



Photo by Ryan Ecal

INDUSTRY RECOVERY UPDATE

AUGUST 14, 2020



GOVERNOR ANNOUNCES PCOR 1 TO TAKE EFFECT ON AUG. 16

Governor Lou Leon Guerrero signed Executive Order (EO) 2020-27, relative to placing Guam under Pandemic Condition of Readiness (PCOR) 1 effective at 12:01 a.m. on Sunday, August 16, 2020 through 11:59 p.m. on Saturday, August 29, 2020.

Beginning on Sunday, August 16, 2020, and through Saturday, August 29, 2020, the following will be in effect:

- All non-essential Government of Guam (GovGuam) agencies shall suspend customer facing operations.
- GovGuam will continue to operate in a limited capacity, with some agencies completely closed. Several agencies shall remain operational with limited or no public access. Other agencies will remain fully operational, including public access. All members of the public needing government services are asked to contact agencies and departments by email or phone.
- In-person voting in the 2020 primary election shall proceed on August 29, 2020, subject to DPHSS Guidance. Absentee voting conducted curbside shall continue by appointment. Voters should contact the Guam Election Commission with any inquiries.
- All public gatherings or congregations for purposes of public entertainment, recreation, food and beverage service, religious services, theater, bowling, fitness, and other similar activities, to include all public venues in which the serving, provision, or consumption of prepared food or beverages occurs at a table or bar, or for consumption on-premises, are prohibited.
- All places of business or public accommodations shall close and be prohibited from on-site operations. This prohibition on operations will not apply to businesses specified in applicable Department of Public Health and Social Services (DPHSS) Guidance, which includes the following: health care operations, including home health workers; essential infrastructure, including construction of housing and operation of public transportation and utilities; grocery stores, farmers' markets, food banks, convenience stores; businesses and non-profit organizations that provide for economically disadvantaged individuals and shelter facilities; pharmacies, health care supply stores, and health care facilities; gas stations and auto repair facilities; banks and credit unions; garbage collection; and hardware stores, plumbers, electricians, and other service providers necessary to maintain the safety, sanitation, and essential operation of residences and other essential businesses.
- Non-essential retail businesses are permitted to operate, subject to DPHSS Guidance which shall include, at minimum, that customers will not be permitted to enter the physical premises but can pick up goods outside of the establishment from which they have already placed their orders.
- All public and private schools serving prekindergarten through 12th grade will be closed for in-person instruction and activities through August 31, 2020, unless continued by further executive order.
- All public parks and beaches shall be closed to all activities, except for individual use for purposes of exercise, subject to social distancing mandates.
- Guam residents are strongly discouraged from unnecessary off-island travel to any destination.

COMMUNITY TESTING SCHEDULED

THE DEPARTMENT OF PUBLIC HEALTH AND SOCIAL SERVICES,
IN COLLABORATION WITH THE GOVERNMENT OF GUAM,
MAYORS' COUNCIL OF GUAM, PRIVATE AND FEDERAL AGENCIES

COVID-19 DRIVE-THROUGH/WALK-IN TESTING

SATURDAY, AUGUST 15, 2020, 9:00 AM - 12:00 PM
YIGO GYM, YIGO
FREE & OPEN TO EVERYONE

SATURDAY, AUGUST 22, 2020, 9:00 AM - 12:00 PM
ST. FRANCIS CHURCH & SCHOOL PARKING LOT, YONA
FREE & OPEN TO EVERYONE

SATURDAY, SEPTEMBER 5, 2020, 9:00 AM - 12:00 PM
TALOFOFO GYM, TALOFOFO
FREE & OPEN TO EVERYONE

SATURDAY, SEPTEMBER 19, 2020, 9:00 AM - 12:00 PM
UMATAC MAYOR'S OFFICE, UMATAC
FREE & OPEN TO EVERYONE

**NO SYMPTOMS ARE NEEDED
TO QUALIFY FOR TESTING**

PLEASE SHOW AN ID.

DPHSS 08.13.2020



For more information, contact DPHSS Medical Triage Hotline at 480-7859,
480-6760/3, 480-7883, 687-6170 (ADA Dedicated Number), or call 311.
Monday - Friday, 8 AM - 5 PM

dphss.guam.gov   Guam DPHSS

WHAT TO DO IF YOU SUSPECT YOU'VE BEEN EXPOSED TO COVID-19

TYPES OF COVID CONTACT



PERSON A: CASE

A patient has a diagnosis of COVID-19.

TAKE ACTION:

ISOLATE. Separate from people who are not sick to avoid spreading illness.



PERSON B: CLOSE CONTACT

An individual had close contact while the COVID-19 case was infectious.

TAKE ACTION:

QUARANTINE. Stay at home to limit community exposure to illness and to see if symptoms develop.



PERSON C: CONTACT OF A CONTACT

An individual had or continues to have close contact with a contact.

TAKE ACTION:

EVERYDAY PREVENTATIVE ACTIONS. Wash hands, cover coughs and sneezes, and clean surfaces frequently. Be alert for symptoms.



CONTACT TRACING

- Keep a log of where you go and who you're with.
- Keep track of anyone you've had sustained contact with, like who visited your home or who was with you in a car.
- Also keep reminders, like receipts, of anywhere you've shopped, eaten out or spent time.



KEEP A LOG



VISITED PLACES



TIME & LENGTH OF TIME



PEOPLE YOU CAME INTO CONTACT WITH

GOVERNOR REQUESTS THAT CDC RECONSIDER GUAM'S LEVEL 3 RATING

Gov. Lou Leon Guerrero and her team are working with the Centers for Disease Control and Prevention to downgrade Guam's risk level as it relates to the COVID-19 Travel Health Notices.

Gov. Leon Guerrero sent a letter to Dr. Robert R. Redfield, Director of the CDC, to consider Guam's COVID-19 status based on its actual cases and positivity rate and not included as part of the overall U.S. count.

Gov. Leon Guerrero noted in her letter that Guam and other U.S. Territories have done a better job of containing the COVID outbreak than most states.

GVB Vice President Gerry Perez noted, "It's imperative that we downgrade Guam's current travel risk level. This can be damaging for us as a tourism destination, and we have been able to manage the situation diligently. We know that there is pent up demand for travel from our source markets for close, tropical destinations. We don't want travelers to have a false impressions about Guam's safety and our efforts to keep everyone safe."

He also added, "We need to continue to do what we can to manage our numbers, stay safe, and get people back to work in the industry."

