



Photo by Brandon Holm @swoletography

# INDUSTRY RECOVERY UPDATE

JULY 31, 2020



# FROM GVB'S PRESIDENT AND CEO



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

## LESSONS LEARNED FROM THIS PANDEMIC

Håfa Adai! The COVID-19 pandemic has dealt the local visitor industry its worst blow in nearly eight decades. Just as the last world war destroyed the Pan Am hotel in Sumay and the transpacific air service it supported during the fledgling years of Guam's visitor industry, COVID-19 has halted tourism suddenly and unexpectedly. And while we can't know the exact date regular flights will resume, we can prepare the safest possible environment for travelers.

Thankfully, the tour and travel trade is more sophisticated and durable than it was in the early 1940s. And this time around, we expect to begin welcoming inbound travelers from our primary source markets within months, not years. Nevertheless, there are always worthwhile lessons to be drawn from events that stop tourism in its tracks.

The most important lesson that this COVID-19 pandemic has dealt is the imperative of holding every human life as sacred. Improving the quality of life for all people is the most critical issue facing the sustainability of tourism and our economy. We thank you for your continued partnership and support as we work to make Guam the best place to live, work and visit for all.



## GVB RESOURCES

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

***Making way for COVID-safe tour and travel***

[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](https://guamvisitorsbureau.com/webinars)

# GVB PRESENTS TRAVEL TALKS 2020 WEBINAR SERIES

## Series 1 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*

## *Reshaping the Guest Experience* webinar scheduled for August 7

---

*“GVB is proud to connect experts beyond our shores to our industry partners in exploring the best practices and concepts that help businesses adapt to this COVID-19 era. I want to personally invite everyone to participate in this webinar series. We look forward to reshaping the travel experience to be even more safe and enjoyable for all.”*

*- GVB President & CEO Former Governor Carl T.C. Gutierrez*

---

The Guam Visitors Bureau (GVB) presents the 2020 Travel Talks webinar series in a continued effort to revitalize Guam’s tourism industry.

The series aims to educate and inspire GVB members and industry stakeholders to reimagine their businesses as Guam begins its tourism recovery efforts. GVB will partner with different experts in each webinar that will equip participants with key

practices and preventive measures to safely and warmly welcome visitors back.

The first free webinar, “Reshaping the Guest Experience,” will be on Friday, August 7, 2020 at 3 p.m. and features a panel of international industry experts in hospitality.

The Travel Talks webinar series is free and available to everyone. Click [here](#) to register.



# *Travel Talks Speakers: Reshaping the Guest Experience*



**Rey Moraga, Front Office Manager of Raffles Grand Hotel d'Angkor in Siem Reap, Cambodia**

## *How to Inspire Guest Confidence*

*Mr. Rey Moraga acquired rigorous training in hospitality during his internship in two of Alain Ducasse's acclaimed Parisian restaurants—Le Rech, a celebrated seafood institution and Le Jules Verne located at the second floor of the Eiffel Tower. He attained membership into the prestigious Les Clefs d'Or, an elite society of the world's leading concierges. He was named as one of Asia's Young Professionals of the Year in Asian Federation of Exhibition & Convention Associations (AFECA) Asian Awards 2019*



**Bel Castro, Assistant Dean of the College of International Hospitality Management of Enderun Colleges**

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

*Ms. Castro is an experienced lecturer and administrator who is skilled in food & beverage, event planning, hospitality management, wine, and advertising. She holds a degree in Restaurant Operations from Le Cordon Bleu in Australia and a Master of Arts in Gastronomy which is a double-badged program of Le Cordon Bleu and the University of Adelaide in South Australia. She holds a Level 3 Award in Wines & Spirits is certified by the Wine Scholar Guild as a French Wine Scholar.*



**Thomas Wenger, Senior Vice-President of Enderun Hotels**

## *Understand the Essentials of Building Brand Value and Apply Flexibility*

*Chef Thomas Wenger has more than 36 years of experience in hospitality and food & beverage management, Chef Thomas' global experience includes Executive Sous Chef positions at The Oriental Singapore and Makati Shangri-la, as well as Executive Chef posts at the Royal Hong Kong Jockey Club, Le Royal Meridien Bangkok, Le Meridien President Bangkok, and Mandarin Oriental Manila.*



# GUAM CORAL BLEACHING ALERT NETWORK (GCBAN) LAUNCHING THIS WEEK!

Guam is now in coral bleaching season. Guam's coral reefs are at risk of bleaching due to warmer ocean temperatures from climate change. Join the network to learn more about coral bleaching and stay up to date with alerts throughout the coral bleaching season. Alert levels are based off satellite-derived sea surface temperatures and other data from the NOAA Coral Reef Watch Portal.



Please **RECOGNIZE, REPORT,**  
and **AVOID** bleaching corals



Learn more at [www.guamcoralreefs.com/GCBAN](http://www.guamcoralreefs.com/GCBAN). Join the network by liking the Guam CBAN Facebook page, where you will also receive updates, or send an email to [Mallory.Morgan@visitguam.org](mailto:Mallory.Morgan@visitguam.org) to join the mailing list.





# Creator Spotlight:

**Brandon Holm | @swoletography**

**How did you get into photography?**

*Since I was a teenager, I was always intrigued by photography but never really had the means to commit to it. Last year I was looking for a new hobby to pour myself into and this eventually led to me buying my first camera.*

**Where did the name “Swoletography” come from?**

*My nickname is “Bswoles” or “Swoles”, so I just combined that name with photography when I created an IG page for my photos.*

**How do you use your talent to help our island?**

*My intention is to show people that there’s a lot more to our home than they think. There’s beauty all around us and you don’t have to go far to find it.*

**What do you think people enjoy the most about your work?**

*I don’t know for sure, but I think people enjoy some of my work because it allows them to see our home from a perspective that they may not have seen before. It also allows those who don’t live here anymore to feel that connection and magic that our island provides. Lastly, I hope my work inspires people to try and learn new skills. It’s never too late to learn to do something new.*

**GVB thanks Brandon Holm for this week’s cover photos. Brandon is a local father who is in the first chapter of his creative journey. Find him on Instagram - @swoletography.**



