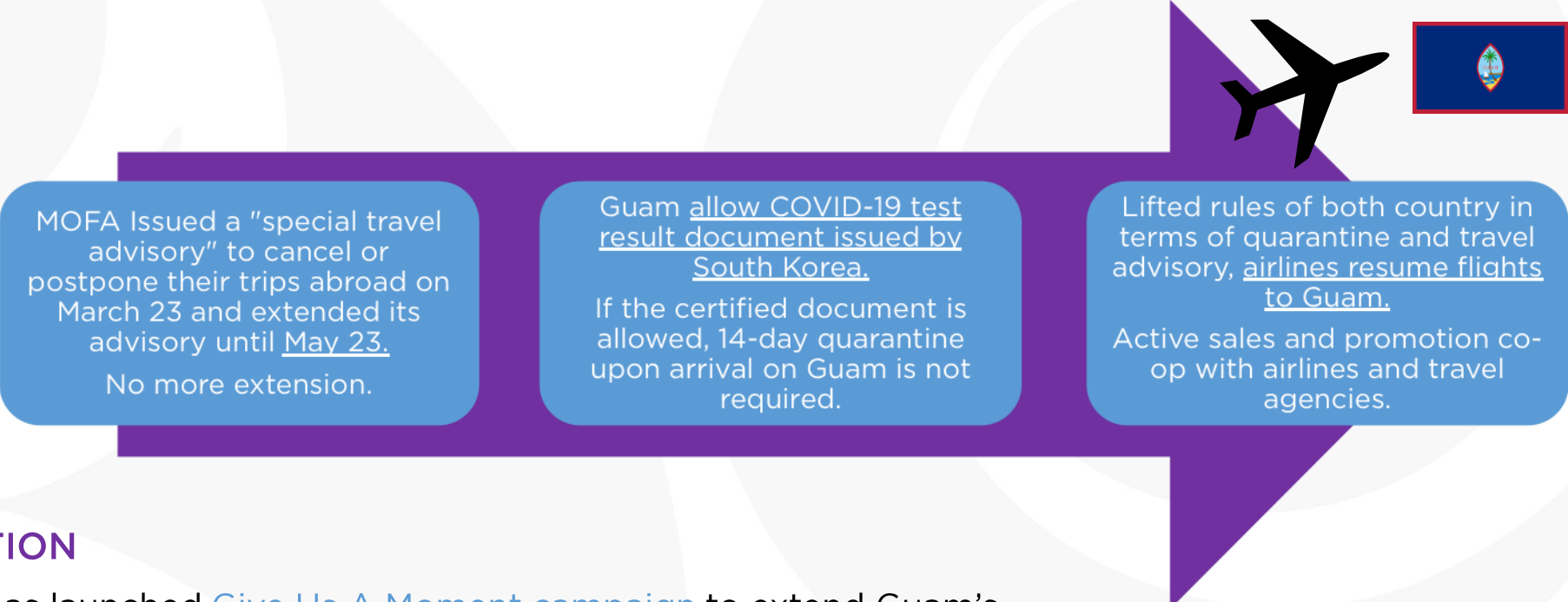
# KOREA TRAVEL RECOVERY PROCESS

## FLOWCHART OF QUARANTINE PROCEDURES FOR KOREAN INBOUND PASSENGER



# KOREA TRAVEL RECOVERY PROCESS

## GUAM TRAVEL RECOVERY PROCESS: MOST PRACTICAL SCENARIO



MOFA Issued a "special travel advisory" to cancel or postpone their trips abroad on March 23 and extended its advisory until May 23.  
No more extension.

Guam allow COVID-19 test result document issued by South Korea.  
If the certified document is allowed, 14-day quarantine upon arrival on Guam is not required.

Lifted rules of both country in terms of quarantine and travel advisory, airlines resume flights to Guam.  
Active sales and promotion co-op with airlines and travel agencies.

