



PHOTO BY: KEVIN WANG

INDUSTRY RECOVERY UPDATE

JULY 24, 2020





FROM GVB'S PRESIDENT AND CEO



*GVB President & CEO
Former Gov. Carl T.C.
Gutierrez*

ENSURING THAT GUAM IS A SAFE DESTINATION FOR ALL IS VITAL TO THE FUTURE OF TOURISM

Håfa Adai! This past week, we were happy to partner with United Airlines and the Guam International Airport Authority for the UnitedTogether For #GUAM safety event at the airport.

We learned more about the safety protocols and measures that have been implemented for all travelers. While this is our new normal for now, I have hope we will get through the limitations created by COVID-19 and continue to adapt. Guam has already been through so much. Let's continue to work together for the future success of Guam's tourism industry.

GVB RESOURCES

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

Spirit of inafa'maolek will get us through coronavirus

[Past Issues:](#)

[Weekly Industry Recovery Reports](#)

[GVB Website](#)

[Social Media:](#)

[Facebook & Instagram](#)

[TOURISM VOICE BOX](#)

Submit your comments or questions here



Reshaping the Guest Experience

Friday, August 7, 2020 | 3pm

REGISTER TODAY
FREE



How can your business reshape your guest experience to increase confidence in your establishment?

TOPICS



How to Inspire Guest Confidence



Understanding the Essentials of Building Brand Value and Applying Flexibility



Skills Refresh: How Tourist Industry Frontliners Can Adapt to Their New Roles

guamvisitorsbureau.com/webinars

Give Us A Moment #GUAM Island Pride Beautification Event

Islandwide
Beautification
Cleanup

**SATURDAY
AUGUST 1, 2020**

Go Time: 6 AM

How to participate:

Email: hafaadai@visitguam.org

<https://bit.ly/GUAMBeautificationVolunteers>



Photo by Kenneth Lee



Give Us A Moment

Special thanks to:



NEWS & DEVELOPMENTS



LOW-RISK AREAS FOR QUARANTINE PROTOCOLS IDENTIFIED EFFECTIVE JULY 24

The Department of Public Health and Social Services (DPHSS) has issued the list of Low-Risk Areas, effective July 24, and can now be found online at dphss.guam.gov.

COVID-19 Low Risk Areas
Effective July 24, 2020

United States

- Connecticut
- Maine
- New Hampshire
- New Jersey
- New York
- Vermont

Pacific/Oceania

- American Samoa
- Australia
- CNMI
- FSM
- Marshall Islands
- New Zealand
- Palau

Asia

- Malaysia
- South Korea
- Taiwan

Other Countries

- Austria
- Belgium
- Canada
- Denmark
- Finland
- Germany
- Greece
- Hungary
- Iceland
- Ireland
- Italy
- Netherlands
- Norway
- Poland
- Slovakia
- Switzerland
- Spain
- United Kingdom

COVID-19 Low Risk Areas will be determined by calculated COVID-19 Area Risk (CAR) Score, which primarily assesses an area's recently calculated Case Doubling Time, Test Positivity Rate and new cases per 100K population. List is subject to change, visit dphss.guam.gov for more information.

Low Risk Areas

Incoming travelers whose point of origin is from a low-risk area and whose stay on Guam is less than 5 nights will not be subject to quarantine. Incoming travelers who will be staying on Guam for more than 5 nights will be required to take a COVID-19 test on the fifth day of their stay, unless they show proof of a negative polymerase chain reaction (PCR) test within 5 days of their arrival on Guam.

COVID-19 Low-Risk areas are determined by a calculated COVID-19 Area Risk (CAR) Score, which primarily assesses an area's recently calculated Case Doubling Time, Test Positivity Rate and New Cases Per 100,000 population.

All Other Areas

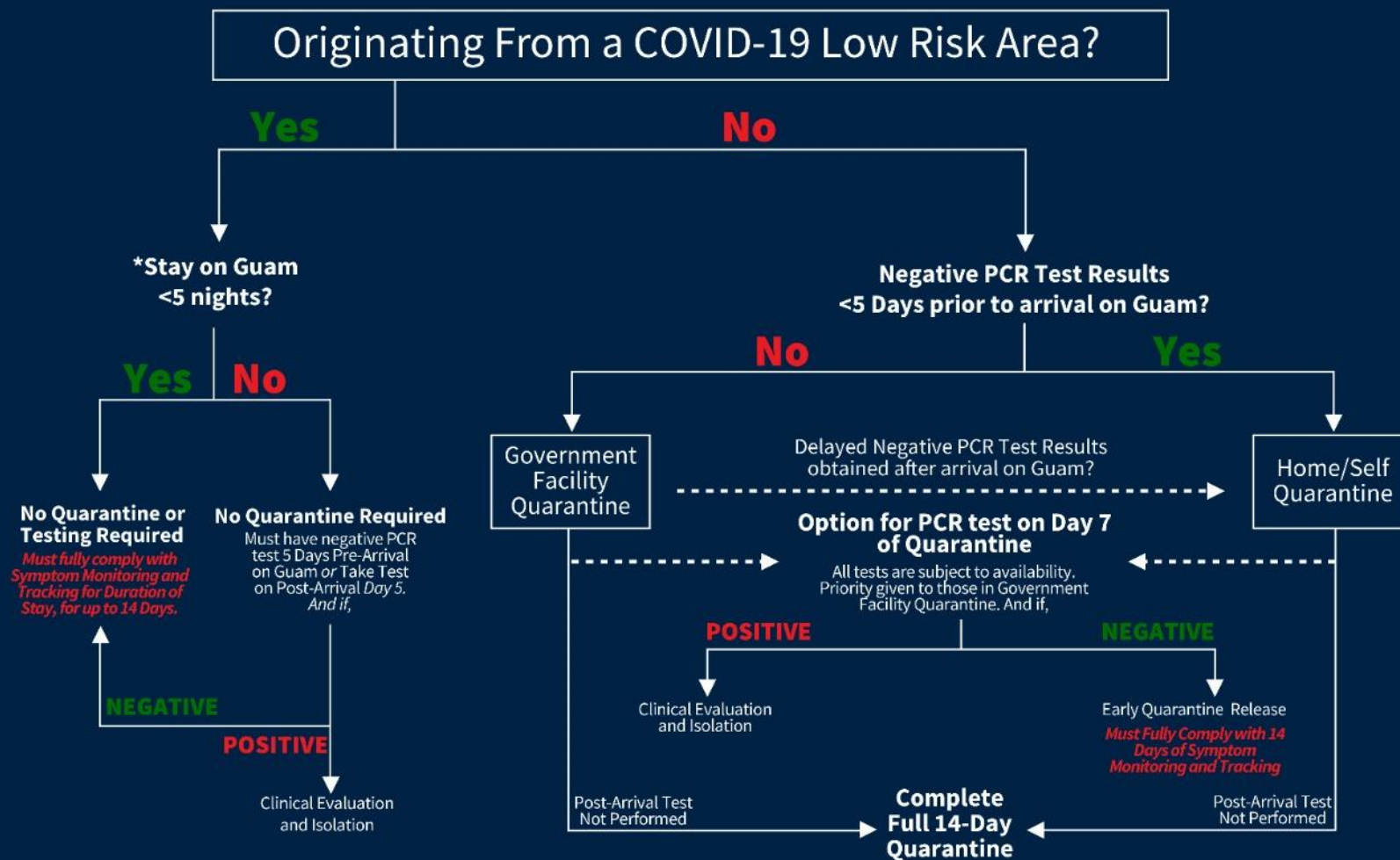
Incoming travelers whose point of origin is not from a low-risk area and who are unable to show proof of a negative PCR test within 5 days of their arrival to Guam will be required to quarantine at a government facility for 14 days. Those who can show proof of a negative PCR test that was administered within 5 days of their arrival to Guam can proceed to home/self quarantine for 14 days. Individuals under either form of quarantine will be given the option to test out on day 7, however, priority will be given to those in government quarantine. COVID-19 tests are subject to availability.

All incoming travelers, whether coming from a low-risk area or not, are subject to symptom monitoring by DPHSS for the duration of their stay, or 14 days, whichever is greater.