# INDUSTRY CALLOUTS







# BOOST YOUR ONLINE PRESENCE!

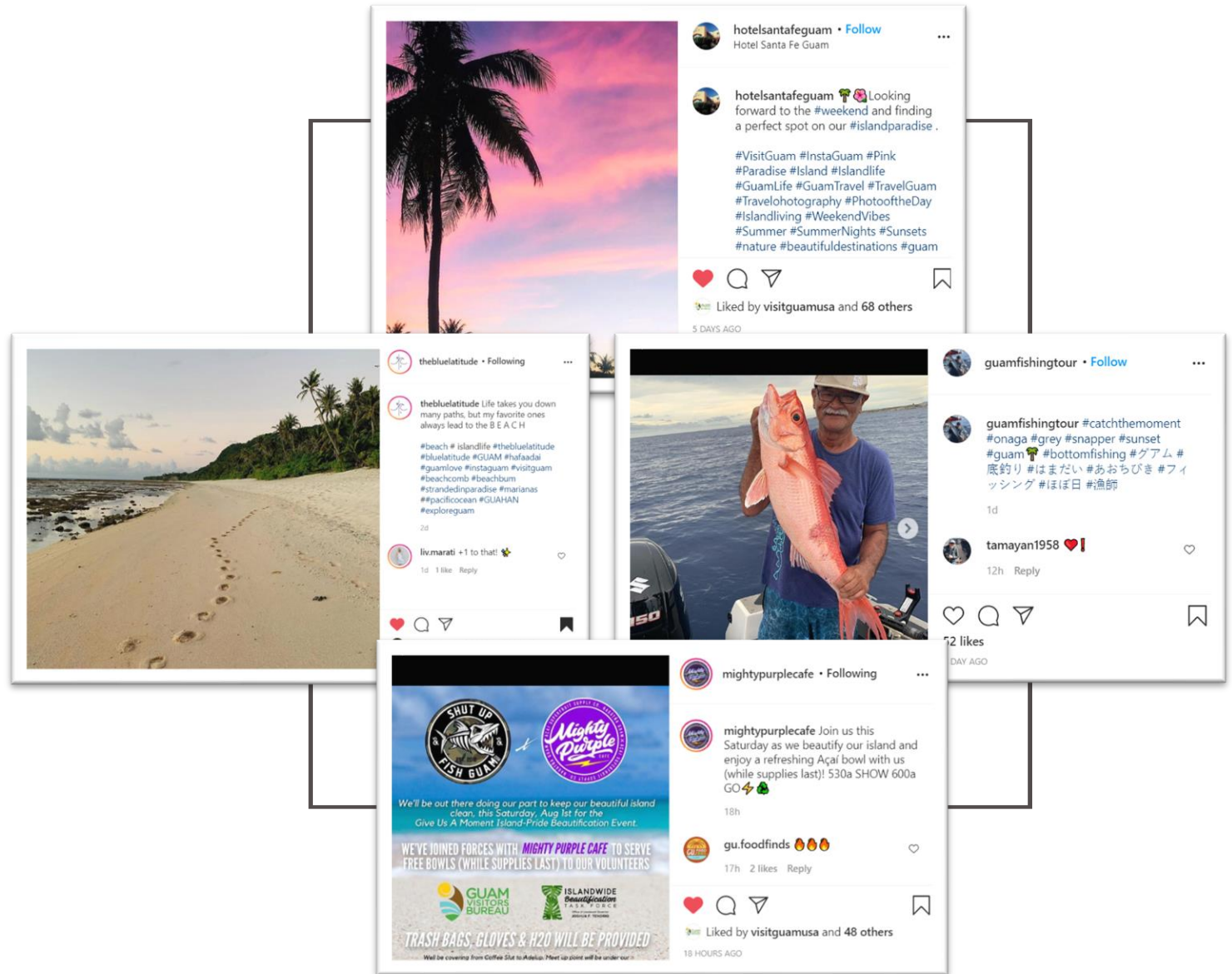
As industry partners, we know there's a lot more to Guam that many locals and visitors might not be aware of! Share, tag or contact us on how we can support you!

## Categories

- Recreational Activities
- Nature
- Culture
- Food & Beverage

## TO PARTICIPATE:

Send your videos to [hafaadai@visitguam.org](mailto:hafaadai@visitguam.org) or tag us on your posts to give us permission to share!



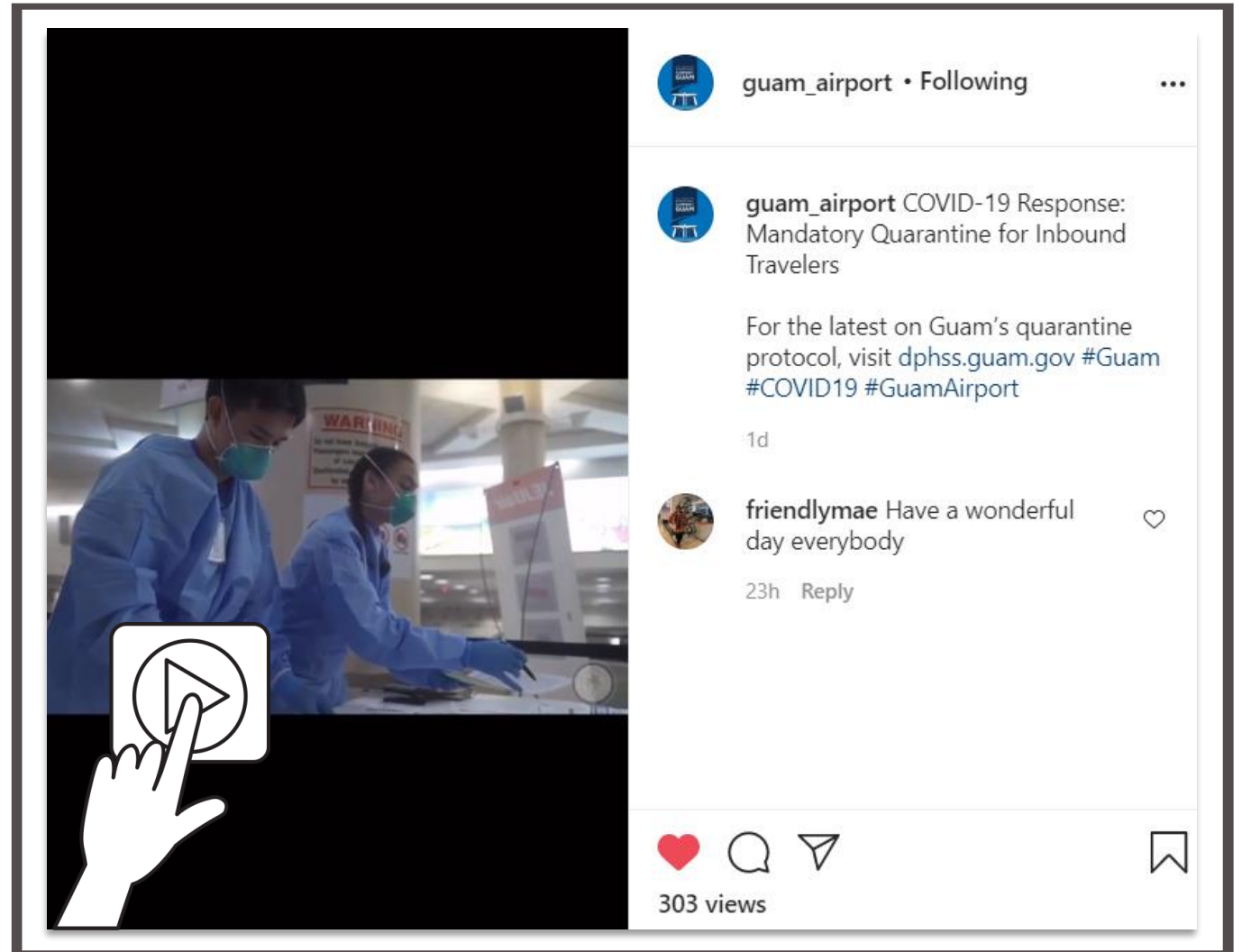
# WE ARE GUAM, WE ARE SAFE!