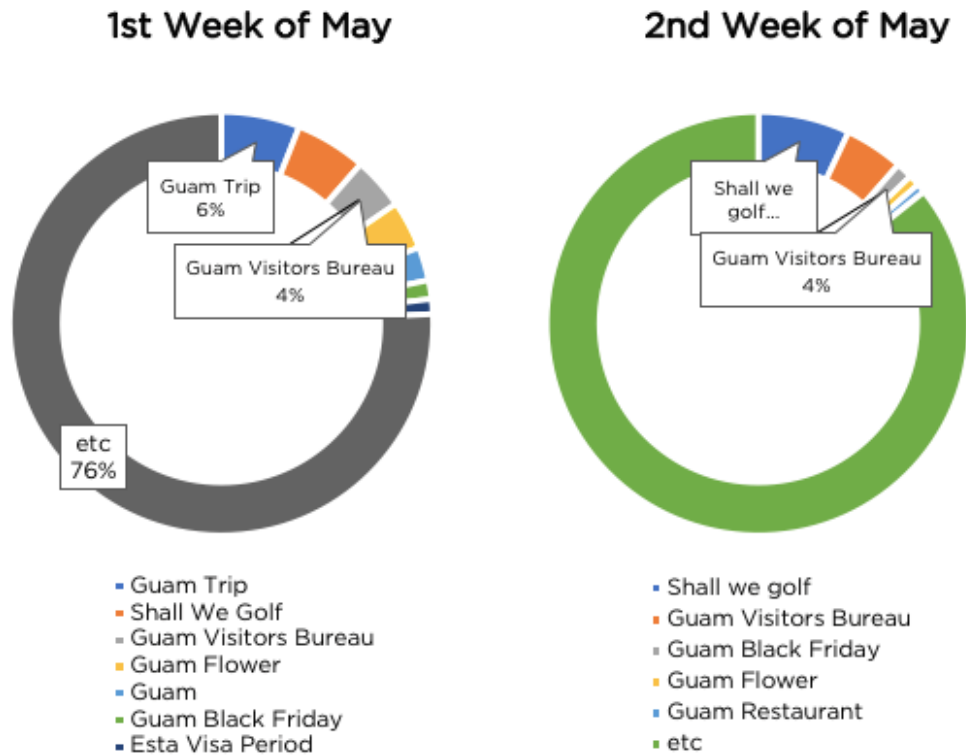
## GVB ACTION

- GVB has launched [Give Us A Moment campaign](#) to extend Guam's Håfa Adai spirit, while encouraging people to stay home and stay safe.
- GVB plans to launch next campaign - Get Up And Move to expose the campaign video to remind visitors of Guam.
- GVB gets ready to timely implement recovery plan to win back visitors and active tourism on the island.

# KOREA – SOCIAL MEDIA STRATEGY

## SOCIAL MEDIA MONITORING: **NAVER**

NAVER SEARCH INFLOW ON GVB KOREA BLOG



Instagram Contents	May 2			
	Online Impressions	Social Media Reach	Social Media Clicks	Social Media Likes
 5/6/2020	3,047	2,704	206	199
 5/7/2020	5,275	5,073	315	304
 5/8/2020	6,190	5,972	440	422
 5/11/2020	6,515	5,758	313	254
 5/13/2020	3,604	3,221	212	208

- COVID-19 related keywords weren't observed during first week of May. However, the inflow of golf travel-related keywords has increased.
- Korean consumers seem to be gradually getting Guam-related information from GVB Korea's blog in preparation for their trip to Guam after the end of the COVID-19 crisis.

## NAVER

*Koreans are happy that some businesses in Guam reopened and taking precautionary cleaning measures. People hope that they can travel in July, August or October.*

### *SOCIAL MEDIA LISTENING: 9 mentions this past week*

People are hoping to visit Guam sometime in July, August or October.

Taiwan and South Korea tallied the most mentions about traveling to Guam.

On NAVER, we're still seeing people sharing blog posts about their past Guam trips, and people are discussing that they're ready to travel again when businesses open. As for Taiwan, more and more discussions were found regarding reopening the borders later this year. People continued to share their past trips on social media and started to plan their next trips to safer destinations like Guam.