MANDATORY QUARANTINE PROTOCOLS:

For all incoming travelers effective 12:01AM JULY 24, 2020



COVID-19 Low Risk Areas will be determined by a calculated COVID-19 Area Risk (CAR) score, which primarily assesses an area's recently calculated Case Doubling Time, Test Positivity Rate and new cases per 100K population. Once available, a list of low risk areas can be found at dphss.guam.gov. Quarantine protocol measures are subject to revision without advanced notice.

As of July 24, the updated quarantine protocols become effective for Guam.

Here is a quick overview of the new guidelines:

- Whether you are a resident or a visitor, all travelers from High Risk Areas will still be subject to quarantine in Guam.
- Passengers arriving from low-risk areas who are staying less than five days will not be required to quarantine or get tested.
- If travelers stay longer than five days, they must show proof of a negative PCR test that was done before coming to Guam or take a test on the fifth day. If they continue to test negative, they must fully comply with symptom monitoring and tracking.
- The same standard applies to returning residents staying at home. A list of low-risk and high-risk areas can be found at dphss.guam.gov.



“It is important for us to come together and work hard to keep our community and visitors safe as we begin our economic recovery efforts. As we send off our loved ones or welcome them back, the Håfa Adai spirit should be present throughout the travel experience.”

- Gerry Perez, GVB Vice President



“Safety is paramount in the airline industry. We wanted to share what we have implemented to keep our community, employees and visitors COVID-safe throughout their travel journey.”

- Sam Shinohara, United Airlines Director of Airport Operations, Asia/Pacific



United Together For #GUAM Event

Presented by United Airlines and in partnership with GIAA and GVB

United Airlines partnered with the Guam International Airport Authority and Guam Visitors Bureau to demonstrate how Guam is ready to safely welcome back residents and visitors to the island. This collaborative event hosted industry stakeholders and members of the media and gave them a firsthand look at how the airport community is working together for a safer Guam travel experience. United demonstrated how the company keeps customers and employees safe from check-in to landing under its systemwide UnitedPlus program. GVB discussed the importance of making Guam a safe destination for all, while stressing the importance of sharing the Håfa Adai spirit at every stage of the travel journey.

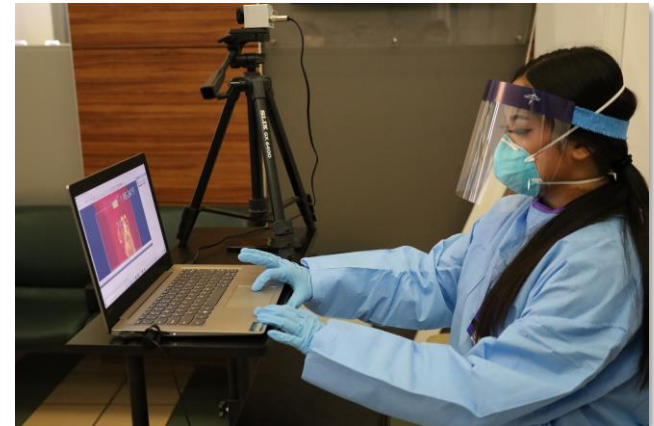
Key Takeaways:

- United is using enhanced cleaning and electrostatic fogging procedures to disinfect their check-in counters and aircraft after each flight. High grade disinfectants are used to wipe down surface areas such as galleys, trays, lavatories and armrests. The onboard service experience has also changed to maximize hygiene safety.
- The airport arrival and departure facilitation to include TSA, CBP, and Guam Customs has been completely re-engineered to minimize virus exposure, observe social distancing protocols, and provide a touchless process as much as possible.

UnitedTogether For #GUAM Event



UnitedTogether For #GUAM Event



DOCOMO PACIFIC Work Better Together Webinar Series

Reconnecting Guam: Tourism's Path Forward



WEBINAR

RECONNECTING GUAM
TOURISM'S PATH FORWARD

JULY 29 | 10 AM

FREE REGISTRATION
docomopacific.eventbrite.com

presented by

docomo pacific
Business

Reconnecting Guam: Tourism's Path Forward, the first session in the DOCOMO PACIFIC - Work Better Together Webinar Series, will provide a platform to connect industry leaders and experts to address the current challenges in tourism, and to provide effective approaches to sustain the lifeline of our economy. The series aims to promote collaboration among industry leaders and decision makers to unite our efforts in rebuilding our island.

Free Registration
Click to register.



Dr. Parag Khanna
FutureMap
Founder & Managing
Partner

Topic: **Connectivity in the
New World**



Dr. Mario Hardy
Pacific Asia Travel
Association
CEO

Topic: **The Future of Travel
in Asia Post Pandemic**



Junichi (Jack) Kumada
JTB Tourism Research & Consulting
Executive Director & Chief Research
Officer, Head of Global Tourism
Agenda

Topic: **Japan Travel Protocol and
Demand Forecast**



Sam Shinohara
United Airlines
Managing Director of
Airport Operations for
Asia-Pacific

Topic: **Connecting People
and Uniting the World in
the New Paradigm**



**Dr. Annette Taijeron
Santos**
University of Guam
Dean of School of Business
and Public Administration

Topic: **Reopening Guam's
Economic Driver**



Roderick Boss
DOCOMO PACIFIC
President & CEO

Topic: **Reconnecting with
Employees and Customers in
the New Norm**

INDUSTRY CALLOUTS



APPLY FOR YOUR BUSINESS'S SAFE TRAVELS STAMP AND EARN GLOBAL RECOGNITION

Businesses can join for free

GVB encourages all businesses to implement the health and hygiene protocols outlined by The World Travel & Tourism Council (WTTC). The Guam Airport has taken the lead and submitted its application to participate in this program.

Visit <https://wttc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp> and ensure that your existing business protocols are aligned with the respective WTTC Global Protocols.

The protocols applicable to your business can be viewed and downloaded here: <https://bit.ly/WTTCGlobalProtocolsGVB>.

Some businesses may not fit within a single industry protocol identified by the WTTC. There may be overlaps in the protocol as this is meant to be used as a guide and not to replace current protocols.

Benefits:

- *Global recognition for your business and Guam.*
- *Elevate island's businesses to meet safety, health, and hygiene protocols.*
- *Promote a "Safe Travels" experience for residents and visitors.*

For questions regarding this effort, please contact Gabbie Franquez at gabryel.franquez@visitguam.org or by calling 646-5278.



HOW TO APPLY

Once protocols are aligned, click the link to start the quick four-step application process: <https://wttc.org/COVID-19/SafeTravels-Stamp-and-Assets>

1. Input your business' information in the required four fields (Name, Email, Organization, & Website).
2. Agree to WTTC's Terms and Conditions by filling out the form located on the bottom of the webpage.
3. After submitting the form, you will be redirected to an online folder with the Safe Travels Stamp template. Add your logo in the white square of the template.
4. Add the stamp to your website, location, emails, etc.

BOOST YOUR ONLINE PRESENCE!

As industry partners, we know there's a lot more to Guam that many locals and visitors might not be aware of! Share, tag or contact us on how we can support you!

Categories

- Recreational Activities
- Nature
- Culture
- Food & Beverage

TO PARTICIPATE:

Send your videos to hafaadai@visitguam.org or tag us on your posts to give us permission to share!



bennguam_tour • Follow
Guam

bennguam_tour #FollowMeTo #GUAM
火紅的鳳凰花，開在入夏的季節
花語：思念
想念開島了嗎？
沒關係，無論是何時
屬於你的夏天，會一直在這裡等你
^_^
等到可以放心出遊了
再一起來開島度假盡情享受吧！
.
.
.
#instagram#iloveguam#summer
#flametree#color_of_day#guam
#關島#遊#美島# Guam
#andililabentour#T+中#美#T+中

Liked by iowani and 10 others

5 DAYS AGO

Add a comment...



hyattguam • Following
Hyatt Regency Guam

hyattguam Every day is a pool day at #HyattRegencyGuam.