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:

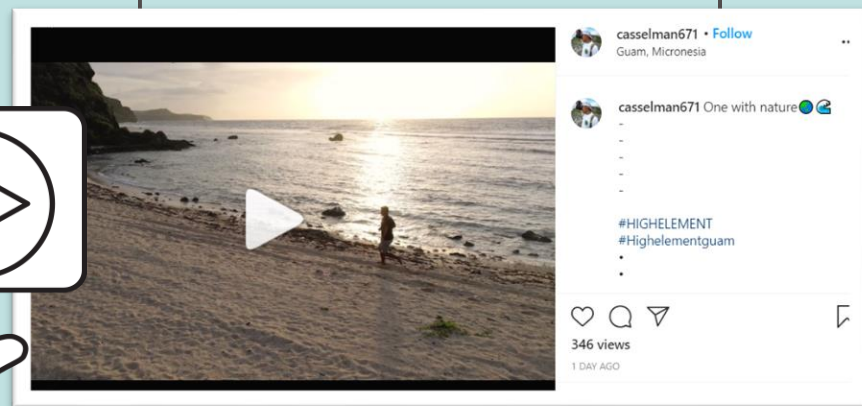
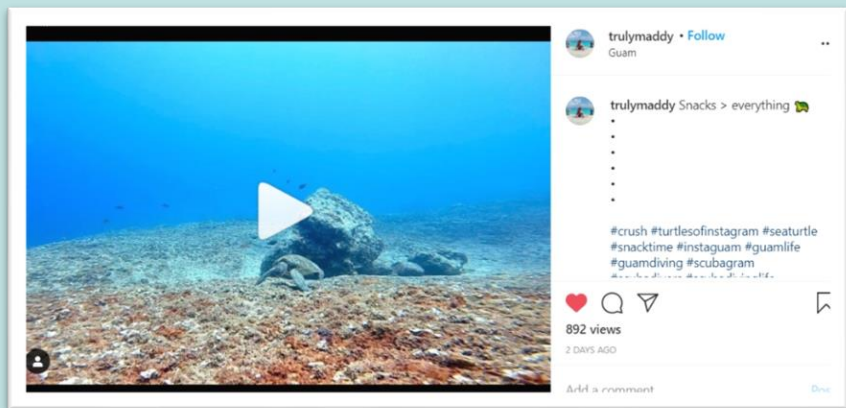
**Send your photos and/or videos to [hafaadai@visitguam.org](mailto:hafaadai@visitguam.org) or tag us on your posts to give us permission to share!**





# 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
- Clean-ups at the beach, park or even in your own neighborhood!

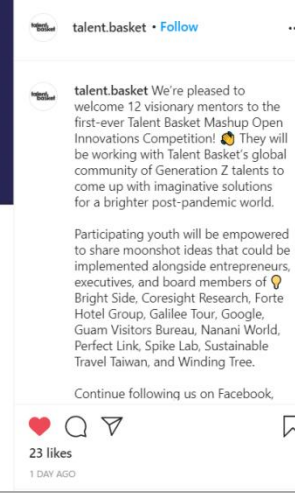
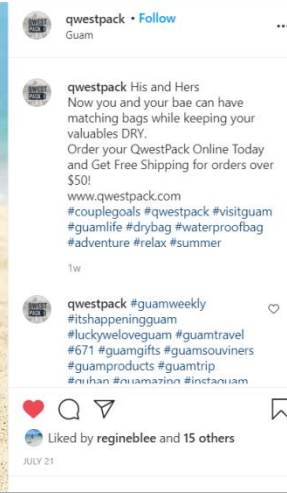
## TO SUBMIT:

Send your videos to [hafaadai@visitguam.org](mailto:hafaadai@visitguam.org) or tag us on your posts to give us permission to share!



# SHARE YOUR PROMOTIONS AND SPECIAL OFFERS!

Send your photos and/or videos to [hafaadai@visitguam.org](mailto:hafaadai@visitguam.org) or tag us on your posts to give us permission to share!



**AUGUST WEEKDAY SPECIAL!**

**BIKI FISHING EXPEDITIONS**

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

**Promo extended into August!**

**Splash in to Summer!**

\*Special applies to weekdays only  
For more info email [guamfishingexpeditions@gmail.com](mailto:guamfishingexpeditions@gmail.com) or find us on social media  
@guamfisherexpeditions

**MY WEEKEND LINEUP!**

**JOE GUAM LIVE**

**Weekly Show Schedule**

**THURSDAYS**  
• 6PM-9PM: Live at California Pizza Kitchen

**FRIDAYS**  
• 6PM-9PM: Live at California Pizza Kitchen

**SATURDAYS**  
• 1PM-2PM: Live at Tumon Sands Plaza  
• 6PM-8PM: Live at Pika's Cafe

**SUNDAYS**  
• 12PM-1PM: KoAlohaLIVE!

\*All times are in Chamorro Standard Time (ChST)  
(Updated: 7/22)

**NEW HOURS**

**TUES-THURS 6PM- 2AM**  
**FRIDAY 6PM- 2AM**  
**SATURDAY 6PM- 2AM**

**CLOSED SUNDAY & MONDAY**

**GREEN LIZARD**  
TIKI BAR & GRILL

@GREENLIZZARDGUAM





# 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](mailto: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.

# MARKET INTELLIGENCE REPORT

*As of July 31, 2020 and may be subject to change*





# MARKETS AT-A-GLANCE



# MARKETS AT-A-GLANCE

## JAPAN

### 1 COVID-19 News

- Continued rise in Covid-19 cases; 982 cases on July 28
- Increasing untraceable cases

### 2 Airline News

- MOFA raises travel advisory to level 3 for 17 countries
- Flight operation status provided:
  - Most UA flights suspended until Sept 7; UA Fukuoka and Kansai flights until later dates
  - JAL flight suspended until Sept 30
  - T'way and Jeju flights suspended until Aug 31

### 3 Market Intelligence

- Viewpoints on Go To travel campaign
- Survey shows 59% of 1,100 respondents have no plans to travel
- JTB begins its new product sales on July 17
- Most package tours begin Sept 1

### 4 Social Media

Public sentiment (July 21-27) shown in appendix

DETAILS ARE FOUND IN THE APPENDIX.

