



INDUSTRY RECOVERY UPDATE

JUNE 12, 2020



GVB & INDUSTRY NEWS



GVB Invites All Residents to Participate in the Islandwide Give Us A Moment #GUAM Island Pride Beautification Event

The Guam Visitors Bureau (GVB), in partnership with the Island Beautification Task Force and presenting sponsor T Galleria by DFS, announced today its plans for the Give Us A Moment #GUAM Island Pride Beautification Event on June 27 beginning at 8:00 a.m. The event welcomes participation from throughout the tourism industry, all sectors of business, nonprofit organizations, groups, and individuals.

This initial cleanup will help to determine a long-term maintenance solution for highway and islandwide beautification. GVB has identified major roadways and surrounding areas from around the island that will be cleaned on June 27 -- Routes 1, 2, 2A, 4, and 34. Medians along San Vitores Road, JFK Hill and Santos Hill will also be refreshed and painted.

EVENT DATE: JUNE 27

TIME: 8:00 A.M. START

LOCATIONS: VARIOUS LOCATIONS HAVE BEEN IDENTIFIED AROUND THE ISLAND; OTHER SUGGESTED LOCATIONS ARE WELCOME

- *Volunteers needed*
- *Open to all businesses, organizations, and individuals*
- *GVB is also seeking sponsorship support for supplies, maintenance services, and refurbishment of park facilities.*

#GUAM ISLAND PRIDE BEAUTIFICATION EVENT



“This joint effort with the Islandwide Beautification Task Force, industry stakeholders, and community partners emphasizes the importance of working together to instill some island pride and clean up our home a bit. It offers the opportunity for everyone to take part in Guam’s tourism economy recovery efforts.”

Sonny Ada, GVB
Chairman of the Board

- **The IBTF** is rallying government-wide support for the cleanup, which already has strong support from the Department of Public Works, Department of Parks & Recreation (DPR), 35th Guam Legislature, and the Mayors’ Council of Guam.
- As part of this effort, DPR will be engaging participants of its Adopt A Park program, who will be encouraged to perform cleanups on June 27.
- Major beach parks are included in the program and will be assigned to agencies and volunteers. More sights will be identified.
 - Gov. Joseph Flores Memorial Park (Ypao Beach Park)
 - Matapang Beach Park
 - Paseo
 - Fort Apugan
 - Latte Stone Park
 - San Antonio Bridge/Sirena Park
 - Fish Eye Park
 - Inarajan Pools
 - Fort Soledad

#GUAM ISLAND PRIDE BEAUTIFICATION EVENT



HOW TO PARTICIPATE

GVB is making it easy for those interested to sign up. Businesses and groups can learn more through the following:

- Visit guamvisitorsbureau.com
- Send an email to hafaadai@visitguam.org
- Sign up through the volunteer portal <https://bit.ly/GUAMBeautificationVolunteers>
- Follow GVB's social media pages:
 - [Facebook](#) (@guamvisitorsbureau)
 - [Instagram](#) (@visitguamusa)

“This islandwide initiative is meant to create awareness and conversation about the current state of our Guam product and how it affects our quality of life and our tourism industry. We want this to be an inclusive and collaborative islandwide effort to beautify our home, promote island pride, and encourage our community to be directly involved in the success of Guam’s economic driver. It’ll be imperative that we confidently establish Guam as a clean and safe destination for visitors.”

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

Give Us A Moment #GUAM Island Pride Beautification Event

Islandwide
Beautification
Cleanup

JUNE 27
2020
Go Time: 8 AM

How to participate:

Email: hafaadai@visitguam.org

Contact: Taylor Pangilinan at 671-686-4823

<https://bit.ly/GUAMBeautificationVolunteers>



Photo by Kenneth Lee



Give Us A Moment

Special thanks to:



SPECIAL OFFERS THIS WEEK

DAILY GEAR GIVEAWAYS

No purchase necessary to win.

STOP BY TODAY TO ENTER!