We're happy to announce that Breezes restaurant now closes at 7:00 PM every Friday, Saturday and Sunday. Also available are daily dine and swim packages starting from \$55 for adults and \$30 for children. It includes food from Breezes plus access to the hotel's resort facilities. Call us at 647-1234 for more information. Packages must be booked at least 24 hours in advance.

@yui_mtm

66

Liked by never_turning_back and 150 others



guamfishingexpeditions • Follow
Agat, Guam

guamfishingexpeditions Specific requests were a doggie and a GT. We tried #gtpping for GT but no one around came to play so we decided to move on to the elusive doggie on the jig. We had a double strike on the jig and one broke off losing the lure but this one held up. Thanks to Mr. Taxman for bleeding this one out for us and saving the meat! #sashimi and #pokebowls on the menu! Let's get hooked! #guam #guamfishing #guamfishingexpeditions #fishingguam #visitguamusa #instagram #fishing #dogtoothtuna

1w

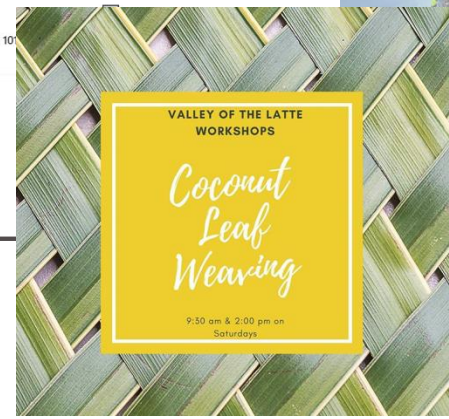
mr_mrs_guam_fishing Nice!

Agat, Guam

Liked by guamsportsnetwork and 95 others

JULY 14

Add a comment...



valleyofthelatteguam • Following
Valley of the Latte Adventure Park Guam

valleyofthelatteguam Coconut Leaf Weaving Workshops - at the #ValleyoftheLatte .
July 18th & 25th August 1st, 8th, 15th, 22nd, 29th, 2020

We will have 2 workshops every Saturday starting July 18th, 9:30 AM to 11:30 AM or 2:00 PM to 4:00 PM.

There is a maximum workshop size of 15 attendees and advanced registration is required, so please do not wait to register. You can register online by filling out the online form or by downloading and returning the Registration Form, both on our website.

The cost of each session is \$20.00 per person.

Liked by markbgum and 93 others

JULY 9

Add a comment...



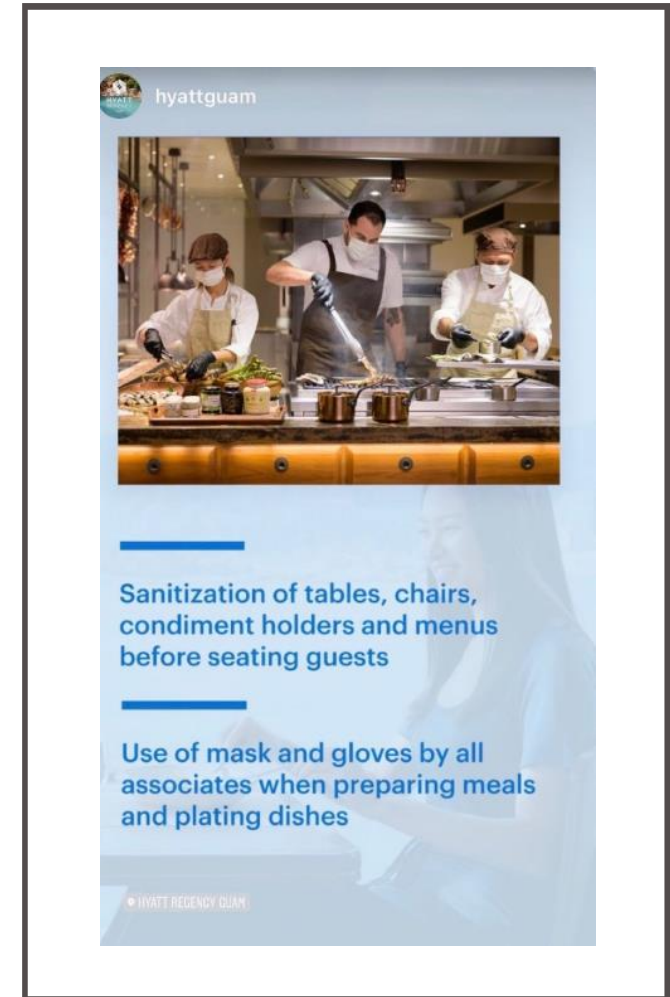
WE ARE GUAM, WE ARE SAFE!

Share your business protocols and safety measures with us! The goals of the content are:

- Showcase what Guam is doing to prepare for visitors to arrive
- Provide reassurance to those concerned about traveling to Guam
- Highlight Guam communities already implementing proper processes and protocols

TO SUBMIT:

Send your photos and/or videos to hafaadai@visitguam.org or tag us on your posts to give us permission to share!



SUBMIT YOUR GUAM VIDEOS!

GVB is looking for video content to feature on various social media and digital platforms.

Here's what we're looking for:

- Video tours of your business
- Beauty and nature shots of Guam
- Employees and staff members helping each other or working together
- Charitable events
- Cleanups at the beach, park or even in your own neighborhood!

TO SUBMIT:

Send your videos to hafaadai@visitguam.org or tag us on your posts to give us permission to share!



[Fish Eye Marine Park Guam](#)

SHARE YOUR PROMOTIONS AND SPECIAL OFFERS!

Send your videos to hafaadai@visitguam.org or tag us on your posts to give us permission to share!

JULY WEEKDAY SPECIAL!



GUAM FISHING EXPEDITIONS

DURING THE MONTH OF JULY WE WILL BE OFFERING 20% OFF OUR CHARTER RATES FOR FAMILIES WANTING TO ENJOY A NICE OUTING ON THE OCEAN. *

Splash in to Summer!

*Special applies to weekdays only
For more info email guamfishingexpeditions@gmail.com or find us on social media
@guamfishingexpeditions



KIDS FREE

IT'S TIME FOR A FAMILY ADVENTURE!

BUY ONE (1) ADULT ADMISSION, GET ONE (1) CHILD ADMISSION FREE.

UNTIL AUGUST 31ST AT THE VALLEY OF THE LATTE



THAI CRUNCH SALAD

1/2 BBQ CHICKEN SANDWICH & CAESAR SALAD

\$10

ISLAND GIRL

EXCLUSIVE

california PIZZA KITCHEN

NOW OFFERING CPK AT ISLAND GIRL

SHARE YOUR PROMOTIONS AND SPECIAL OFFERS!

Send your videos to hafaadai@visitguam.org or tag us on your posts to give us permission to share!



SHERATON
Laguna Guam Resort

Local Family Promotion
July 20 – Sept. 30, 2020

\$115 Per Night + 11% tax
E&B Credit \$20 per room per day

Ocean View Room
Welcome drink, cheers & 2 soft drinks

Limited Time Offer

Limited facilities & operations
Valid Guam ID required for special rate
Special promotion rate valid for stays within the month of July to September
Applicable local promotion benefits will be honored for existing local reservations
Offering from July 20 to August 31, 2020
Hotel reserves the right to amend promotions without prior notice
For reservation and details, please call 646-2222



Stay longer. Stay together.

2 beds and 2 futon set up. Up to 4 adults and 2 children in 1 room.
Early Check In 10:00 am / Late check out 4:00 pm
One (1) time breakfast at **Eggs'n Things** for 4 pax is included.
Get more discount on 2nd & 3rd night.

Tatami Suite

1 night \$250
2 night \$330
3 night .. only **\$370**

Must present local ID upon check in.
Applicable of 11% tax.
Room cleaning is not included.
Make a reservation today:
email reservations@guamreef.com or call 671-646-6881

Guam Reef Hotel



Stay longer. Stay together.

Early Check In 10:00 am / Late check out 4:00 pm
One (1) time breakfast at **Eggs'n Things** for 2 pax is included.
Get more discount on 2nd & 3rd night.