## SOUTH KOREA

### 1 COVID-19 News

- Imported cases continue to rise; arrivals from some countries are required to submit negative Covid-19 test
- Foreign patients to be charged for COVID-19 hospitalization and treatment

### 2 Airline News

- Asiana, Jin Air, Jeju Air, and Korean Air updates are provided in appendix
- Total outbound air seat capacity for July remains at 260 seats (Jin Air)

### 3 Travel Trade

Travel packages comparison shown in appendix

### 4 Social Media

- Consumers react to New Travel Restrictions for low risk areas
- Weekly social media calendar – Week 4 shown in appendix
- Top content from different platforms shown in appendix

## TAIWAN

### 1 Market Intelligence

- Government updates detailed in appendix
- Taiwan extends ban on tour groups until Aug 31
- Taiwan allows for medical tourists beginning Aug 1
- Local residents from popular domestic destinations complain too many tourists
- Industry updates provided such as Japanese carrier ANA to resume Taipei-Tokyo flights Aug 3

### 2 Social Media

Lucky draw event increases participation in traveler sentiment survey, receiving 600+ comments



# MARKET INTELLIGENCE REPORT APPENDIX

*As of July 31, 2020 and may be subject to change*

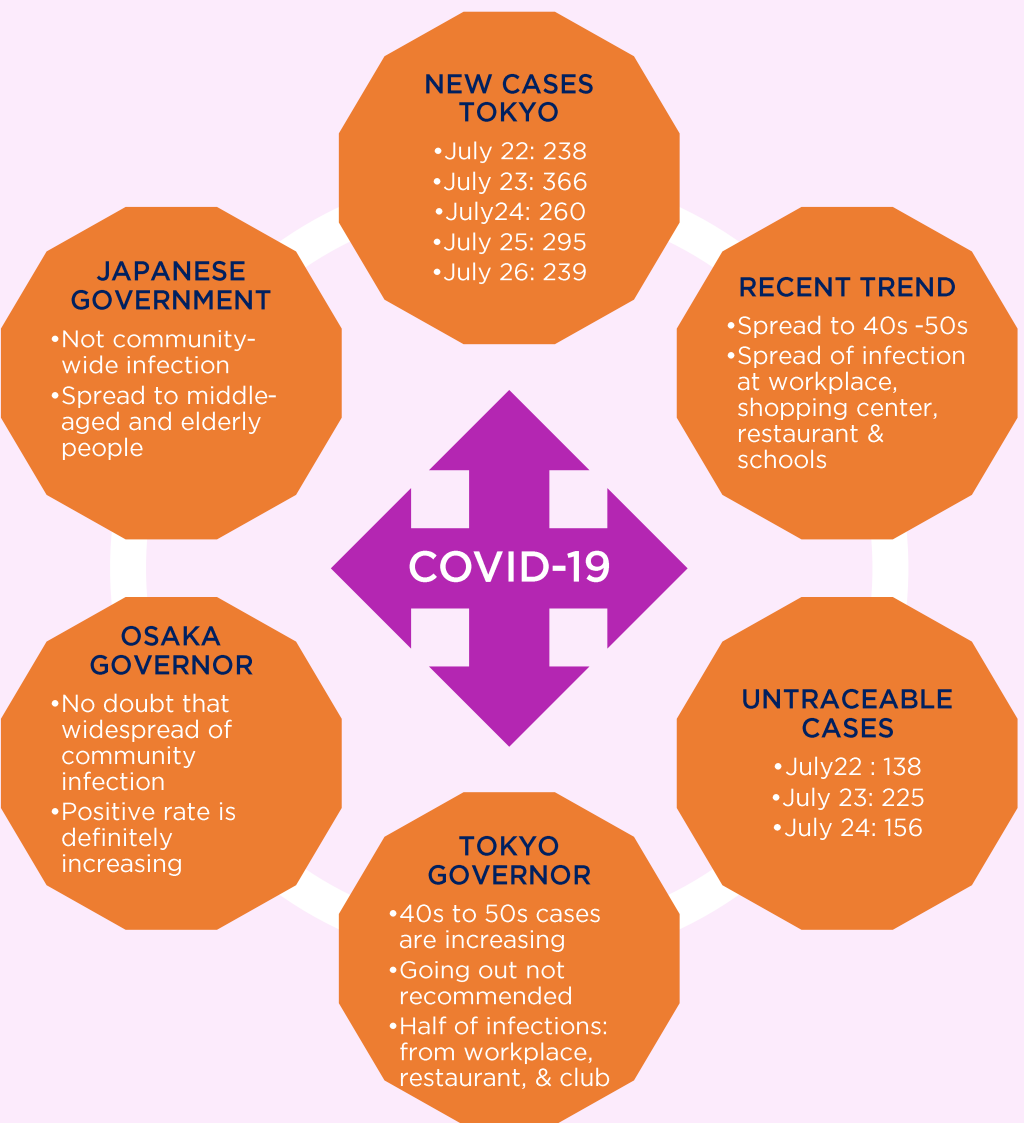


# JAPAN





# JAPAN COVID-19 NEWS



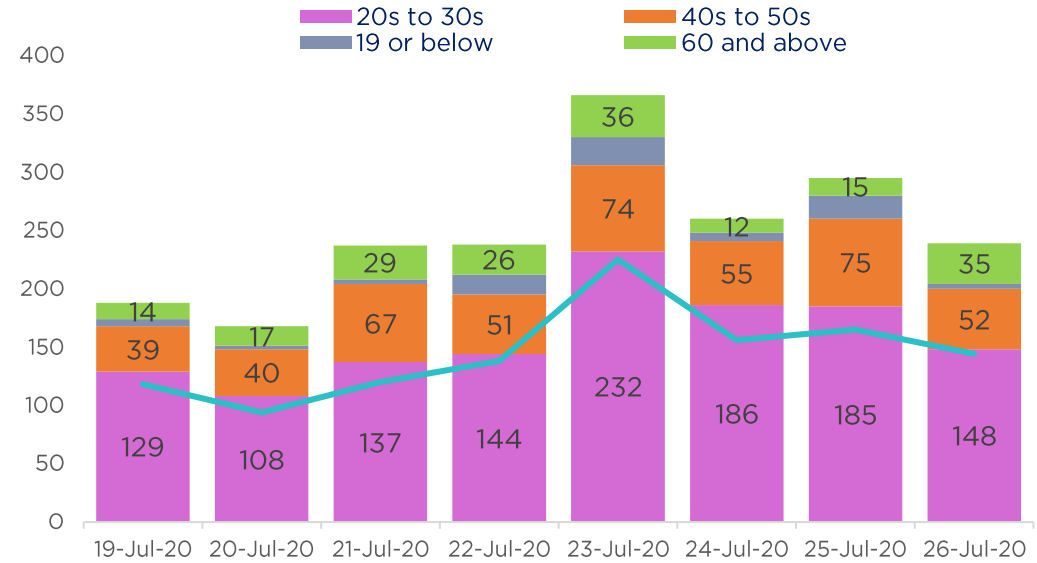
## TOKYO UPDATE (AGE GROUP)