COVID-19 in Guam

Warning - Level 3, Avoid Nonessential Travel

Alert - Level 2, Practice Enhanced Precautions

Watch - Level 1, Practice Usual Precautions

Warning – Level 3, COVID-19 risk in Guam is high

Key Points

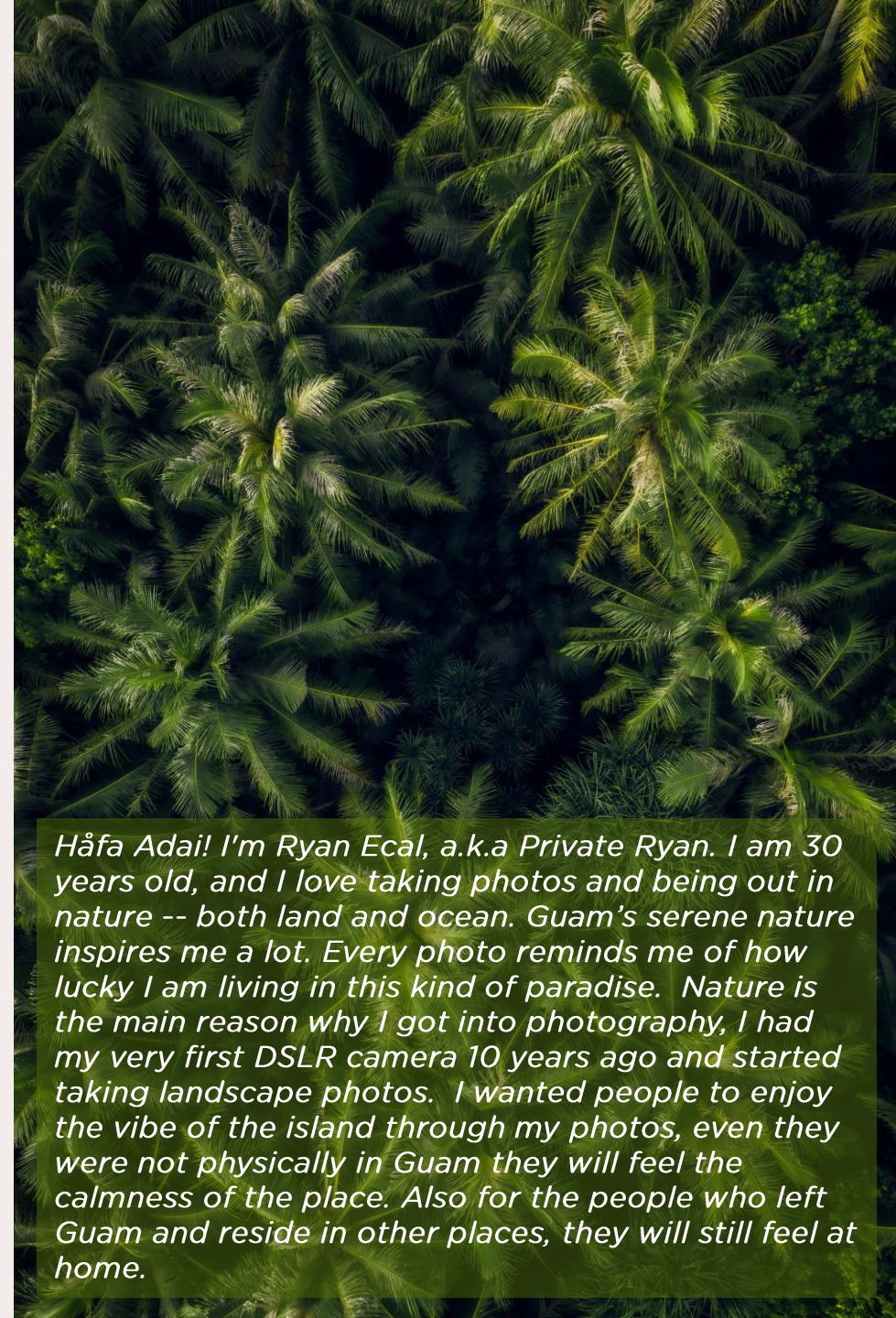
- CDC recommends travelers avoid all nonessential travel to Guam. Travelers at [increased risk for severe illness](#) from COVID-19 should consider postponing all travel, including essential travel, to Guam.
- COVID-19 risk in Guam is high.
- If you get sick in Guam and need medical care, resources may be limited.
- Check [territorial](#) public health websites for information before you travel
- Local policies at your destination may require you to be tested for COVID-19 before you are allowed to enter Guam. If you test positive on arrival, you may be required to isolate for a period of time. You may even be prevented from returning as scheduled. You might consider getting tested before your trip. If so, see [Testing for COVID-19](#) webpage for more information.

Currently the CDC has listed Guam as a high-risk area for travelers. The CDC recommends for travelers to avoid all nonessential travel to Guam, with exception of what is deemed essential -- humanitarian aid work, medical reasons, or family emergencies. The CDC also advises that "older adults, people of any age with certain underlying medical conditions, and others at increased risk for severe illness should consider postponing all travel, including essential travel, to Guam."

Creator Spotlight:

Ryan Ecal | Private Ryan

GVB thanks Ryan Ecal for this week's cover photos. Ryan's photography can be enjoyed through his personal Instagram account [@_private.ryan13](#) and his photography business page [@shoreline_studiosgu](#) and [@guamportraiture](#).



Håfa Adai! I'm Ryan Ecal, a.k.a Private Ryan. I am 30 years old, and I love taking photos and being out in nature -- both land and ocean. Guam's serene nature inspires me a lot. Every photo reminds me of how lucky I am living in this kind of paradise. Nature is the main reason why I got into photography, I had my very first DSLR camera 10 years ago and started taking landscape photos. I wanted people to enjoy the vibe of the island through my photos, even they were not physically in Guam they will feel the calmness of the place. Also for the people who left Guam and reside in other places, they will still feel at home.



SAVE THE DATE FOR GVB's Travel Talks Webinar Series #2

Making Health and Safety Protocols a New Norm

Wednesday, August 26, 2020 | 3:00 PM

*Complimentary access. Registration information
coming soon.*

MARKET INTELLIGENCE REPORT

As of August 14, 2020 and may be subject to change



MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE

JAPAN

1 COVID-19 News

- 20s-30s age comprise 64% of new Tokyo cases
- Tokyo governor recommends no night dining out
- Untraceable infection continues
- Six indicators of infection spread; if reach stage 4, declare state of emergency

2 Airline News

Flight operations for August remain the same

3 Market Intelligence

- Over 60% decrease in domestic travel during OBON period for ANA and JAL
- Okinawa experiencing cancellations for air bookings, hotel, and school trips
- JALPAK, KNT, HIS and JTB Guam products shown in the appendix

TAIWAN

1 Market Intelligence

- United States plans first cabinet-level visit to Taiwan in 6 years
- Minister Yoshiro Mori led a delegation to pay tribute to late Taiwanese President Lee Teng-hui
- Pleasure cruise launched by Taiwan's StarLux flies off the shelves
- Updated rules for foreigners visiting Taiwan took effect on Aug. 1

2 Social Media

August 2-8 stats are shown in appendix

SOUTH KOREA

1 COVID-19 News

- Most new local cases in Greater Seoul area
- New cluster of cases from church in Goyang, Gyeonggi province
- Restrictions on arrivals from China's Hubei province will be lifted Aug 10
- Days of torrential rain left about 30 dead and 12 missing in landslides, floods and other incidents

2 Airline News

- Total July outbound air seat capacity increased to 390 seats (Jin Air)
- Korean Air and Asiana Airlines made rare 2nd quarterly profits due to cargo flights
- LCCs fear operating losses for second quarter due to plunge in main revenue source of international air travel

3 Travel Trade

- Hana Tour and Mode Tour sold overseas packages from April to June
- According to Korea Tourism Organization, number of outbound and inbound travelers recorded 30,861 and 37,801 in May 2020 respectively
- Saipan, Thailand, Philippines, and Vietnam tour packages provided in appendix

4 Social Media

- Top social media content and strategy details for August shown in appendix
- GVB will launch Guam travel quiz on Q.feet channel for 7 weeks

MARKET INTELLIGENCE REPORT APPENDIX

As of August 14, 2020 and may be subject to change



JAPAN



JAPAN COVID-19 NEWS

NEW CASES TOKYO

Aug 3: 258
 Aug 4: 309
 Aug 5: 264
 Aug 6: 360
 Aug 7: 462
 Aug 8: 429
 Aug 9: 331

RECENT TREND

Household and workplace infection increase.
 Spread to 40s - 60s.
 Spread of infection at workplace, shopping center, restaurant and schools.