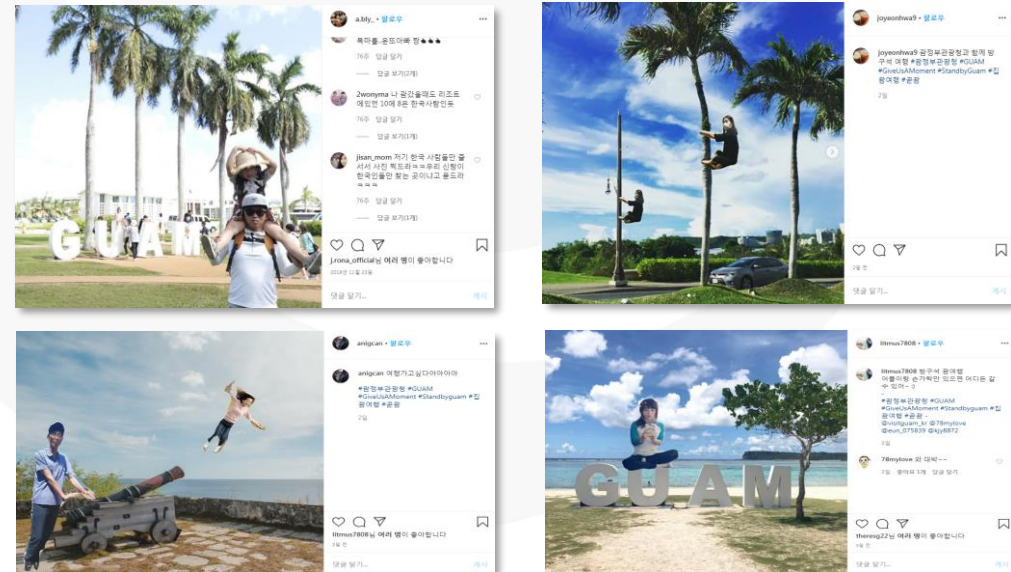
# KOREA – SOCIAL MEDIA STRATEGY

## GIVE US A MOMENT CAMPAIGN

- Project Name Give Us A Moment SNS Event - Where Do You Wanna Go Challenge Event
- Period May 11, 2020 – May 24, 2020
- Scheme
  1. Instagram / Facebook users to use a Guam photo as a background to edit themselves on.
  2. Post their photo on their Instagram Story tagging @visitguam\_kr
  3. Users to post the contents with following hashtags: #GUAM #GiveUsAMoment #Standbyguam



Challenge launching post on Instagram & IG Story & Naver Blog & Facebook



Participants' posting on Instagram



# TAIWAN



# TAIWAN COVID-19 SITUATION

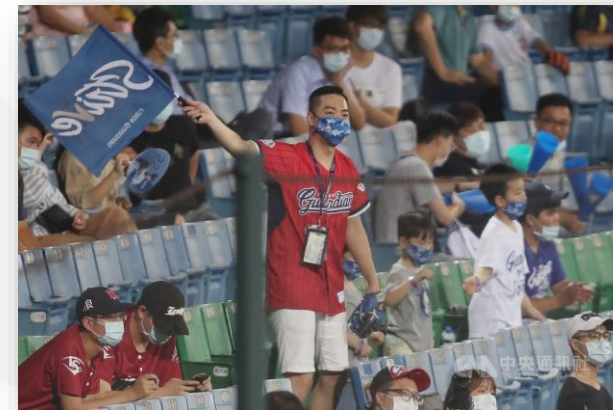
- No new confirmed case on May 17, making it zero new cases for ten consecutive days.
- No locally infected case for 35 consecutive days.
- There are 349 imported cases; 55 locally acquired cases; and 36 cases being members of the Navy crews aboard the Panshi Fast Combat Support Ship.
- Restriction on gatherings above 100 pax indoor.
- 500 pax outdoor can be bypassed if the host or organizer thoroughly carry out measures to test body temperature, sterilize, etc.
- Taiwan is likely the first in the world to reopen professional baseball games to an audience of 1,000 people on May 8 (Friday) and 2,000 people on May 16 (Saturday).
- On May 14, Guam received a donation of 200,000 surgical masks from Taiwan.



(5/14) Governor Lou Leon Guerrero stood by Taiwan representatives upon reception of surgical masks donation



(5/12) Taiwan CECC presents daily COVID-19 report with mask off for the very first time



(5/15) Professional baseball game with 2000 audience

Confirmed  
COVID-19

CASES:  
441

DEATHS:  
7

AS OF MAY 22, 2020

# TAIWAN – AIRLINE UPDATE

## China Airlines

- CI07 (TPE-LAX, 5/5 & 5/19)



## Eva Air

- TPE to LA, Seattle, San Francisco, Chicago, New York (one flight per week)
- TPE to Houston (one flight every two weeks)



## Starlux Airlines

- All routes (Macau, Da Nang, Penang) are suspended until 5/31; and aircrafts are currently being operated as cargo aircrafts
- Starting from 6/1, Macau route will recover to 3 flights/week, Penang to 1 flight/week, and numbers of flight will be adjusted according to the pandemic
- Might add South-east Asia and Japan route during 3<sup>rd</sup> – 4<sup>th</sup> season if pandemic gets better.



## TRAVEL BUBBLES

(14-DAYS QUARANTINE FREE TRAVEL ZONE):

- The Australia and New Zealand “**Trans-Tasman Bubble**” safe travel zone could soon include Taiwan.
- Palau is also considering establishing a **safe travel bubble** with Taiwan.



## RECOVERY SUBSIDY FOR NATIONAL AIRLINES

- Ministry of Transportation and Communication has been working with Credit Guarantee Fund of Taiwan and approved a NTD50billion (1.67 billion) of financing credit security.