July 19-26, 2020

Total cases:	1,991
20s to 30s:	63.7%
40s to 50s:	22.8%
60s and above:	9.2%
19 or below:	4.3%

Medical experts report that although 1500 beds are secured in Tokyo, another 1200 are needed due to the community-wide infections. There has been increasing amount of untraceable infections.

DAILY CASES IN TOKYO: BY AGE GROUP



**Confirmed COVID-19**

**CASES: 33,049**

**DEATHS: 1,004**

AS OF JULY 31, 2020

# JAPAN AIRLINE NEWS

## TRAVEL RESTRICTIONS INTO JAPAN

Japan MOFA has raised travel advisory to level 3 for another 17 countries and regions on July 21.

### OUTBOUND

- Level 3 : Avoid all travel
- Newly added 17 countries and regions (Nepal, Kenya and Venezuela etc.)
- Total : 146 countries and regions
- Effective: July 24



### INBOUND

- PCR test upon arrival and 14 days quarantine.
- All nationals
- Total: 146 countries and regions
- Period: end of August



### GOVERNMENT COMMENTS | JULY 24

G7 Summit in the United States

End of August to the beginning of September

Plan to lift the 14 days quarantine measures upon arrival



### MOFA'S TRAVEL INFORMATION

- LEVEL 1:** Exercise caution
- LEVEL 2:** Avoid non-essential travel
- LEVEL 3:** Avoid all travel
- LEVEL 4:** Evacuate and avoid all travel

## 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:  
SEPT 8-  
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 ~



#### TWAY: 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 ~



## GO TO TRAVEL CAMPAIGN (JULY 22 – MID OF MARCH 2021)

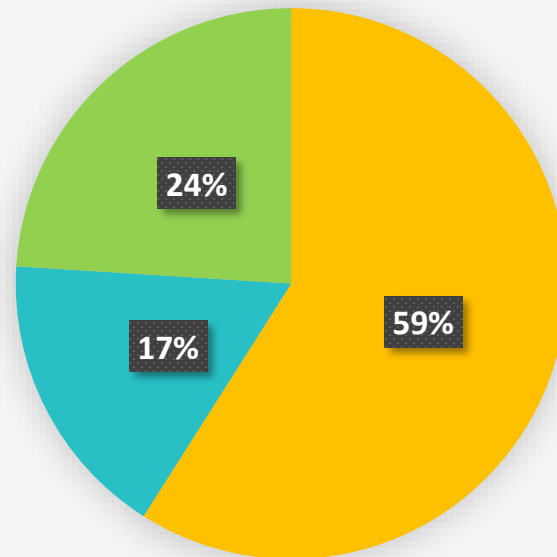
### IT MEDIA BUSINESS SURVEY

**ITmediaビジネス**  
ONLINE

Conducted July 17

1,100 respondents

TARGET AGE:  
20 to 69 years of  
age nationwide



#### Response

- No plans to travel
- Plans to travel
- Undecided



### VIEWPOINTS

#### GOVERNMENT

Stimulate economy with a focus on the travel and entertainment sectors.

#### MEDICAL EXPERTS

The campaign leads the further infection nationwide.

#### PUBLIC

The timing to start is not now and the cases are increasing.



#### NTT Docomo

- Haneda: +13.6%
- Chitose: +8.9%
- Naha: +18%

#### Load Factor

- HND - OKA (July 23 - 26)
- JAL : 60%
  - ANA : 50%

# JAPAN MARKET INTELLIGENCE



## JTB GUAM PRODUCTS (SEPTEMBER 1 AND BEYOND)

New product sales start from July 17

- Jeju Air (7C): Fee cancellation charged up to 2 days before departure
- Japan Airlines (JL): Free shuttle bus
- United Airlines (UA): Free shuttle bus
- Main brochures: July 20



**7C:**  
SEPT 1 TO OCT 24

クアム4日航  
79,800円~159,800円

**JL:**  
OCT 1 TO DEC 24

クアム3日航  
67,800円~219,800円

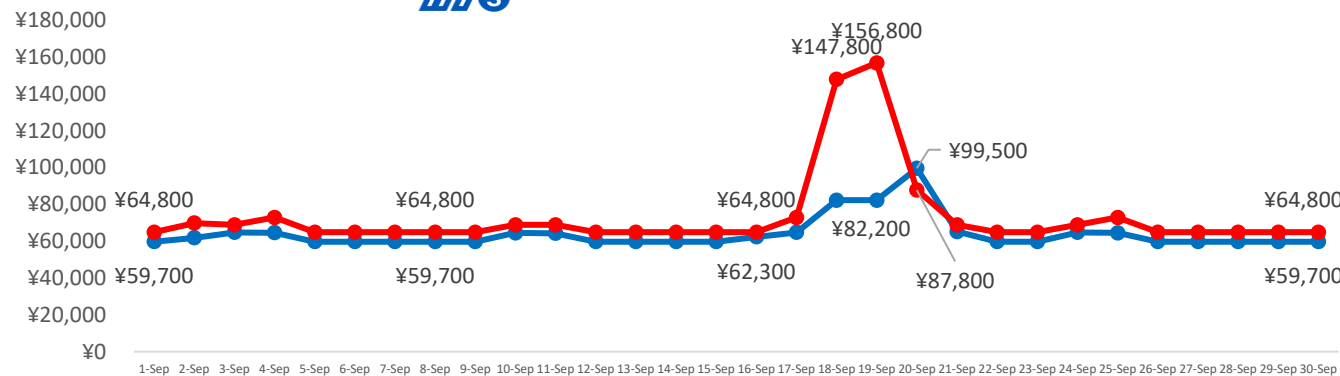
**UA:**  
SEPT 1 TO DEC 21

クアム3~4・5日航  
60,800円~252,800円

**MAIN BROCHURE:**  
AUG 8 TO MAY 31, 2021

JTB Product

**GUAM PACKAGE PRICE** 3 nights 4 days



### PACKAGE PRICE:

Average price in Sept  
 JTB: ¥ 73,000  
 HIS: ¥ 64,000

(Data Source : JTB)

## PACKAGE SALES

- Tour Selling (dep date)
- JTB September 16~
- 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 SOCIAL MEDIA



## TRAVELERS SENTIMENT 2020 GVB x TRAVEL TRADE PARTNERS



100,700円 ~ 340,700円

TRAVELER SENTIMENT SURVEY 2020

ハファデイ！旅行に関する意識調査を行っております。皆様のご意見をぜひお聞かせください。

70,700円 ~ 363,700円

TRAVELER SENTIMENT SURVEY 2020

ハファデイ！旅行に関する意識調査を行っております。皆様のご意見をぜひお聞かせください。

Facebook & Twitter posts from WING TRAVEL featuring travel news and survey information.