Ocean Suite

1 night \$190
2 night \$250
3 night .. only **\$290**

Must present local ID upon check in.
Applicable of 11% tax.
Room cleaning is not included.
Make a reservation today:
email reservations@guamreef.com or call 671-646-6881

Guam Reef Hotel

MARKETS AT-A-GLANCE

MARKETS AT-A-GLANCE

JAPAN

1 COVID-19 News

- Rise in Covid-19 cases in Tokyo, with majority 20s-30s years of age
- 7.41 million downloads of COCOA contact tracing app

2 Market Intelligence

- Go To travel campaign overall sentiment (*from governors and consumers*) is to postpone; government to exclude Tokyo
- Dubai issued WTTC Safe Travels stamp; Emirates resumed Japan flights
- Most package tours begin Sept 1
- JATA Online Travel Mart: Aug 6-7

3 Airline News

- Competitor flight operation info provided in appendix
- Japan Airlines suspended until Sept 30
- United flights from Nagoya and Kansai suspended until Sept 7; UA 177/178 from Kansai suspended until Dec 31; UA 165/166 from Fukuoka suspended until Oct 24
- T'Way and Jeju Air suspended until end of Aug

4 Social Media

Public sentiment (July 15-20) shown in appendix

DETAILS ARE FOUND IN THE APPENDIX.

SOUTH KOREA

1 COVID-19 News

- 91% recovery rate
- Imported cases continue to rise; government require arrivals to submit negative Covid-19 test
- Extended special travel advisory until August 19

2 Airline News

- T'Way, Asiana, Jin Air, Jeju Air, and Air Busan updates are provided in appendix
- Total outbound air seat capacity for July increased to 260 seats (Jin Air)

3 Travel Trade

Travel packages comparison shown in appendix

4 Social Media

2,027 participated in Travel Sentiment Survey

TAIWAN

1 Market Intelligence

- Domestic travel on the rise
- Art FUN Go voucher valid July 22-Dec 31
- Government updates detailed in appendix
- South Korea considers reopening travel links with Taiwan
- China Airlines to end wage cuts early

2 Airline News

China Airlines canceled flights until Sept 2020

3 Social Media

Began a lucky draw event to increase participation in traveler sentiment survey

COUNTRY PROTOCOLS

INBOUND PROTOCOLS AS IT RELATES TO GUAM	JAPAN	KOREA	TAIWAN
Foreigners traveling from US denied entry	X		X
Residents: 14-Day Quarantine required when traveling from US	X	X	X
Health Declaration & Travel Record Form		X	X
Residents: Quarantine at Government Facility	X		
Residents: Quarantine at Home with Negative Result	X	X	X
Foreigners: Quarantine at Government Facility		X	
Foreigners: Quarantine at Government Facility with Option to Transfer to Personal Residence/Local Monitoring Facility with Negative Test Result			
PCR Testing of Returning Residents	X	X	
PCR Testing of all Inbound	X	X	
Install the Self-Quarantine Safety Protection or Self-Diagnosis App		X	

OUTBOUND FOR COUNTRY NATIONALS	JAPAN	KOREA	TAIWAN
Temperature Check at Arrival at Airport (Entry to Terminal)		X	X
Temperature Check at Departure Area		X	X
Temperature Check at the Gate		X	X
Travel Survey and Exit Screening Station for US Bound Travelers		X	
Wearing a Face Mask (without mask will be denied boarding)		X	X
Planned Opening Date for International Travel	Borders open	Borders open	Open for travelers with special request other than tourism

October - July 12, 2020

Total: 751,206 (-39.7%)

% Market Mix	Origin	2019	2020	% to LY
43.2%	Japan	497,715	324,466	-34.8%
43.3%	Korea	564,604	324,910	-42.5%
1.4%	Taiwan	21,860	10,656	-51.3%
0.6%	China	10,242	4,278	-58.2%
5.8%	US/Hawaii	75,201	43,596	-42.0%
1.2%	Philippines	17,167	9,016	-47.5%
0.2%	Hong Kong	5,434	1,215	-77.6%
0.1%	Russia	4,639	994	-78.6%

Note: July 2020 Daily Arrivals reflect Civilian Air arrivals only

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

January - July 12, 2020

Total: 314,981 (-62.7%)

% Market Mix	Origin	2019	2020	% to LY
45.6%	Japan	336,932	143,665	-57.4%
39.3%	Korea	382,537	123,825	-67.6%
1.4%	Taiwan	15,572	4,498	-71.1%
0.6%	China	6,900	2,028	-70.6%
7.7%	US/Hawaii	52,603	24,145	-54.1%
0.8%	Philippines	10,764	2,592	-75.9%
0.1%	Hong Kong	3,406	466	-86.3%
0.1%	Russia	2,938	470	-84.0%

Note: July 2020 Daily Arrivals reflect Civilian Air arrivals only

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Visitor Arrivals

% Market Mix	Origin	Seat Capacity at 70%	2021	LF %
28%	Japan	529,803	70,779	13%
46%	Korea	547,739	116,446	21%
3%	Taiwan	49,109	6,553	14%
23%	Other	421,64	57,659	20%
	TOTAL	1,397,226	251,437	18%

Assumptions:

- Arrivals reflect market seasonality (peaks: Japan is March and August; Korea is July-August; Taiwan is January-February)
- Taiwan air arrivals assumes the introduction of EVA air in December 2020
- Seat Capacity was reduced to 70% to adjust for social distancing measures
- Estimated TAF for FY2021 = \$8.9M - \$11.5M (\$9.1M with Refi 2021)
 - 2022 HOT Bond savings of \$3.7M + TAF improvements
- TAF Projection assumes ADR of \$170 with an Average Length of Stay of 4 days