# TAIWAN – TRAVEL TRADE

- Associations of Travel Agents are mainly hosting training seminar for employees. Members can take lessons up to 120hr and receive compensation of NT158/hour.
- The government is also proposing vouchers for hotel and e-pay discount to revitalize Taiwan travel industry.
- As of 5/14, travel industry has applied and received a total of NTD4.16 billion (US \$138.95 million) relief fund.
- All travel agencies are currently prohibited from processing and sending out overseas tour groups until end of May, thus, they are focusing on promoting domestic (mainland and offshore) packages online as shown on the right.

Taiwan travel industry Relief coupon (NT.800 max, till end of 5/13)

Hualian two-day hot spring vacation package

Yilan two-day Taiping Mountain vacation package



The screenshot shows the 'cola tour' website interface. At the top, there is a navigation bar with categories like '國內旅遊' (Domestic Travel) and '機票' (Flights). A prominent banner for '國內訂房-200' (Domestic Hotel Booking -200) is visible. Below the navigation, there is a search bar and a section for '國內旅遊訂房' (Domestic Travel Hotel Booking). The main content area displays several travel packages with images and prices. A purple box highlights a specific package: '度假首選！超值一泊二食 泡湯玩樂·五星礁溪老爺2日' (Vacation First Choice! Super Value One Night Two Meals, Soaking and Playing, 5-star Jiaoxi Laoye 2 days) for NT\$5,690 per person. Other packages include '花蓮瑞穗溫泉渡假2日' (Hualien Ruixue Hot Spring Vacation 2 days) for NT\$6,666 and '宜蘭太平山森林呼吸2日' (Yilan Taiping Mountain Forest Breathing 2 days) for NT\$5,990. A search bar on the right allows filtering by departure city and date.

Offshore travel packages

# TAIWAN – SOCIAL MEDIA STRATEGY

## GIVE US A MOMENT CAMPAIGN

Continue to encourage participants to share their wonderful memories on Guam. GVB is reposting them to share the experiences and to show that GVB cares.

FB & IG	Total	Average/Post
Likes	2,911	121
Comments	145	6
Shares	115	5
Reach	88,889	3,703

Total Data (as of 5/18)



**Taiwanese have been sharing their previous trips to Guam mentioning that they would love to visit Guam as soon as possible.**

**SOCIAL MEDIA LISTENING: 8 mentions this past week**

Taiwan and South Korea tallied the most mentions about traveling to Guam.

Chinese people shared their previous experiences on Guam and mentioned they hope that everything will return to normal soon.

# 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](#)
- [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](#)

## ADDITIONAL GVB RESOURCES

[Weekly Industry Updates](#)

[GVB'S Weekly Tourism Works Column \(PDN\)](#)

Social media pages that share GVB Members' content:

[Facebook](#)

[Instagram](#)



[Employer Registration Module Available Now!](#)

FOR MORE INFORMATION:  
Guam Department of Labor  
[DOL.GUAM.GOV](http://DOL.GUAM.GOV)

Other GDOL Resources:

- [PUA Factsheet](#)
- [PUA Eligibility](#)
- [PUA FAQs](#)
- [Employer HireGuam](#)
- [Registration Infographic](#)
- [HireGuam Employer Guide](#)
- [PUA's Earnings Disregard Explained - Video](#)

## EMPLOYERS!

HELP YOUR  
EMPLOYEES  
GET THEIR  
BENEFITS BY  
REGISTERING  
ON  
HIREGUAM.COM

(IT'S THE LAW!)



FOR MORE  
INFORMATION  
[DOL.GUAM.GOV](http://DOL.GUAM.GOV)



### EMPLOYEE/SELF-EMPLOYED **SUGGESTED** DOCUMENT CHECK LIST



\*NOT ALL ARE REQUIRED, BUT MORE WILL STRENGTHEN YOUR APPLICATION!

- PHOTO ID (I.E. PASSPORT, DRIVER'S LICENSE)
- MOST RECENT PAY STUB(S)
- LETTER FROM EMPLOYER
- CURRENT BUSINESS LICENSES, PERMITS, CONTRACTS, INVOICES, OR BONAFIDE CERTIFICATIONS (SELF-EMPLOYED)
- BANK RECEIPTS SHOWING DEPOSITS
- 1099S (SELF-EMPLOYED)
- BILLING NOTICES OR STATEMENTS PROVIDED BY YOUR CUSTOMERS (SELF-EMPLOYED)
- RECENT ADVERTISEMENTS FOR SERVICES & ARTICLES (SELF-EMPLOYED)
- MAYOR/ CLIENT VERIFICATION (SELF-EMPLOYED)

FOR MORE INFORMATION

[DOL.GUAM.GOV](http://DOL.GUAM.GOV)



# 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'*