UNTRACEABLE CASES

Aug 3: 137
 Aug 4: 194
 Aug 5: 162
 Aug 6: 224
 Aug 7: 309
 Aug 8: 273
 Aug 9: 216

COVID-19

4 CATEGORIES FOR INFECTION SPREAD

Sporadic
 Gradual increase
 Rapid increase
 Explosion

TOKYO GOVERNOR

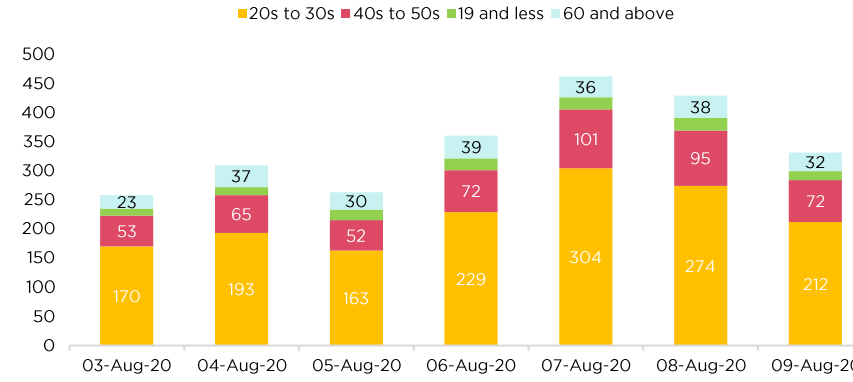
Highest level of alert.
 Refrain from traveling to hometown.
 Not recommend dining out at night.
 Bar, restaurants: Limit opening hours from 5AM to 10PM.

MEDICAL EXPERTS

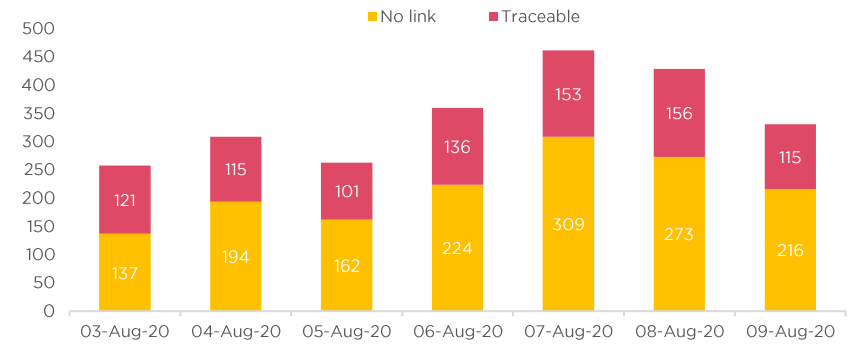
Increase in household workplace infection.
 Community-wide infection is spread.
 Untraceable infection increasing.

(Data Source : Ministry of Health)

TOKYO NEW INFECTION : AGE GROUP



CONFIRMED CASES IN TOKYO



NUMBER OF CASES PER 100,000 POPULATION (AUGUST 2-8, 2020)

- Okinawa: 33.7
- Tokyo: 17.4
- Fukuoka: 16.2
- Osaka: 15.2
- Aichi: 13.7

AGE GROUP (AUGUST 3-9, 2020)

Total cases: 2,412

- 20s to 30s: 64%
- 40s to 50s: 21%
- 60s and above: 10%
- 19 and below: 5%

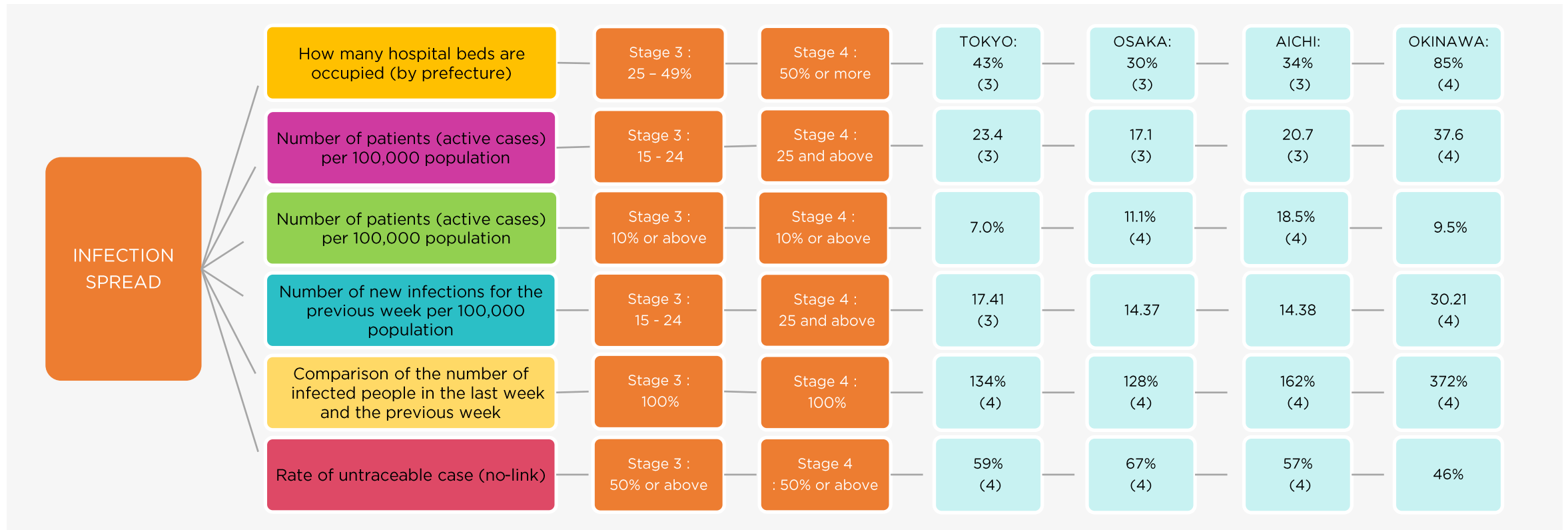
Confirmed COVID-19

CASES: 50,210

DEATHS: 1,059

AS OF AUG 14, 2020

INFECTION SITUATION 6 INDICATORS



- The infection index does not specify criteria for reissuing a state of emergency.
- If conditions reach stage 4, declare a state of emergency.