Facebook & Twitter posts from WING TRAVEL featuring travel news and survey information.

## PUBLIC SENTIMENT: JULY 21 - JULY 27

Wing Travel survey information including QR code and social media links.

J Wing Travel - The Guam Tourism Board (GVB) is conducting an attitude survey on travel to Guam. In "With Corona," investigate the obstacles such as psychological anxiety and financial burden on overseas travel. There are four items to ask. ○ Reach: 61k

「旅プロ Guam」で検索してください



いいね！ Guam  
Shooting in the mountains  
Hiking in Guam, where you can enjoy the spectacular view, is highly recommended. ○ Reach: 13k

地球の歩き方 @arukikata\_book · 7月20日  
 Guam政府観光局では、旅行に関する意識調査を実施中です。無記名、選択式の4問のみ。ぜひ、ご協力をお願いします。 [visitguam.jp](http://visitguam.jp)  
上記公式サイト Traveler Sentiment SurveyのQRコードを読み込むかリンクを(調査フォームにリンクします)。  
#地球の歩き方 #Guam #visitguam #guam

Guam政府観光局  
 Guam政府観光局の公式サイトへようこそ！ハファデー！ (チャモロ語で「こんにちは！」「ようこ...」) [visitguam.jp](http://visitguam.jp)

## GVB JAPAN HOME PAGE: HOTEL INFORMATION

Hotel & Resort information from the GVB Japan Home Page.

Articles - Japan  
現地ホテル最新情報 (新型コロナウイルス感染症対策)  
NUMBER OF PAGE ACCESS  
June 7 - July 19: 3,293

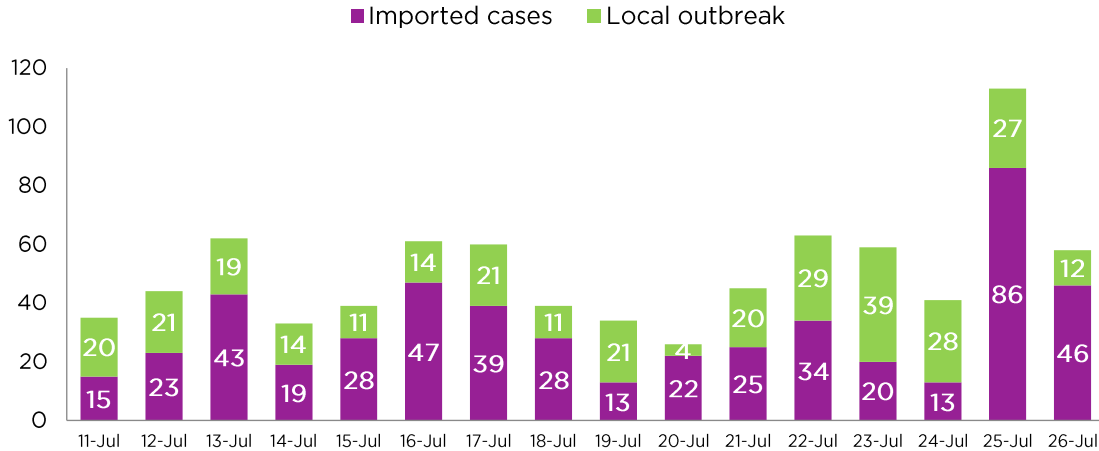
# SOUTH KOREA





# S. KOREA COVID-19 NEWS

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



### Recovery Rate: 91%

- Imported cases continued to rise amid a slowdown in local infections.
- South Korea has required arrivals from some countries to submit a certificate showing they tested negative for the virus.
- Special Travel Advisory has extended for another month until August 19.

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

### STARTING FROM JULY 20

- Two more countries were added to the list.
- Philippines
  - Uzbekistan

South Korea plans to charge foreign patients infected with COVID-19 for their hospitalization and treatment costs, amid a surge in the number of imported cases involving foreign nationals.

- Under the current regulations, the government covers all treatment and testing costs for confirmed patients.
- Since June 26, the number of cases tied to international travel has remained in the double digits, accounting for 63 percent of all cases reported over the period.



Confirmed COVID-19

CASES:  
14,305

DEATHS:  
301

AS OF JULY 31, 2020

## KEY ISSUES

- South Korea decided to reopen museums and libraries in the greater Seoul area.
- The shutdown of state-run cultural institutions began at 6 p.m. on May 29.
- The ministry's 10 museums, art galleries and libraries will reopen July 22.



- Bans on gatherings other than regular worship services by churches will be lifted on July 24 as well.
- Under the ban imposed on July 10, small-scale church meetings, churches are barred from organizing small gatherings.
- Also used QR code-based entry logs for visitors.

## TRAVEL BUBBLE

Some countries expected to start a travel bubble in August with South Korea. However, while negotiations have begun, new outbreaks occur globally, causing the countries to postpone their travel bubble plan with S. Korea.

### TRAVEL BUBBLE DESTINATIONS WITH SOUTH KOREA

*Countries Under Consideration*

- Thailand (postponed)
- Indonesia
- Hong Kong

### TRAVEL BUBBLE DESTINATIONS

*Implementing Travel Bubble*

- The Baltic states: Lithuania, Estonia and Latvia
- Denmark-Norway
- Croatia-Slovenia

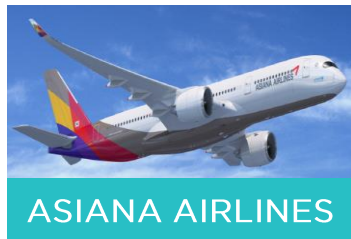
### TRAVEL BUBBLE DESTINATIONS

*Countries Under Consideration*

- Hongkong-Macao
- Australia-New Zealand
- Germany-Austria
- Singapore-China
- Indonesia-Australia, Japan, Korea, China
- Malaysia-Singapore, Brunei
- Thailand-Hong Kong

# KOREA TRAVEL & AIRLINE NEWS

- On July 23, Jeju Air decided to scrap a deal to acquire Eastar Jet C amid the new coronavirus' impact on the airline industry.
- Eastar Jet was already suffering financially before the deal was signed, and the outbreak of COVID-19 made its situation worse.
- Jeju Air and Easter Jet will proceed with lawsuit and Easter Jet is under a threat of bankruptcy.