Note: Daily Arrivals reflect civilian air arrivals only

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

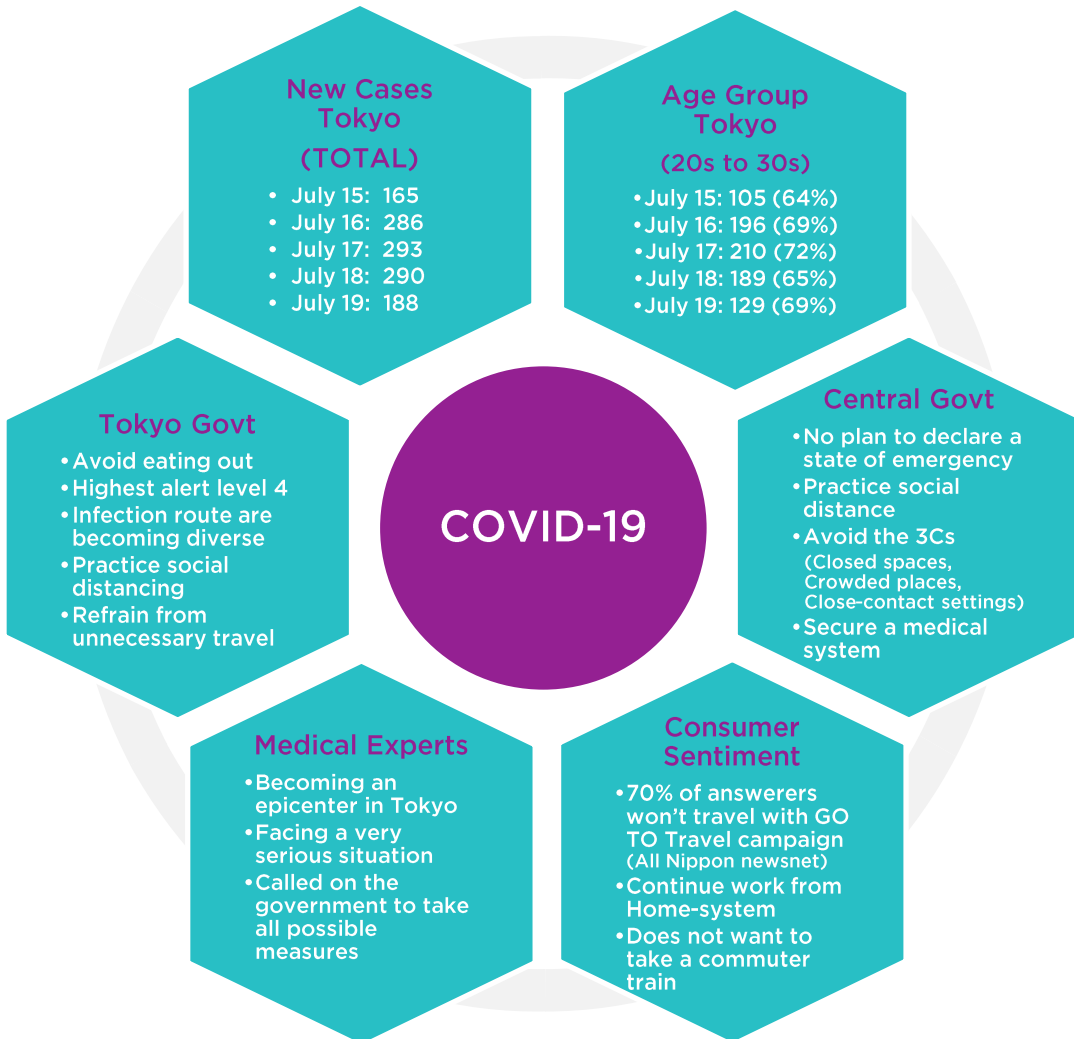
MARKET INTELLIGENCE REPORT APPENDIX

As of July 24, 2020 and may be subject to change



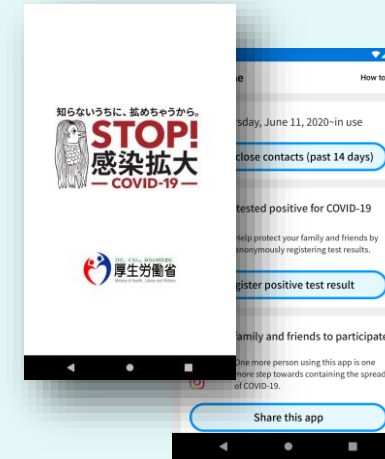
JAPAN





COVID-19 CONTACT TRACING APP

The free Cocoa app was designed to notify users if they have come into close contact with someone who was tested positive for coronavirus. The health ministry recommends users to install the latest app update before use. As of July 17, the app has seen 7.41 million downloads.



Tokyo reported a single-day record of 293 new cases of the novel coronavirus on Friday, July 17 amid growing concern about a second wave of infections that has cast a shadow on an initiative aimed at spurring domestic travel.

TOP 5 PREFECTURES FOR NEW CASES

On July 19, the five top prefectures for new cases are:

Tokyo	188
Osaka	89
Saitama	38
Fukuoka	32
Kanagawa	30

July 14-19, 2020 - total 1,365 new cases

19 years of age or less	4%
20s - 30s years of age	68%
40s - 50s years of age	20%
60s and above	8%

Confirmed COVID-19

CASES: 27,029

DEATHS: 990

AS OF JULY 24, 2020

JAPAN MARKET INTELLIGENCE



GO TO TRAVEL CAMPAIGN: JULY 22 – MID MARCH

CAMPAIGN DETAILS

- The Go to Travel campaign is an initiative of Japan's national government (¥1.7 billion yen).
- Stimulate Japan's economy, with a focus on the travel, hospitality and entertainment sectors.
- Cover half of travel spending
- ¥20,000 per person per night
- ¥10,000 per person for day trips

GOVERNMENT POLICY

- Kick off on July 22
- Plans to exclude trips to and from Tokyo, from campaign
- The expert panels approved a plan to exclude from the campaign trips to Tokyo

PREFECTURAL GOVERNORS

- Governor of Osaka: campaign shouldn't start.
- Governor of Saitama: called on travelers to start with the close tourist destinations.
- Governor of Yamagata: the campaign should not be started nationwide.
- Governor of Okinawa: ask traveler to refrain from going out.

CONSUMER SENTIMENT

- The campaign should not be started now.
- It is hard to understand the campaign details.
- The campaign budget should be used to enhance the medical system.
- Those who want to travel will make their own decisions and travel without any campaign.



DUBAI Tourism Open July 7: Business & Leisure



Dubai, the main city of the United Arab Emirates (UAE), resumed accepting foreign tourists on July 7. Emirates Airlines (EK) has also resumed Japan flights from July 6.

At the Jumeirah Al Naseem Hotel, guest rooms will not be used for 3 days after check-out. Only one group of family or friends can use the hotel elevator at the same time. All guests and employees to wear both gloves and face-mask. A body temperature sensor to monitor all people. At check-in counters, the travelers are required to line up every 2 meters.

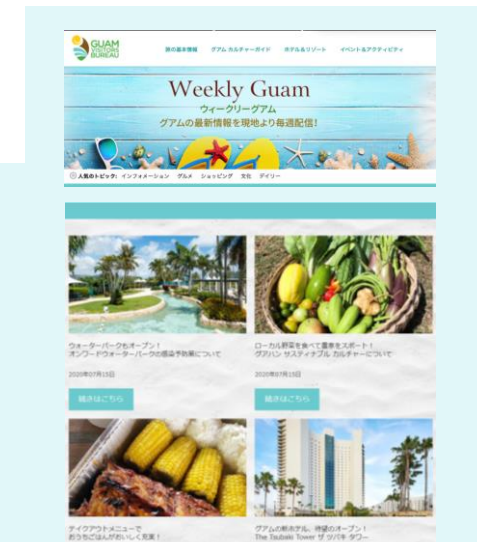


Identified Dubai as a safe tourism destination. Issued a "Safe Travel" certification stamp.

WEEKLY GUAM CONTENT

July 15, 2020

- About infection prevention measures of Onward Water Park
- In the takeout menu, Home rice is delicious and fulfilling!
- Eat local vegetables and sport farmers! About Guahan Sustainable Culture



JAPAN MARKET INTELLIGENCE

COMPETITORS FLIGHT OPERATION INFORMATION (SUSPENSION)

SKY	HAWAIIAN AIRLINES	JAPAN AIRLINES	DELTA	UNITED	KOREAN AIR	ANA
Skymark has suspended NRT-SPN.	Hawaiian Airlines has extended flight suspension. •HND/NRT/KI X- HNL: Sept 1 •FUK-HNL: Aug 31 •CTS-HNL: Aug 30 •HND-KOA: Aug 30	Japan Airlines has extended flight suspension on the Japan-Hawaii route. •HND/NRT/KI X/NGO-HNL: Aug 31 •NRT-KOA: Aug 31	Delta has extended flight suspension on the Japan-Hawaii route. •HND/KIX/NO -HNL: Oct 24	United has extended flight suspension on the Japan-Hawaii route. •NRT-HNL: Sept 7	Korean Air has extended flight suspension on the Japan-Hawaii route. •NRT-HNL: Aug 31	ANA has extended flight suspension on the Japan-Hawaii route. •NRT/HND-HNL: through Aug 31
October 24	August 30 - September 1	August 31	October 24	September 7	August 31	August 31
SAIPAN	HAWAII					

(Data Source : Airlines)

PACKAGE SALES

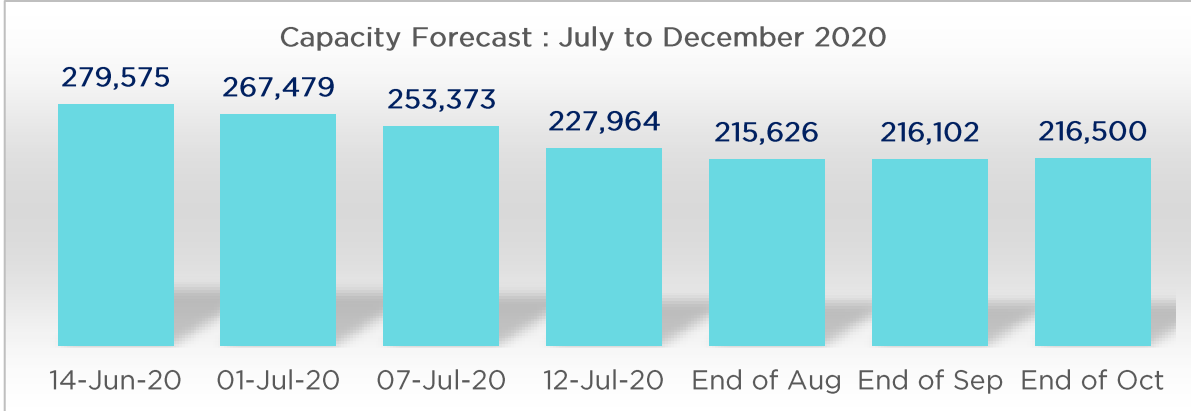
- Tour Selling (dep date)
- JTB September 1 ~
 - HIS September 1 ~
 - KNT September 1 ~
 - JALPAK October 1 ~
 - NTA September 1 ~
 - TOBU September 1 ~
 - TAKUTEN August 16 ~