JAPAN AIRLINE NEWS

JAPAN TO GUAM FLIGHT OPERATION

OPERATION STATUS



UNITED : NARITA

- Narita: 828/827 will operate 3 times a week: 10 flights
- Narita: 873/874 suspended until Sept 30
- Narita: 196/197 will operate daily in Sept

828/827:
SEPT 8-
873/874:
OCT 1-
196/197:
operating



UNITED : CHUBU

- Nagoya: 137/136 suspended until Sept 30
- Nagoya: 171/172 suspended until Sept 30

OCT 1 ~



UNITED : KANSAI

- Kansai 151/150 suspended until Sept 30
- Kansai 177/178 suspended until Dec 31

OCT 1 ~



UNITED : FUKUOKA

- Fukuoka 165/166 suspended until Oct 24

OCT 25 ~



JAPAN AIRLINES: NARITA

- Narita: 941/942 suspended until Sept 30

OCT 1 ~



TWAY: KANSAI

- 311/312 extended suspension until Aug 31

SEPT 1 ~



JEJU AIR: KANSAI

- 3174, 3184/3173, 3183 will extend suspension until Aug 31

SEPT 1 ~



- NRT: UA828/827 have been cancelled in Aug, but plan to operate three times a week in Sept (10 times)
- NRT: UA873/874 have been cancelled in Sept
- NGO: UA137/136 & UA171/172 have been cancelled in Sept
- KIX: UA150/151 have been cancelled in Sept



Narita: 941/942 suspended until Sept 30



3174, 3184/3173, 3183 will extend suspension until Aug 31



311/312 extended suspension until Aug 31

JAPAN MARKET INTELLIGENCE

AUGUST DOMESTIC TRAVEL JAL & ANA



JAPAN AIRLINES

8/7-8/31

3,427 flights

Total 6,202 flights, 67 routes

- Further suspended flights
- 28% of original plan

OBON period 8/7-8/16

61.2%



August 7 to 16
2020 booking: 437,751
2019 result: 1,126,894

-61.2% vs 2019



8/10-8/31

644 flights

Total 6,293 flights, 86 routes

- Additional suspension
- 25% of original plan

OBON period 8/7-8/16

64.8%



August 7 to 16
2020 booking: 519,283
2019 result: 1,475,236

-64.8% vs 2019

DOMESTIC TRAVEL OKINAWA

AIR
(8/7-8/16)

JL Booking:
54.8% (6,8867):
as of July 31:
decreasing

NH Booking:
44.9% (145,032):
as of July 31:
decreasing

Expected results:
30 - 40%

HOTEL
(within 2020)

Cancellations:
July 31 to August 3

32,653 people
have canceled

Total loss
333.67 million yen

**SCHOOL
TRIP**

There are 38 school
excursions trips.

5,028 people
canceled

Total loss
47.97 million yen
Additional:
School trips in Sep

Number of cases
per 100,000 population

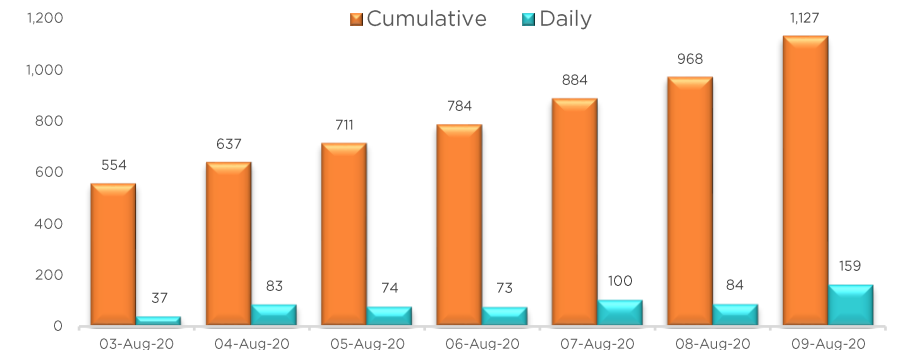
29.93 | Aug 6

30.32 | Aug 7

33.56 | Aug 8

33.70 | Aug 9

Okinawa

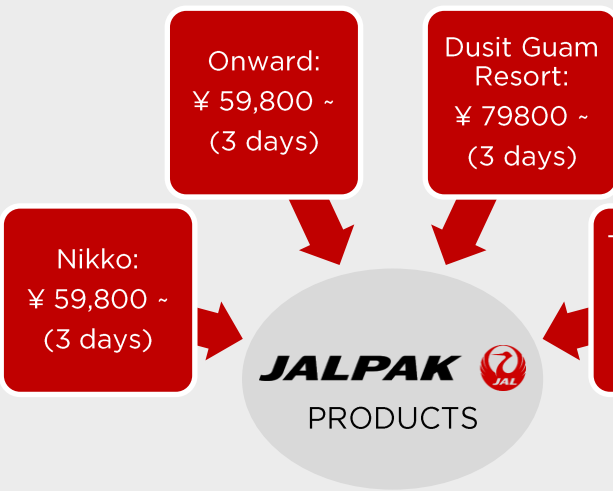


JAPAN TRAVEL TRADE



JALPAK NEW PRODUCTS

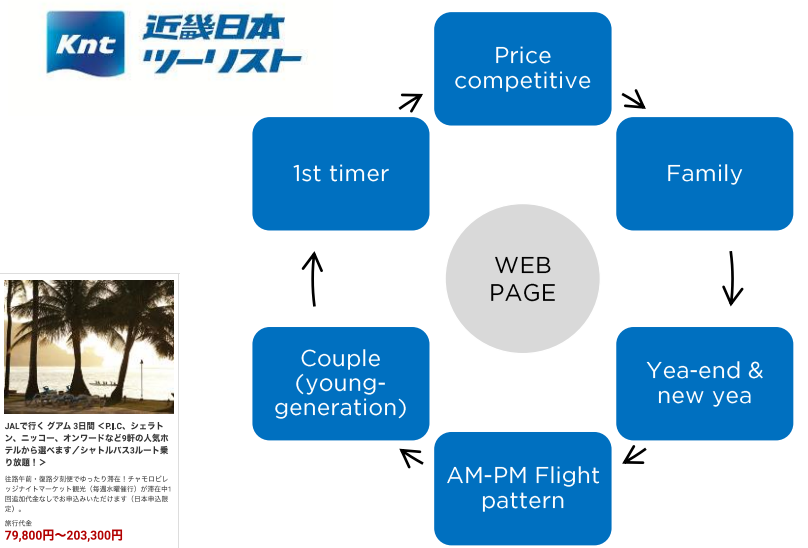
- New products releases on August 2 (JAL web page)
- The products focus on prevention measures against COVID-19
- Departure : October 1 ~
- Avoid 3Cs (closed spaces, crowded spaces, close-contact)
- Mail service provided with local staff in Guam
- Private car transfer plan with disinfection goods, between airport and hotels



- Face-mask
- Hand-sanitizer
- Sanitizing wipes

KNT GUAM PRODUCTS

- New "Social Travel Series" released on August 1
- Strengthen web sales for all departing ports
- Departure : September 1 ~



JAPAN TRAVEL TRADE

HIS GUAM PRODUCTS

- New "Social Travel Series" was released on August 1.
- The products focus on prevention measures against COVID-19.
- Departure: October 1 ~



お客様に安心・安全に旅を楽しんでいただくための対策ツアー

Social Travel

ソーシャル トラベル

専用車での送迎や接触を減らしたホテルのチェックイン、ご予約を運んでいるお客様に嬉しい8日前までキャンセル無料など新しい旅のカチをご提供いたします。

成田空港発	成田空港発	成田空港発
ツアーコード: TC-HG0003-20A28	ツアーコード: TC-HG0002-20A28	ツアーコード: TC-HG0001-20A28
<p>Ciao 日程: 4日間</p> <p>■Social Travel安心・安全な旅を 往復専用車送迎付! 往帰午前発 チェジュ航空チャーター機で往く Guam 4日間 PIC Guam (国際線)</p> <p>往復専用車送迎付! 往帰午前発/夜帰着でたっぷり滞在! Guam 5日間 PIC Guam (国際線)</p> <p>往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在</p> <p>往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在</p> <p>往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在</p>	<p>Ciao 日程: 4日間</p> <p>■Social Travel安心・安全な旅を 往復専用車送迎付! 往帰午前発 チェジュ航空チャーター機で往く Guam 4日間 ヒルトングアムリゾート</p> <p>往帰午前発/夜帰着でたっぷり滞在! Guam 5日間 PIC Guam (国際線)</p> <p>往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在</p> <p>往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在</p> <p>往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在</p>	<p>Ciao 日程: 4日間</p> <p>■Social Travel安心・安全な旅を 往復専用車送迎付! 往帰午前発 チェジュ航空チャーター機で往く Guam 4日間 Guam リゾート ホテル</p> <p>往帰午前発/夜帰着でたっぷり滞在! Guam 5日間 PIC Guam (国際線)</p> <p>往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在</p> <p>往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在</p> <p>往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在</p>
89,800円 ~ 159,800円 往帰サチャードン込 (2020/10/01~2021/03/31出航)	89,800円 ~ 159,800円 往帰サチャードン込 (2020/10/01~2021/03/31出航)	94,800円 ~ 159,800円 往帰サチャードン込 (2020/10/01~2021/03/31出航)

2020年8月7日~2021年5月31日出発のグアム

成田発 往復専用車送迎付! 往帰午前発 チェジュ航空チャーター機で往く Guam 4日間 PIC Guam (国際線)

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往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在

成田発

日本直線で往く! 滞在サチャードン付! 往帰片道送迎付! 1名様から出発OK!