- On July 26, HDC Hyundai Development requested Asiana Airlines for an additional review including Asiana Airlines' sharply increased debts, ahead of the completion of its acquisition.
- The renegotiation of the proposed acquisition should be preceded by the additional review of changes in Asiana's financial status for 12 weeks from mid-August.



- 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.



KOREAN AIR

- Korean Air decided on July 20 to close Korean Air regional headquarters in Europe and Southeast Asia to increase management efficiency.
- Korean Air now has three regional headquarters in Los Angeles, Beijing and Tokyo.
- Korean Air has released a video featuring Korean Air CEO Cho Won-tae and some 30 employees disinfecting the inside of an airplane.
- In a video titled "We are waiting for you," Cho and the employees sanitize the interior of the plane by spraying disinfectant on shelves, monitors, safety belts, tables and lavatories.
- Korean Air is consulting with the Ministry of Land, Infrastructure and Transport to remove seats on some of its 26 B777-300ER passenger jets and fill them with cargo to start operations by next month upon approval from Boeing and the transport ministry



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



# KOREA MARKET INTELLIGENCE



## 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	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
<b>TOTAL</b>					372	260

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

### 2. Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity	Max. Flight Capacity (70%)
Jeju Air	7C3154	Daily (9/1~)	22:05	03:05+1	0	0
Jin Air	LJ647	Daily (9/1~)	8:00	13:15	0	0
<b>TOTAL</b>					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	Package Price	Remarks / Updates
Guam	September~	\$610~	<ul style="list-style-type: none"> <li>Announced PCOR3 effective midnight, July 20</li> <li>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.)</li> </ul>
Saipan	September~	\$589~	<ul style="list-style-type: none"> <li>All incoming travelers must present negative PCR test within 72 hours prior to arrival. (with negative result, 14-day quarantine is not required)</li> </ul>
Thailand (Bangkok)	September~	\$400~	<ul style="list-style-type: none"> <li>All incoming travelers are required to present COVID-19 negative result within 72 hours prior to arrival and subject to be quarantined for 14 days.</li> <li>Allowed special entering travelers for diplomacy, medical purposes and government related, etc. from July 1.</li> </ul>
Philippines (Cebu)	September~	\$409~	<ul style="list-style-type: none"> <li>Foreigners who only have long term visa can enter the Philippines.</li> </ul>
Vietnam (Ho Chi Minh)	September~	\$454~	<ul style="list-style-type: none"> <li>All incoming travelers are required visa, and special entering travelers are required for quarantine for 14 days at government facility and required to present negative PCR test result within 72 hours prior to arrival.</li> <li>Vietnam will allow flights from 6 countries including Korea from August.</li> </ul>
Hawaii	September~	\$1,999~ (5N6D)	<ul style="list-style-type: none"> <li>Postponed the launch of the pre-travel testing program for incoming travelers to begin on September 1.</li> <li>All travelers entering Hawaii are required 14-day quarantine until September 1.</li> </ul>



# KOREA SOCIAL MEDIA

## WEEKLY DETAILS: JULY - WEEK 4

Content	Upload Date	Detail	Reference
Instagram Feed Daily Uploads	July 20 - 24	The daily Instagram feed contained beautiful scenery/tour spots/culture/food Information of Guam. GVB Korea uploaded these contents on 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.	
Chamorro Culture	July 23	Introduced Chamorro culture including Chamorro food/language/lifestyle via blog.	
Instagram Story Quiz - Guam's Festival	July 24	Conducted a quiz on Chamorro culture using Instagram story z by hyperlinking to GVB Korea's blog page.	
Instagram Feed Daily Uploads	July 27 - 31	The daily Instagram feed will contain beautiful scenery/tour spots/culture/food Information of Guam. GVB Korea will upload these contents on daily basis.	
Must Go Guam Tourspots	July 30	Introduced Chamorro culture including Chamorro food/language/lifestyle via blog.	
Traveler Sentiment Survey Event - Winner Announcement	July 31	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. We will select 500 winners to provide prizes and will announce the winners on July 31.	
Instagram Story Quiz - Tourspots	July 31	GVB Korea will conduct a quiz on tour spots via Instagram story by hyperlinking to GVB Korea's blog page.	



# KOREA SNS ACTIVITY



Best content this week (Top reach): Mitigate isolation and inspection procedures

**Visit Guam 관 관광청 한국사 (KR)**  
게시자: 조영희 | 2주

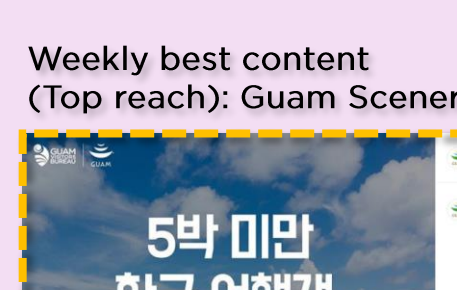
[관광부관광청] 5박 미만 한국 여행객 격리 및 검사 절차 완화 안내

Hata Adsi! 안녕하세요!  
관광부관광청에서 안내해 드립니다.

7월 24일 자정부터 5박 미만 체류하는 한국 여행객을 포함한 저 위험지역 입국자를 대상으로 격리 및 검사 절차를 해제합니다.

편의책 준비단계 3단계(PCOR3)로 전환함에 따라, 중·장부 지정 저 위험지역 (Low-risk Area)에서 입국하는 여행객 중 총 체류 기간이 5박 미만일 경우 별도의 코로나-19 검사나 격리 절차 없이 여행 가능합니다.

단, 도착 후, 등에서 머무는 기간 동안 체온측정 등 건강 상태와 증상이 대한 기본 검사를 받아야 합니다.