(Data Source : MI & Travel Agent HP)

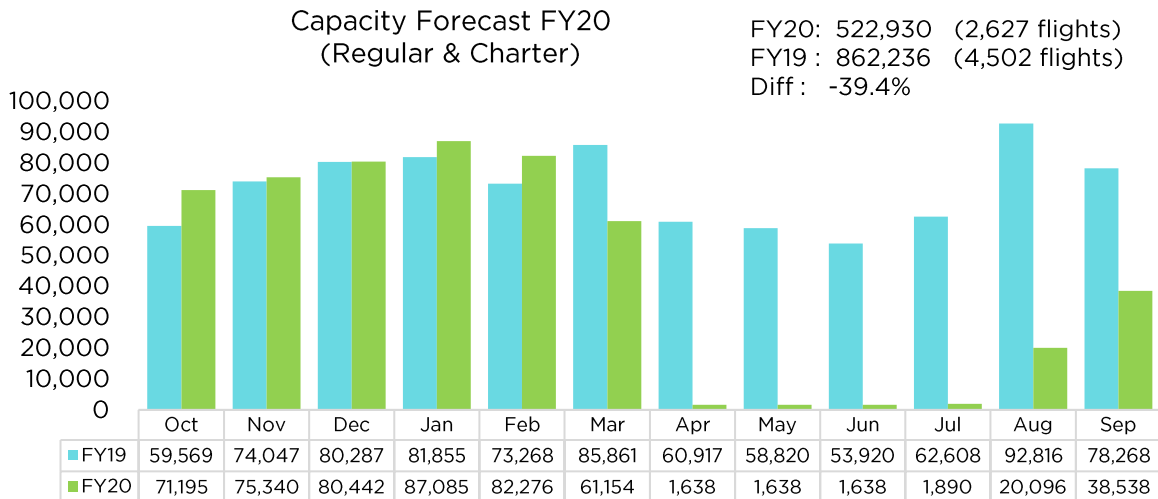
JAPAN AIRLINE NEWS

AIR SEAT CAPACITY FORECAST: JULY TO DEC 2020



Conditions:
Entry & Exit travel restrictions has been relaxed or lifted.
No further flight cancellations have occurred.

AIR SEAT CAPACITY FORECAST: FY2020



(Data source : Airlines)

JAPAN TO GUAM FLIGHT OPERATION

OPERATION STATUS

BOOKING ACCEPT

UNITED : NARITA

- Narita : 828/827 will operate 3 times a week (Aug 4 to Sept 7)
- Narita : 873/874 suspended until Sept 7
- Narita : 196/197 will operate

828/827:
AUG 4-
873/874:
SEPT 8-
196/197:
accepting

UNITED : CHUBU

- Nagoya : 137/136 suspended until Sept 7
- Nagoya : 171/172 suspended until Sept 7

SEPT 8 ~

UNITED : KANSAI

- Kansai 151/150 suspended until Sept 7
- Kansai 177/178 suspended until Dec 31

SEPT 8 ~

UNITED : FUKUOKA

- Fukuoka 165/166 suspended until Oct 24

OCT 25 ~

JAPAN AIRLINES: NARITA

- Narita : 941/942 suspended until Sept 30

OCT 1 ~

t'way: KANSAI

- 311/312 will extend suspension until Aug 31

SEPT 1 ~

JEJU Air: KANSAI

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

SEPT 1 ~

(Data Source : Airlines and other MI)

JAPAN TRAVEL TRADE



JATA WEBINAR:

JATA Online Travel Mart is scheduled on August 6-7, 2020.

Since direct product presentations on trade fair platforms are currently difficult to carry out, JATA is offering an extensive online version.

From August 31 to September 2, the JATA Online Travel Mart offers the option to network with around 500 key accounts from the Japanese travel industry and to organize individual appointments in one-to-one meetings.



ONE-ON-ONE MEETINGS

22 JULY | REGISTRATION OPENS

14 AUGUST | REGISTRATION CLOSES

17 AUGUST | MATCH APPOINTMENT OPENS

28 AUGUST | MATCH APPOINTMENT CLOSES

ONE TO ONE MEETING OPPORTUNITY

August 31: 7 times (20 minutes each) per seller

September 1: 7 times (20 minutes each) per seller

September 2: 7 times (20 minutes each) per seller

Period:
July 31 to
Sept 2

Video
Message
from Head of
Tourism
body

Video
Message
from
President of
JTB, NTA,
and KNT

Seminar from
Tourism
body in
Japan:
Aug 6 or 7

One to one
business
meeting:
Guam
stakeholders
and travel
agents.

Application
deadline:
July 17

JAPAN SOCIAL MEDIA

PUBLIC SENTIMENT: JULY 15-20, 2020

2 NEWS mentions of “Guam” (-78% previous week) Top NEWS posts topic:

- Positive
- Neutral
- Negative



Dusit Thani Guam Resort (Top 3 Posts by Reach)

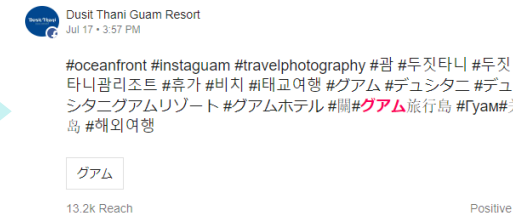
Tasi Grill - Open Daily from 7am - 9pm! LIVE music from Thursdays - Sundays
Online Reservations:
<https://www.opentable.com/r/tasi-grill-dusit-thani-guam-resort-tumon>

○ Reach: 13k

Blog.HIS-J.com (Like Guam repost)

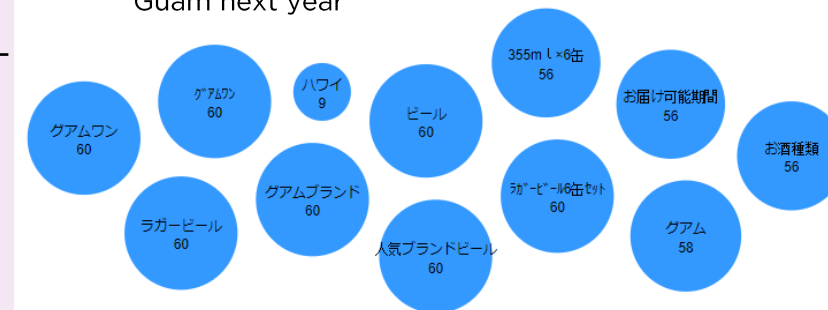
We have updated the regulation article Want to hike in Guam? Please take a look

○ Reach: 14k



TRENDING TOPICS:

- Guam Wan Lager Beer - 580 mentions (organic + paid promotion; SAT, JULY 17)
- Ranking of overseas beer orders
- Governor commented that tourists will come in Guam next year



SOCIAL MEDIA HIGHLIGHT

Content Upload Detail Reference

Beautiful Sights Weekly Guam June 13 to July 20 #GUAM #GiveUsAMoment



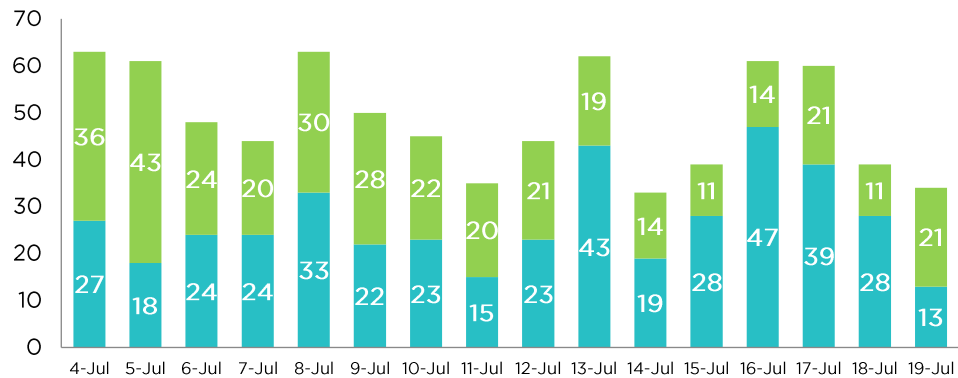
SOUTH KOREA



S. KOREA COVID-19 NEWS

DAILY NEW CASES ACCORDING TO THE ROUTE OF INFECTION FOR RECENT TWO WEEKS

■ Imported cases ■ Local outbreak



Recovery Rate: 91%

- South Korea's imported cases continued to rise amid a slowdown in local infections.
- Infections coming in from overseas have been on high plateau for weeks, with double-digit numbers for 23 consecutive days.
- To stem the rise of imported cases, South Korea has required arrivals from some countries to submit a certificate showing they tested negative for the virus.