グアム3日間

67,800円~219,800円
(08/09~12/24発)

成田発

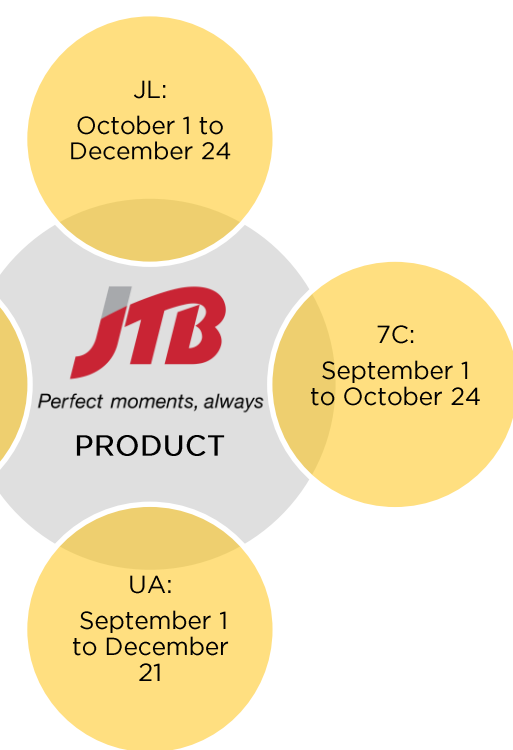
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往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在



グアム

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往帰午前発/夜帰着でたっぷり滞在! Guam 5日間 PIC Guam (国際線)

往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在

往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在

往帰午前発/夜帰着でたっぷり滞在! Guam 4日間 ホテル ニューグアム (ホテルアム) に滞在

JTB GUAM PRODUCTS

- New product sales started July 17, continues September 1 and beyond
- 7C: fee cancellation charged up to 2 days before departure
- JL & UA: Free shuttle bus
- Main brochures: July 20

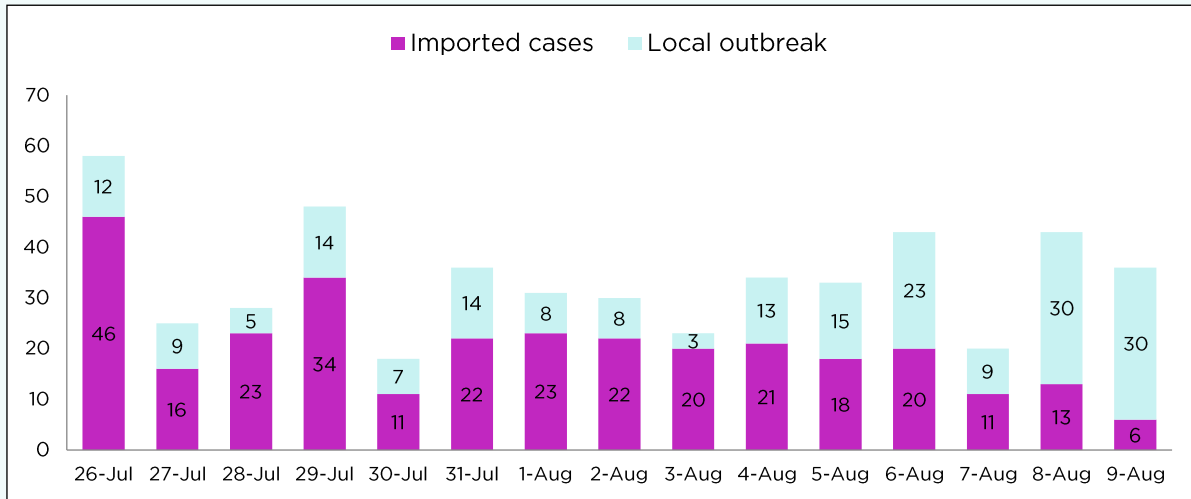
SOUTH KOREA



KOREA COVID-19 NEWS

DAILY NEW CASES

ACCORDING TO THE ROUTE OF INFECTION FOR RECENT TWO WEEKS



Recovery Rate: 93%

- Most of the local cases were found in the Greater Seoul area recently.
- A new cluster of infections was found at a church in Goyang, Gyeonggi Province. The initial patient tested positive on August 5. Those found to be infected had shared a meal after attending a worship service.
- Minister of Health and Welfare said during a briefing on August 8, that while the size of new infections was at “manageable levels,” precautions such as mask wearing and keeping hands clean were critical.

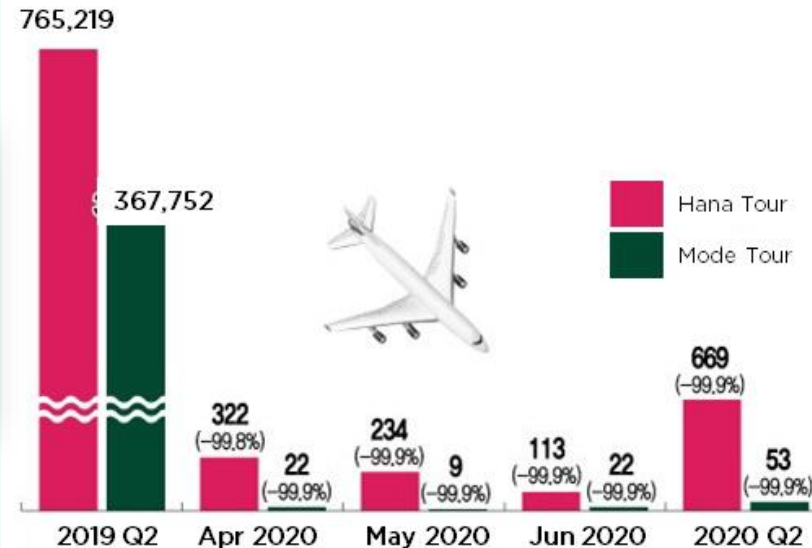


Source: Central Disaster and Safety Countermeasures Headquarters; as of August 9

TRAVEL TRADE NEWS

Travel Agency

- Hana Tour had 669 overseas package sales while Mode Tour had 53 overseas package sales during April to June, 2020 amid coronavirus pandemic.
- According to Korea Tourism Organization, the number of outbound and inbound travelers recorded 30,861 and 37,801 in May 2020 respectively. The numbers are 95% decreased numbers compared to May 2019 but there were at least travel demands amid coronavirus pandemic.