Weekly best content (Top reach): Guam Scenery

**5박 미만 한국 여행객 격리 및 검사 절차 완화**

관광부관광청 안내

2020년 7월 24일

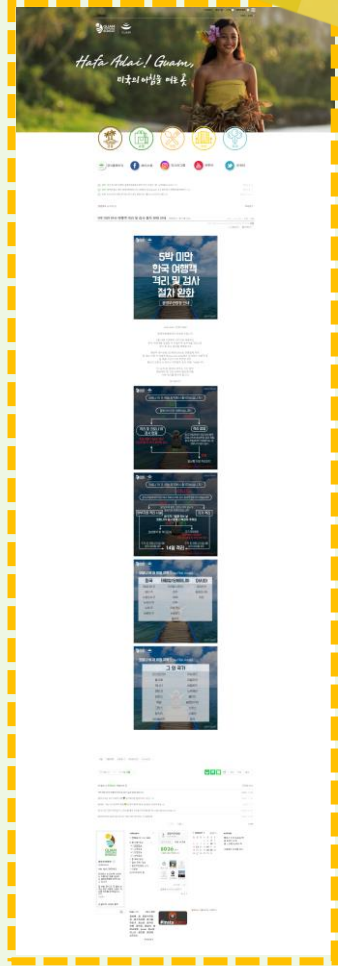
귀국시 필수! 5박 미만 한국 여행객 격리 및 검사 절차 완화 안내

귀국시 필수! 5박 미만 한국 여행객 격리 및 검사 절차 완화 안내



# KOREA SNS ACTIVITY

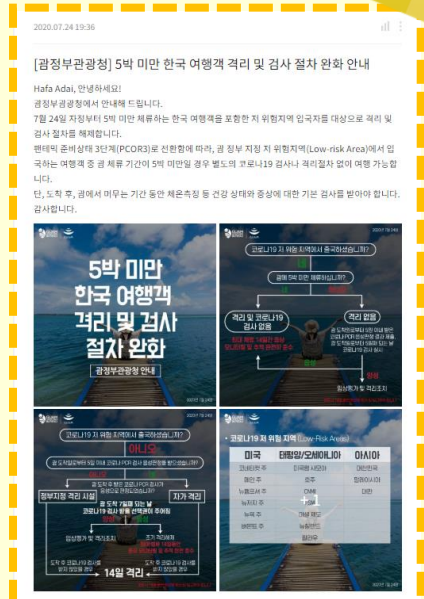
NAVER



Guam Visitors Bureau 한국사무소  
 (7월 13일 오후 9시)  
 곧 자으로 진동간식, 코코넛과 바나나잎으로 만드는 아피기기 (Apigige) 만들기 만들기  
 Hafa Adai!  
 비내리는 날  
 따뜻한 간식 만들기 놀자구요~?  
 오늘은 코코넛의 진동속으로!  
 진동자료를 사용해  
 온순한 단맛을 풀어준 꿀 진동간식을 함께 만들어보아요~  
 궁중부관청에서 준비한 미니 온화한 후정물까지!  
 시작해볼까요~?  
<https://blog.naver.com/gvbkorea/22038872127>



Weekly best content (Top reach): Mitigate isolation and inspection procedures



## OTHER DMOs CAMPAIGNS



France Tourism Development Agency

- Channel: Kakao Talk Plus Friends
- Scheme: About France launched Kaka Talk Plus Friends for B2B partners. For launching event, will provide \$5 gift card to 200 followers.

Philippine Department of Tourism

- Channel: Facebook
- Scheme: Participants can share Philippine travel photos on their social media channels. DOP will provide luggage bag (20pax) & \$10 gift card (20pax) to winners.



# TAIWAN





# TAIWAN COVID-19 NEWS

PR DATE	TAIWAN GOVERNMENT NEWS
2020-07-26	Cruise tourism resumes in Taiwan but only to domestic ports
2020-07-26	Taiwan's new US envoy arrives in Washington
2020-07-24	Taiwan extends ban on tour groups until Aug 31
2020-07-24	Taiwan to start human testing of coronavirus vaccine in August
2020-07-24	Taiwan will require all Philippine arrivals to be tested for coronavirus
2020-07-23	Taiwan will continue to push for UN participation
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



## TAIWAN EXTENDS BAN ON TOUR GROUPS UNTIL AUG 31

The Taiwan Tourism Bureau announced Friday (July 24) the ban on inbound and outbound tour groups would be extended for another month, until Aug. 31.

As the pandemic around the world continues to worsen, Taiwan government remains cautious with opening its border.

**Confirmed  
COVID-19**

**CASES:  
467**

**DEATHS:  
7**

AS OF JULY 31, 2020

## TAIWAN IS ALLOWING MEDICAL TOURISTS STARTING ON AUG 1

Foreigners can begin visiting Taiwan for medical treatments this week.

- Each patient can apply for two companions — their spouse or a first to third-degree relative — and if necessary, a companion who should be a medical worker or caregiver
- Medical tourists must present documents showing a medical insurance coverage of at least US\$30,000 or a similar financial statement, as well as a negative report for COVID-19 three days prior to their flight
- A 14-day quarantine is still required, but treatment can be received under emergency circumstances

## TAIWAN DOMESTIC TOURISM

The top five destinations under the stimulus program were Hualien County, Yilan County, Taitung County, Taichung City, and Penghu County. These are the locations where Taiwanese take advantage of the ongoing governmental subsidies.



However, local residents have complaint about too many tourists as a total of 60,000 people visited the island off southeast Taiwan over the past 11 days, which is about 60 times its population. Residents are angry about not being able to acquire tickets to leave and visit relatives and friends on main island.

## INDUSTRY UPDATE



### TAIWAN EXTENDS ITS TRAVEL BAN UNTIL AUG 30

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

- Residents of a small Taiwanese island are complaining about too many tourists
- South Korea considers reopening travel links with Taiwan
- Starlux, EVA Air and China Airlines in talks for around Taiwan flights
- 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 to allow foreign entry with application for travel purposes other than tourism



ANA TO RESUME TAIPEI-TOKYO FLIGHTS AUG 3

# TAIWAN SOCIAL MEDIA

## SOCIAL MEDIA STATISTICS July 19-25, 2020

<b>Country</b> ↵	Taiwan ↵
<b>Total SNS Fans</b> ↓ (as end of month) ↵	FB: 71,215 ↵ IG: 3,326 ↵ Total: 73,260 ↵
<b>Total Fan Growth</b> ↵ (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 ↵
<b>Total Post Impression</b> ↵ (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) ↵
<b>Total Engagement</b> ↵ (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) ↵
<b>Total Visiting intent</b> ↵ (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 19-25, 2020

	LIKES	COMMENTS	SHARE
Facebook	968	453	108
Instagram	149	21	5

## TRAVELER SENTIMENT SURVEY LUCKY DRAW



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

- Complete the survey
- Like GVB TW page
- Like, comment, & share the post

The event began on 7/20, and last until 8/2  
We have received 600+ comments since the event launched.

## FLASHBACK POST



*The weather is toooo hot. I want to jump off the airplane and feel the wind while enjoying Guam's view!*

It'd be awesome to view Guam like this for once!

I need to experience this.





*Si Yur'os Ma'ase'!*