- South Korea has required arrivals from countries with high infection rates of the novel coronavirus
- Will be required to submit a negative COVID-19 test result issued within 48 hours.

STARTING FROM JULY 13

- Countries from:
 - Bangladesh
 - Pakistan
 - Kazakhstan
 - Kyrgyzstan
- Without proof of the negative test result will not be allowed to board flights to Korea and could face deportation even if they do arrive.

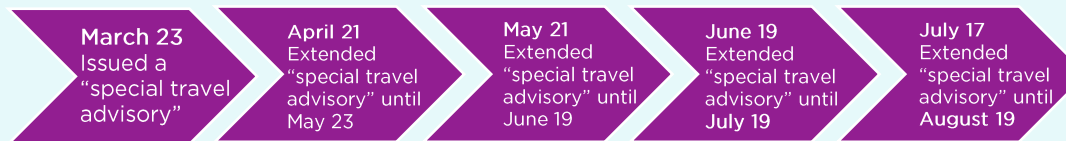
STARTING FROM JULY 20

- Two more countries were added to the list, without revealing the names of the countries, citing diplomatic reasons.
- Two countries are believed to be:
 - Philippines
 - Uzbekistan

Confirmed COVID-19

CASES: 13,979

DEATHS: 298



REASONS OF SPECIAL TRAVEL ADVISORY EXTENSION

- The latest decision was made based on the assessment of the current global situation surrounding the spread of COVID-19.
- Airlines around the world have suspended flight operations. the steady number of imported cases of the highly contagious disease in South Korea.

KOREA AIRLINE UPDATE

TRAVEL INDUSTRY NEWS



T'WAY

- T'way will resume flight from Incheon to Ho Chi Minh and Hong Kong from July 22.



JEJU AIR

- Jeju Air planned acquisition of Eastar Jet but the plan could be terminated as Eastar Jet failed to meet demands required to complete the deal.
- Jeju Air has demanded Eastar Jet pay off all of its debts estimated at up to 100 billion won (US\$83 million), including unpaid wages to its employees, delayed payments to subcontractors and office operating expenses, by July 15, but Eastar Jet didn't complete the requirements.
- Jeju Air will reconsider to make a final decision on contract termination and its timing.



ASIANA AIRLINES

- HDC Hyundai Development's planned acquisition of Asiana Airlines but HDC announced to renegotiate on acquisition last month, but there's no updates on the deal.
- Asiana Airlines started operating flights to Nanjing, China, from July 12. This marks the first resumption of a flight route between Korea and China.



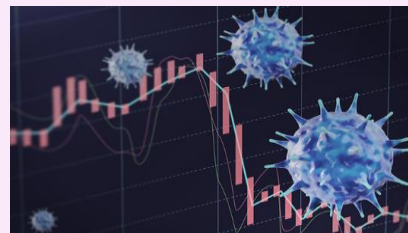
AIR BUSAN

- Air Busan operated flight from Incheon to Shenzhen, China from July 17, which is their first international route to re-operate after COVID-19 and will increase the number of flights on the route to Shenzhen depending on the Chinese authorities' guidance.
- Air Busan aims to restart services on the Incheon-Ningbo route in August.



JIN AIR

- Jin Air will operate a charter flight between ICN-GUM on July 28.
- LJ641 (ICN-GUM): 09:00-14:25
- LJ642 (GUM-ICN): 15:55-19:25



TRAVEL AGENCY

- Hana Tour SM Duty Free, will withdraw its outlets from Incheon International Airport in August due to business setbacks caused by COVID-19.
- Hana Tour and Mode Tour Package sales in Q3 will be decreased 99% compared to last year same period
- Monetary support from the government will end in July and most of travel agencies will affect on their maintenance and operation.

KOREA MARKET INTELLIGENCE



AIRLINE SCHEDULE / STATUS MONITORING - JULY

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, 8/1~)	9:00 9:40	14:25 15:05	372	260
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					372	260

*LJ641 - operated a charter flight on July 9 and scheduled another charter flight on July 28

*LJ641 - flight service scheduled from August 1 is subject to change

2. Busan - Guam

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

Total Outbound Seat Capacity (July): 260 seats

70% of seat capacity with social distancing measures

*Schedules and seat capacity are subject to change (as of July 20)

TRAVEL PACKAGES COMPARISON

*3N4D Travel Package.
*Travel Period and Prices are subject to change.

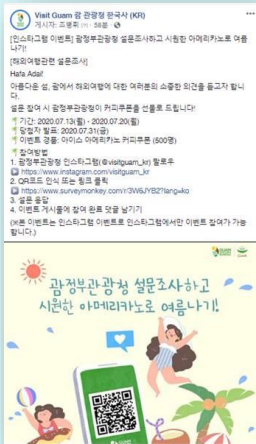
DESTINATION	TRAVEL PERIOD	PRICE	REMARKS
GUAM	September~	\$610~	<ul style="list-style-type: none"> Guam will be in PCOR3 effective midnight, July 20 Eased quarantine restrictions effective midnight, July 24. (Travelers coming from low-risk area staying less than 5N are not required neither PCR test nor quarantine. If a traveler stays longer than 5days, PCR test is required.)
Saipan	September~	\$589~	<ul style="list-style-type: none"> All incoming travelers must present negative PCR test within 72 hours prior to arrival. (with negative result, 14-day quarantine is not required) Travel agencies started its sales for Saipan from September mostly.
Thailand (Bangkok)	September~	\$339~	<ul style="list-style-type: none"> All incoming travelers are required to present COVID-19 negative result within 72 hours prior to arrival and required for quarantine for 14 days at government facility.
Philippines (Cebu)	August~	\$409~	<ul style="list-style-type: none"> Foreigners who only have long term visa can enter the Philippines. Airlines started sales starting August but subject to change its schedules.
Vietnam (Ho Chi Minh)	August~	\$454~	<ul style="list-style-type: none"> All incoming travelers are required visa, and special entering travelers are required for quarantine for 14 days at government facility. Vietnam will allow flights from 6 countries including Korea from August.
Hawaii	August~	\$919~	<ul style="list-style-type: none"> Postponed the launch of the pre-travel testing program for incoming travelers to begin on September 1. All travelers entering Hawaii are required 14-day quarantine until September 1

KOREA SNS ACTIVITY

TRAVELER SENTIMENT SURVEY

Number of Participants: 2,027

FACEBOOK



KAKAO



INSTAGRAM



I participated the event! My babymoon trip on Guam was my last trip @ I hope COVID-19 end soon so I can visit Guam with my baby!!! 😊😊😊❤️

I just answered survey! I want to visit Guam as soon as possible πππ

I participated the survey event. I want to visit Guam as soon as COVID-19 end!! It will be my 5th Guam trip! I love you Guam ❤️

I just participated the survey event. I want to visit Guam again to relax under the amazing sky. My best resort destination Guam! Guam will be full of tourists soon :) ❤️



JULY | WEEKLY DETAILS: WEEK 3

Content	Upload Date	Detail	Reference
Instagram Feed Daily Uploads	July 13 - 17	The daily Instagram feed contained beautiful scenery/tour spots/shopping information of Guam. GVB Korea uploaded contents on a daily basis.	
Traveler Sentiment Survey Event	July 13 (Event Period: July 13~July 20, 2020)	GVB Korea conducted a traveler sentiment survey event via Instagram. We encouraged the users to participate the event by uploading on four channels such as Instagram, Kakao, Naver blog and Facebook by linking the Instagram with survey site.	
Must Visit Guam Festival	July 16	Introduced Guam festivals which are held annually. It encouraged potential Korean travelers want to visit Guam to enjoy the festival.	
Instagram Story Quiz - Guam Festival	June 17	Uploaded a quiz on "#UGM2020 Goes Virtual" using Instagram Story by hyperlinking to GVB Korea's blog page.	