Confirmed COVID-19

CASES: 14,770

DEATHS: 305

AS OF AUG 14, 2020

LIFT RESTRICTIONS ON ARRIVALS FROM CHINA HUBEI



- South Korea will lift restrictions on arrivals from China's Hubei province from August 10.
- Decisions are made as virus cases have eased there and China has relaxed entry bans for South Koreans.

- Since Feb 4, South Korea has imposed entry bans on foreigners who visited or traveled to Hubei province in the preceding two weeks and holders of visas issued by Hubei authorities.
- China started to accept visa applications from South Korean students and workers and those with valid residence permits under the condition that they tested negative for the virus.
- In March, China imposed entry bans on foreigners to contain inflows of the virus from overseas.
- South Korea has become the first country to receive the lifting of such restrictions by Chinese authorities.

DAYS OF TORRENTIAL RAIN IN S. KOREA



- More than a week of torrential rain in South Korea has left at least 30 dead and 12 missing in landslides, floods and other incidents.
- The casualties include 13 dead and two missing from the last two days of heavy rainfall in southern South Korea.
- The rain on August 7 to 9 also left more than 3,700 displaced as it flooded residential areas, roads and farming fields in the southern region.
- Most places in South Korea received **three to four times more rainfall last week than the average precipitation recorded in the same period in the last 30 years.**

AIRLINE SCHEDULE / STATUS MONITORING

1. Incheon - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity	Max Flight Capacity (70%)
Korean Air	KE113	Daily (9/1~)	9:45	15:15	0	0
	KE111	Daily (9/1~)	19:35	01:00+1	0	0
Jeju Air	7C3100	Daily (9/1~)	6:25	12:00	0	0
	7C3102	Daily (9/1~)	10:40	16:05	0	0
	7C3106	Daily (9/1~)	20:20	02:00+1	0	0
Jin Air	LJ641	Daily (7/9, 7/28, 9/1~)	9:00 9:40	14:25 15:05	558	390
T'way	TW301	Daily (10/25~)	18:00	23:40	0	0
Air Seoul	RS103	Daily (9/1~)	20:45	02:15+1	0	0
TOTAL					558	390

*LJ641 - Special flights on AUG 12, 19, & 26; scheduled to operate one-weekly flight in Sept (tent)

2. Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity	Max Flight Capacity (70%)
Jeju Air	7C3154	Daily (10/1~)	22:05	03:05+1	0	0
Jin Air	LJ647	Daily (10/1~)	8:00	13:15	0	0
TOTAL					0	0

Total Outbound Seat Capacity (August): 390 seats

70% of seat capacity with social distancing measures

*Schedules and seat capacity are subject to change (as of Aug 10)

TRAVEL TRADE NEWS

FULL SERVICE CARRIER



- Korean Air and Asiana Airlines made rare quarterly profits during the second quarter, as they focused on cargo flights despite the Coronavirus pandemic.
- Especially, Korean Air revenue from its cargo business is projected to reach 1.2 trillion won, more than half the total. (Before COVID-19, cargo accounted for some 20 percent of total sales.)

LCC



- LCCs are feared to see their operating losses for the second quarter from three months earlier due to a plunge in international air travel, their main revenue source.
- Jin Air will operate a charter flight between ICN-GUM on August 12, 19, and 26.

*Protocol and travel package information are subject to change (as of Aug 8).

COMPETITOR MONITORING



SAIPAN

Protocol

- All incoming travelers must present negative PCR test result within 72 hours prior to arrival to avoid 5-day quarantine.
- All incoming travelers must submit a Mandatory Declaration Form at least 3 days before entering.

Package

- Travel Period: Oct
- Price: \$589~
- Package: 3N5D



THAILAND

Protocol

- All incoming travelers must present negative PCR test result within 72 hours prior to arrival to avoid 14-day quarantine.
- Allowed special entering travelers for diplomacy, medical purposes and government related, etc. from July 1.

Package

- Travel Period: Oct
- Price: \$493~ (Bangkok)
- Package: 4N5D



PHILIPPINES

Protocol

- Immigrant visa and permanent residence visa holders can enter the Philippines from August 1.

Package

- Travel Period: Oct
- Price: \$299~ (Cebu)
- Package: 3N5D



VIETNAM

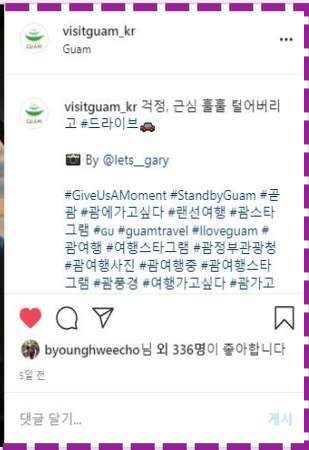
Protocol

- All incoming travelers must present negative PCR test result within 72 hours prior to arrival.
- All incoming travelers required 14-day quarantine.
- All incoming travelers are required visa. Allowed special entering for diplomacy and official purpose.

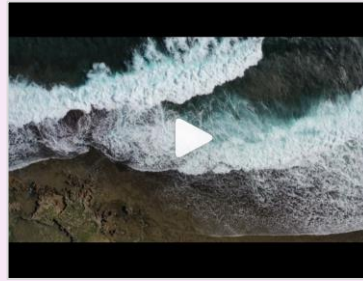
Package

- Travel Period: Oct
- Price: \$494~ (Ho Chi Minh)
- Package: 4N5D

KOREA SNS ACTIVITY



Weekly best content (Top Reach): Guam Scenery



광 정부 관광청 한국사무소
8월 5일 오후 05:26

Guam Island Pride Beautification Event
Hafa Adai!

지난 8월 1일,
광을 사랑하는 여러사람들이 모여 광을 더 아름답게 만들었습니다!

[Give Us A Moment] Guam Island Pride Beautification Event
Islandwide Beautification Cleanup

섬 전체를 대상으로 진행된 환경 미화 프로젝트!

광을 사랑하는 마음을 담뽕담아
של고 달고~

모두의 노력이 모여 반짝 반짝 빛나는 광!

광은 여전히 그 자리에서 다시 만날 당신을 기다리고 있습니다

<https://blog.naver.com/gvbkorea/222052020842>

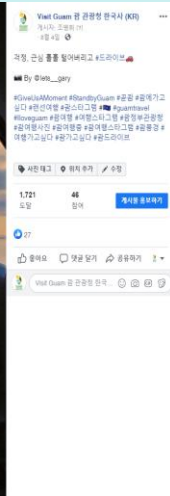


Weekly best content (Top Reach): Guam Island Price Beautification Event

KOREA SNS ACTIVITY



Weekly best content (Top Reach): Guam Hotel's Safety Protocol



Visit Guam Guam 관광청 한국사 (KR)
게시자: 조병희 [7] · 2일 · 🌐

짧은 관광객을 맞이 위한 준비에 총력을 다하고 있습니다. 무엇보다 방문객들의 안전을 최우선으로 고려하여 방역에 힘쓰고 있으며, 포스트 코로나19를 대비하여 꾸준한 관광 인프라를 구축하겠습니다.

#GiveUsAMoment #StandbyGuam #관광 #관광가고싶다 #랜선여행 #instagum #인스타그램 #관광스타그램 #guamtravel #loveguam #참여행 #광정부관광청 #참여행사진 #참여행중 #참여행스타그램 #관광가고싶다 @westinguam



Visit Guam Guam 관광청 한국사 (KR)
게시자: 조병희 [7] · 4일 · 🌐

짧은 관광객을 맞이 위한 준비에 총력을 다하고 있습니다. 무엇보다 방문객들의 안전을 최우선으로 고려하여 방역에 힘쓰고 있으며, 포스트 코로나19를 대비하여 꾸준한 관광 인프라를 구축하겠습니다.