COVID-19 SITUATION



Japan Central government launch the "Go To Travel" campaign, to promote domestic travel, but is excluding travel to and from Tokyo after a recent spike in cases. Tokyo saw the figure reaching nearly 300 for three straight days through July 19 including a single-day record of 293 cases on July 18.

Korean Consumers expressed concern over the movement of people and spike COVID-19 case in Japan. Since Japan was one of the most favorite outbound travel destination for Koreans, concern over safety might have an impact on Japan travel sentiment.

TAIWAN



TAIWAN COVID-19 NEWS

PR DATE	TAIWAN GOVERNMENT NEWS
2020-07-18	South Korea considers reopening travel links with Taiwan
2020-07-18	Taiwan donates face masks to Brazilian to fight coronavirus
2020-07-15	ANA to resume Taiwan service in August
2020-07-15	Starting July 16, mainland Chinese children aged 2 or younger who possess an R.O.C. Resident Certificate may apply for entry into Taiwan
2020-07-15	Taiwan's China Airlines to resume flights to New York by end of the month
2020-07-14	Taiwan is second-safest country in the world: survey
2020-07-14	UC Berkeley dean discusses campus virus prevention in Taiwan
2020-07-12	Taiwan-based EVA Air named world's 4th best international airline: magazine
2020-07-10	Taiwan airlines mobilize larger aircraft amid domestic travel surge
2020-07-09	Scotland ends quarantine requirement for visitors from Taiwan

TAIWAN DOMESTIC TRAVEL ON THE RISE



Penghu with its numerous tourists

With overseas travel restrictions still in place, many people in Taiwan have chosen to visit Penghu. County government numbers show that from July 1-18, a total of 153,135 people arrived in Penghu either by air (113,577) or by sea (39,558).

The 2020 Taiwan East Coast Land Arts Festival (TEC LandArts Festival) will be held from Aug 4 until Oct 30.



Previous TEC LandArts Festival

ARTS FUN GO VOUCHER

The Arts FUN Go voucher is a NTD600 voucher that can be used at museum, concert, bookstore, and other cultural & art related entertainments/events.

More than 2 million people registered to enter a draw for the Ministry of Culture's "Arts FUN Go" (藝FUN券) vouchers on opening day on Saturday.

- Valid through 7/22 - 12/31
- NTD600 / 2 million sets



A sample of the "Arts FUN Go" voucher

Confirmed
COVID-19

CASES:
458

DEATHS:
7

AS OF JULY 24, 2020

INDUSTRY UPDATE

- Japanese airline ANA to resume Taipei-Tokyo flights Aug 3
- South Korea considers reopening travel links with Taiwan
- Starlux, EVA Air and China Airlines in talks for around Taiwan flights
- Taiwan considers travel bubble with South Korea
- CDC commander Chen claims that commercial travel bubble will be prioritized before tourism travel bubbles
- Taiwan to allow foreign entry with application for travel purposes other than tourism



Starting July 16, mainland Chinese children aged 2 or younger who possess an R.O.C. Resident Certificate may apply for entry into Taiwan



Taiwan's China Airlines to end wage cuts early

- Low risk areas announced by CECC: New Zealand, Australis, Macau, Palau, Fiji, Vietnam, Hongkong, Thailand, Mongolia, Cambodia, Brunei, Laos, Bhutan
- Starlux, EVA Air and China Airlines in talks for around Taiwan flights
- China Airlines is serving 'one tray hot meals' on some flights

AIRLINE NEWS – SEAT DATA



Month	Forecast Pax	2019 Actual Seats provided by GVB	%Change	Seat Forecast '20	Seat Data '19	% Change Seats
May	0	2,448	-100%	0	3,100	-100%
June	0	2,952	-100%	0	3,410	-100%
July	0	2,550	-100%	0	3,410	-100%
August	0	2,730	-100%	0	3,410	-100%
September	0	2,154	-100%	0	3,255	-100%
October	1,674	2,131	-21.45%	2,790	3,255	-14.29%
November	1,488	2,023	-26.45%	2,480	2,790	-11.11%
December	1,674	2,004	-16.47%	2,790	2,635	5.88%

China Airlines have canceled all CI025 and CI026 flights From March 24, 2020 until September 2020.

TAIWAN SOCIAL MEDIA

SOCIAL MEDIA STATISTICS July 11-18, 2020

Country ↵	Taiwan↵
Total SNS Fans ↓ (as end of month)↵	FB: 71,215↵ IG: 3,326↵ Total: 73,260↵
Total Fan Growth ↵ (April)↵	FB: 0.0009 % growth↵ 71,151 (as at end of April) to 71,215↵ 3,352 (as at end of April) to 3,326↵ IG: -0.7757 % growth↵ 3,352 (as at end of April) to 3,326↵ Total: 74,503 (as at end of April) to 298,503↵
Total Post Impression ↵ (April)↵	FB: 135,536 (Sum of Daily Organic Impressions of page level insight data)↵ 119,636 (Sum of Lifetime Post Organic Impressions of post level insight data)↵ IG: 22,572 (Sum of impression)↵
Total Engagement ↵ (April)↵	FB: 6,862 (Sum of Daily Page Engaged Users of page level insight data)↵ Link Clicked: 25 (Average of 28 Days People who interacted) ↵ Other Clicks: 3,000 (Average of 28 Days People who interacted) ↵ Photo View: 966 (Average of 28 Days People who interacted) ↵ Video Play: 23 (Average of 28 Days People who interacted)↵ IG: 20,312 (Sum of people reached)↵
Total Visiting intent ↵ (April)↵	FB: 30 ↵ IG: 0 ↵ (Quantify total social media users on our Facebook and Instagram who have indicate "positive interest" of visiting Guam.) ↵

Social Media Weekly Stats July 11-18, 2020				
	Likes	Comments	Share	Reach
Facebook	743	31	45	30,824
Instagram	156	3	3	1,853

TRAVELER SENTIMENT SURVEY | LUCKY DRAW EVENT

TRAVELER SENTIMENT SURVEY 2020

Hafa Adai!
請您提供旅遊相關建議，
以便更瞭解您的需求。

To be qualified for the lucky draw, consumers will have to:

1. Complete the survey
2. Like GVB TW page
3. Like & comment on the post

The event will start on 7/2 and last until 8/2.

Prizes:

- USB Fan (40)
 - Natural organic soap (10)
- Total of 50 lucky winners!!



FLASHBACK POST



關島最美打卡聖地之一
海中盪鞦韆
有沒有關島找到這盪鞦韆在哪裡呢?
#giveusamoment #關島等我 #關島 #關島guam #關島 #關島旅遊 #關島美食 #關島自由 #關島夕陽 #夕陽 #guam #guamlife #guamanian #island #guamsunset #sunset

4,578 384
讚 互動次數 加與相關貼文

152 11則留言 5次分享

Do ReMi 這是在哪兒??之前去都不知道吧~
Do ReMi Visit Guam 關島觀光局
明年如果有機會一定要去~不過明年要後年才能去了

One of the most beautiful photo spots on Guam. A swing in the middle of the sea. Has anyone discovered this spot?

- Where is this - never knew
- I have to go if I visit Guam next year --
- I wanna go <3



Si Yu'os Ma'ase'!

Photo by Mary Szabo