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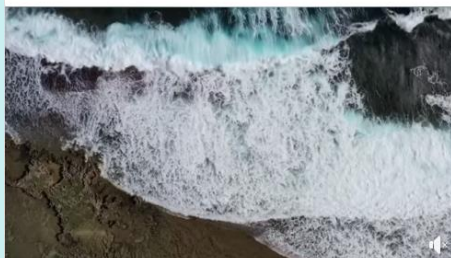


Visit Guam Guam 관광청 한국사 (KR)
게시자: 조병희 [7] · 6일 · 🌐

자연의 신비를 간직하 곳 #GUAM

By @mmgmm

#GiveUsAMoment #StandbyGuam #관광 #관광가고싶다 #랜선여행 #관광스타그램 #guamtravel #loveguam #참여행 #여행스타그램 #광정부관광청 #참여행사진 #참여행중 #참여행스타그램 #관광가고싶다 #드론샷



Visit Guam Guam 관광청 한국사 (KR)
게시자: NAVER [7] · 4일 · 🌐

[Give Us A Moment] Guam Island Pride Beautification Event
Hafa Ada!

지난 8월 1일, Guam을 사랑하는 여러분들이 모여 Guam을 더 아름답게 만들었습니다! 섬 전체를 대상으로 진행된 환경 미화 프로젝트! Guam을 사랑하는 마음을 담뽕 담아 알고 듣고~ 모두의 노력이 모여 반짝 반짝 빛나는 Guam! Guam은 여전히 그 자리에서 다시 만날 당신을 기다리고 있습니다!

Guam 새로운 시작을 위한
[Give Us A Moment] Guam Island Pride Beautification Event



NAVER

Weekly best content (Top Reach): Guam Island Pride Beautification Event



KOREA SOCIAL MEDIA

LOCAL & GLOBAL EVENTS

Indirect message: "We are ready to welcome tourists."



NAVER

KEY MESSAGES EMPHASIZED:

- Numerous volunteers cleaned up after litterers along the Ypao Beach area early August 1 morning as part of the Guam Visitors Bureau Island Pride Beautification event.
- We are excited to convene the Islandwide Beautification Task Force as we move toward the recovery phase in our COVID-19 pandemic response.
- Guam is preparing to welcome tourists.

CONSUMER SENTIMENT



life_honey_life 와.. 사진이다웠다
3시간 좋아요 1개 댓글 달기

two_min_papa_ 가고싶다.. 못가니 더 가고싶다
30시간 좋아요 1개 댓글 달기

orientallotus313 바다색을 보니 가슴이 울렁울렁, 증만 가고 싶어용! 🥺🥺
19시간 좋아요 1개 댓글 달기

nayna_cls Stunning 🙌
3시간 좋아요 1개 댓글 달기

two_min_papa_ 가고싶다.. 열번채워야 되는데 .. 지금가면 완전 딱인데 →
9일 좋아요 1개 댓글 달기

eunyoung_0528 광은 여행가도 괜찮나요? 🥰가구실은다
9일 좋아요 1개 댓글 달기

life_honey_life 와.. 광 가고싶다
3시간 좋아요 1개 댓글 달기

orientallotus313 👍👍👍
2일 좋아요 1개 댓글 달기

jj_90_7 진짜그리워요! 🥺
3시간 좋아요 1개 댓글 달기

What a beautiful picture of Guam!

I really want to go to Guam.

I really want to visit Guam as soon as I look at this picture!

I really want to go to Guam. It will be my 10th trip. I think this is the right time to visit. Lol.

Wow.. I really want to visit Guam.

I really miss Guam.

KOREA SOCIAL MEDIA

STRATEGY | AUGUST WEEK 1

CONTENT	UPLOAD DATE	DETAIL
Instagram Feed Daily Uploads	August 3 - 7	The daily Instagram feed contained beautiful scenery/tour spots/culture/food Information of Guam. GVB uploaded these contents on daily basis.
Give Us A Moment #GUAM Island Pride Beautification Event	August 5	Introduced what was #GUAM Island Pride Beautification Event. Also explained what does mean to the Island and its community.
News Travel Talks Webinar Series	August 7	GVB highlighted their new Travel Talks webinar series in a continued effort to revitalize Guam's tourism industry via Instagram story to encourage both consumers and industry partners to participate in the webinar.
Instagram Feed Daily Uploads	August 10 - 14	The daily Instagram feed will contain beautiful scenery/tour spots/culture/food Information of Guam. GVB will upload these contents on daily basis.
New Travel Talks Webinar Series	August 12	GVB will post about New Travel Talks Webinar Series in detail. We will emphasize a new Travel Talks webinar series is conducted in a continued effort to revitalize Guam's tourism industry. Also we will highlight the series aims to educate and inspire GVB members and industry stakeholders to reimagine their businesses as Guam begins its tourism recovery efforts.
Instagram Story Quiz - New Travel Talks Webinar Series	August 13	GVB will implement a simple quiz about New Travel Talks Webinar Series via Instagram Story to remind the consumers to think about webinar and its purpose behind the event.



CONSUMER EVENT Q.FEAT

PERIOD: August 10 - September 27
 TARGET: Q.feats Users, General Consumers

SCHEME:

- Mezzo Media is Korea's first digital media representation specializing in Ad platform services.
- Mezzo Media launched Q.feats quiz application which offer users gets rewards when they solve quiz.
- GVB will launch Guam travel quiz on Q.feats channel for 7 weeks.
- Quiz will be focus on featuring Guam general information and safe travel to Guam in COVID-19 situation.
- After solving the quiz, users also can access to GVB social media channel.

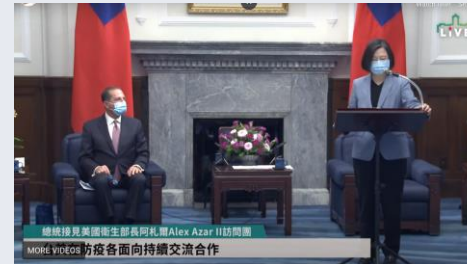
The screenshots show the Q.feats app interface. The first screenshot displays a 'GRAND OPEN' banner with a '60Q' reward for a '지역명소 퀴즈' (Local Landmark Quiz). The second screenshot shows the quiz question: '평화곤돌라 두번째 퀴즈' (Peace Gondola 2nd Quiz) with a '30Q' reward. The third screenshot shows the quiz options and a '시작하기' (Start) button. The fourth screenshot shows the quiz results and a '시작하기' (Start) button. The fifth screenshot shows a reward screen with 'Expose GVB Korea Social Media Channel' and a '시작하기' (Start) button.

TAIWAN

TAIWAN COVID-19 NEWS

PR DATE	TAIWAN GOVERNMENT NEWS
2020-08-10	Highest-level US official to visit Taiwan in 41 years lands in Taipei
2020-08-08	Taiwan, Japan look to reinforce ties during delegation visit
2020-08-08	Taiwan prepares for quarantine-free visits by US health secretary and Japan's ex-PM
2020-08-08	Coronavirus pandemic casts cloud over Central Taiwan's annual lake swim
2020-08-07	StarLux launches air travel tour to Taiwan's Dongsha Islands
2020-08-06	U.S. health secretary to arrive in Taiwan Sunday; no quarantine planned
2020-08-05	Health and Human Services Secretary Alex Azar to Visit Taiwan
2020-08-04	New rules for foreigners to visit Taiwan starting Aug 1
2020-08-04	Singapore Airlines to resume flights to Taipei in September
2020-08-04	ANA resumes regular Taipei Songshan - Tokyo Haneda flights
2020-08-02	Pleasure flights launched by Taiwanese airlines sell out instantly
2020-07-30	Former Taiwan President Lee Teng-hui passed away at age 97

U.S. PLANS FIRST CABINET-LEVEL VISIT TO TAIWAN IN 6 YEARS



Alex Azar, Secretary of the U.S. Department of Health and Human Services, leads a delegation to visit Taiwan and has arrived on Aug 9.

- AIT stated in a press release issued on Wednesday (Aug 5), that the purpose of Azar's visit at this time is to "strengthen the U.S.-Taiwan partnership and enhance U.S.-Taiwan cooperation to combat the global COVID-19 pandemic."
- Quarantine will be waived for Azar and his delegation team. However, they must obtain a negative PCR testing report issued within 3 days prior to boarding, and received another test upon arrival at the airport
- The team will travel to Taiwan by charter flight, commute with private vehicle as well.
- CECC stated that the same diplomatic travel bubble can also be applied to other VIPs.

While carrying out itinerary, the group will follow Taiwan CECC's protocols including being separated from civilians, wear mask and social distance during meetings, and more.



**Confirmed
COVID-19**

**CASES:
481**

**DEATHS:
7**

AS OF AUG 14, 2020

FORMER JAPANESE PRIME MINISTER YOSHIRO MORI VISITED TAIWAN

- Minister Yoshiro Mori led a delegation to pay tribute to late Taiwanese President Lee Teng-hui Sunday
- During the 30-minute meeting, Tsai thanked the 16-member delegation for coming to Taiwan to pay their respects to Lee
- Mori hopes for even better Taiwan-Japan relations in the future.



President Tsai Ing-wen and former Japanese Prime Minister Yoshiro Mori.



- Pleasure cruise launched by Taiwan's StarLux flies off the shelves
- StarLux launches air travel tour to Taiwan's Dongsha Islands
- Pleasure flights launched by Taiwanese airlines sell out instantly
- CAA approves EVA Air's pleasure cruise around Taiwan



South Korea considers reopening travel links with Taiwan



Low risk areas announced by CECC: New Zealand, Australia, Macau, Palau, Fiji, Vietnam, Hongkong, Thailand, Mongolia, Cambodia, Brunei, Laos, Bhutan

UPDATED RULES FOR FOREIGNERS TO VISIT TAIWAN STARTING AUG 1

TAIWANESE NATIONALS

14-day quarantine at home required



FOREIGNERS

- Individuals with ARC (alien resident certificates) and student with permission from Ministry of Education (MOE) can enter but requires 14-day quarantine
- Only certain individuals without ARC can enter Taiwan providing negative COVID-19 RT-PCR test result issued within three days prior to boarding the flight to Taiwan, including those with:
 - Diplomatic duties
 - Contractual obligations
 - Special permission
 - 14-day quarantine applies to all

HONG KONG AND MACAO RESIDENTS

- Those with valid Taiwan entry permits must provide negative testing results prior to boarding the flight to Taiwan, and 14-day quarantine applies.
- International medical personnel permitted by the Ministry of Health and Welfare (MOHW) must provide negative testing results prior to boarding the flight to Taiwan, and 14-day quarantine applies.



CHINESE NATIONALS

- Individuals with ARC, such as spouses of Taiwanese nationals or children of Taiwanese nationals under 2 years old can enter, 14-day quarantine applies.
- Graduating Chinese students with permission from MOE can enter, 14-days quarantine applies
- International medical personnel permitted by the (MOHW) must provide negative testing results prior to boarding the flight to Taiwan, and 14-day quarantine applies.



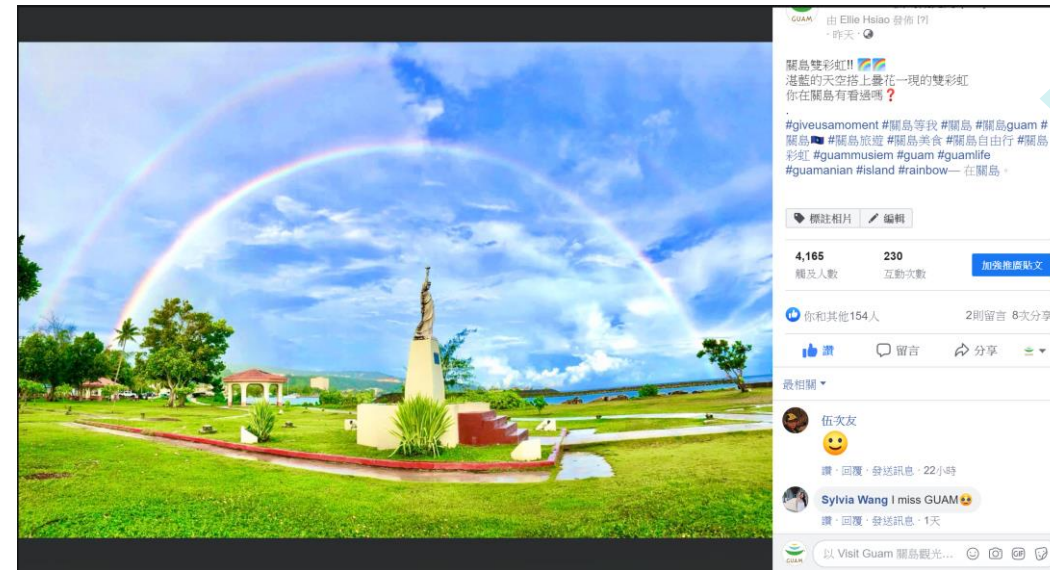
TAIWAN SOCIAL MEDIA

SOCIAL MEDIA STATISTICS

Aug 2-8, 2020

Country	Taiwan
Total SNS Fans (as end of month)	FB: 72,059 IG: 3,316 Total: 75,375
Total Fan Growth (June)	FB: 0.012% growth 71,215 (as at end of May) to 72,059 IG: -0.003% growth 3,326 (as at end of May) to 3,316 Total: 74,541 (as at end of May) to 75,375
Total Post Impression (June)	FB: 186,373 (Sum of Daily Organic Impressions of page level insight data) 224,475 (Sum of Lifetime Post Organic Impressions of post level insight data) IG: 23,247 (Sum of impression)
Total Engagement (June)	FB: 5,099 (Sum of Daily Page Engaged Users of page level insight data) Link Clicked: 19 (Average of 28 Days People who interacted) Other Clicks: 3,544 (Average of 28 Days People who interacted) Photo View: 1,499 (Average of 28 Days People who interacted) Video Play: 37 (Average of 28 Days People who interacted) IG: 20,351 (Sum of people reached)
Total Visiting intent (June)	FB: 27 IG: 3 (Quantify total social media users on our Facebook and Instagram who have indicate "positive interest" of visiting Guam.)

SOCIAL MEDIA WEEKLY STATS Aug 2-8, 2020			
	LIKES	COMMENTS	SHARE
Facebook	510	18	16
Instagram	179	4	5



Have you seen the double rainbow in Guam's baby blue sky?

FLASHBACK POSTS



So beautiful, makes me feel happy.

I miss Guam



Si Yu'os Ma'ase'!

Photo by Ryan Ecal