DRAWINGS BEGIN JUNE 15TH

ONLY AT **MDA**

Info: (671) 472-6321

Moh-Fri: 8AM-6PM
Sat-Sun: 730AM-6PM

PIE OLD FASHION PIZZERIA

BOGO BUY ONE, GET ONE FREE FOR \$6.71 ANY PIZZA
(ANY PIZZA IS OF EQUAL OR LESSER VALUE)

PIZZA DUO SPECIAL 2 PIZZAS + 1 SIDE \$27*

SQUAD DEAL 4 Pizzas & 4 Fountain Drinks \$38*

PIZZA PARTY PACK ONLY \$50*

- OOEY GOOEY CHEESE BREAD
- 3 PIZZAS
- 1 2LTR PEPSI
- 12PC WINGS

*PREMIUM CRUST CHARGES APPLY

GIANT STUFFED SHELLS SINGLE \$16 PLATTER \$30

STUFFED FETTUCCINE WITH CHICKEN SINGLE \$18 PLATTER \$40

GIANT CHICKEN PARMIGIANA SINGLE \$18 PLATTER \$40

Olive Garden GIANT'S ITALIAN CLASSICS FOR A LIMITED TIME

Adjusted Hours: 11am - 8pm
To Order Take-Out
Tel: (671) 989-0008

桃李 TOH-LEE BENTO

\$15.00

Effective Sales May 25 - June 7, 2020

Fried Rice, Deep Fried Crab Claw, Pan Fried Leek Dumpling, Shrimp Dumpling, Fried Chicken with Sweet and Sour Sauce, Sauteed Vegetables, Ma-Bo Tofu, Shrimp with Mayonnaise, Pickles and Deep Fried Sesame Ball

Dusit Thani

Romantic Villa GETAWAY

Private residential style accommodations
Enjoy your own personal plunge pool & terrace
Breakfast for two (In-Room Dining)
Direct Beach access
Two (2) Hour Beach Cabana
Exclusive Fitness Center

May through June 30th
Room rate \$450 + 11% Occupancy Tax
Reservations can be made by email at dty@rusit.com or call 648-3000.
Resort dining offered for breakfast and restaurant becomes available to guests.

www.dusit.com

hotel nikko guam

BENTO BOX TO-GO \$15.00 each

Magellan 桃李

Reservations: 647-2804
11:00 a.m. - 6:00 p.m. (Last order 5:00 p.m.)

Father's Day To Go Platter

hotel nikko guam
Reservation, call 647-2804

MENU

- Salt and Pepper Pork Spare Ribs
- Tempura Shrimp
- Sirloin Steak
- Short Pasta w/Tomato sauce
- Wedge cut Potato
- Fried Chicken
- Sushi roll

\$70.00

PICK A PAIR PLATTER TAKE-OUT SPECIAL

CHOOSE 1 APPS:
CHICKEN TENDERS & FRIES,
QUESADILLAS,
MOZZARELLA STICKS,
OR SPINACH ARTICHOKE DIP

CHOOSE 2 PLATTERS:
MISO SALMON,
SEAFOOD COMBO,
POT ROAST,
OR MEATLOAF

INCLUDES:
DESSERT SAMPLER

AND COMES WITH CHOICE OF:
MILLER LITE OR COORS LIGHT 6PK (PICK UP AT ANY CIRCLE K)

ALL FOR \$55

TO PARTICIPATE, SEND YOUR SPECIAL OFFERS TO HAFADA@VISITGUAM.ORG

LOOKING TO BOOST YOUR ONLINE PRESENCE?

Let's safely share unique Guam experiences TOGETHER!

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 your for LIVE features.

Categories include

- Recreational Activities
- Nature
- Culture
- Food and Beverage



TO SHARE CONTENT FOR LIVE FEATURES SEND TO HAFAADAI@VISITGUAM.ORG

WE ARE GUAM - WE ARE SAFE!

Share your business protocols and safety measures with us!

GVB is working on communication tools to showcase Guam is ready to welcome visitors. The goals of the content are:

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

Preferred specs for videos:

- File Format: MP4
- Aspect Ratio: 1920 x 1080 for wide; 1080x1920 for portrait [Wide is preferred]
- Resolution: 1080p/2K/4K



Si yu'os ma'ase' Micronesia Divers Association for sharing!

TO PARTICIPATE, SEND YOUR PROTOCOLS /GUIDELINES CONTENT TO HAFADA@VISITGUAM.ORG

SUBMIT YOUR GUAM VIDEOS!

Share a moment with us - to promote our island of Guam! GVB is looking for video content to include on various social media and digital platforms.

Here's what we're looking for:

- Behind the scenes of frontline workers working
- People making masks
- Point of view shot
- Camera approaches a front desk. At first glance it looks empty, but then a host appears from behind the counter

The preferred specs for videos:

- File Format: MP4
- Aspect Ratio: 1920 x 1080 for wide; 1080x1920 for portrait [Wide is preferred]
- Resolution: 1080p/2K/4K
- Size of the file can vary -depending video length and resolution



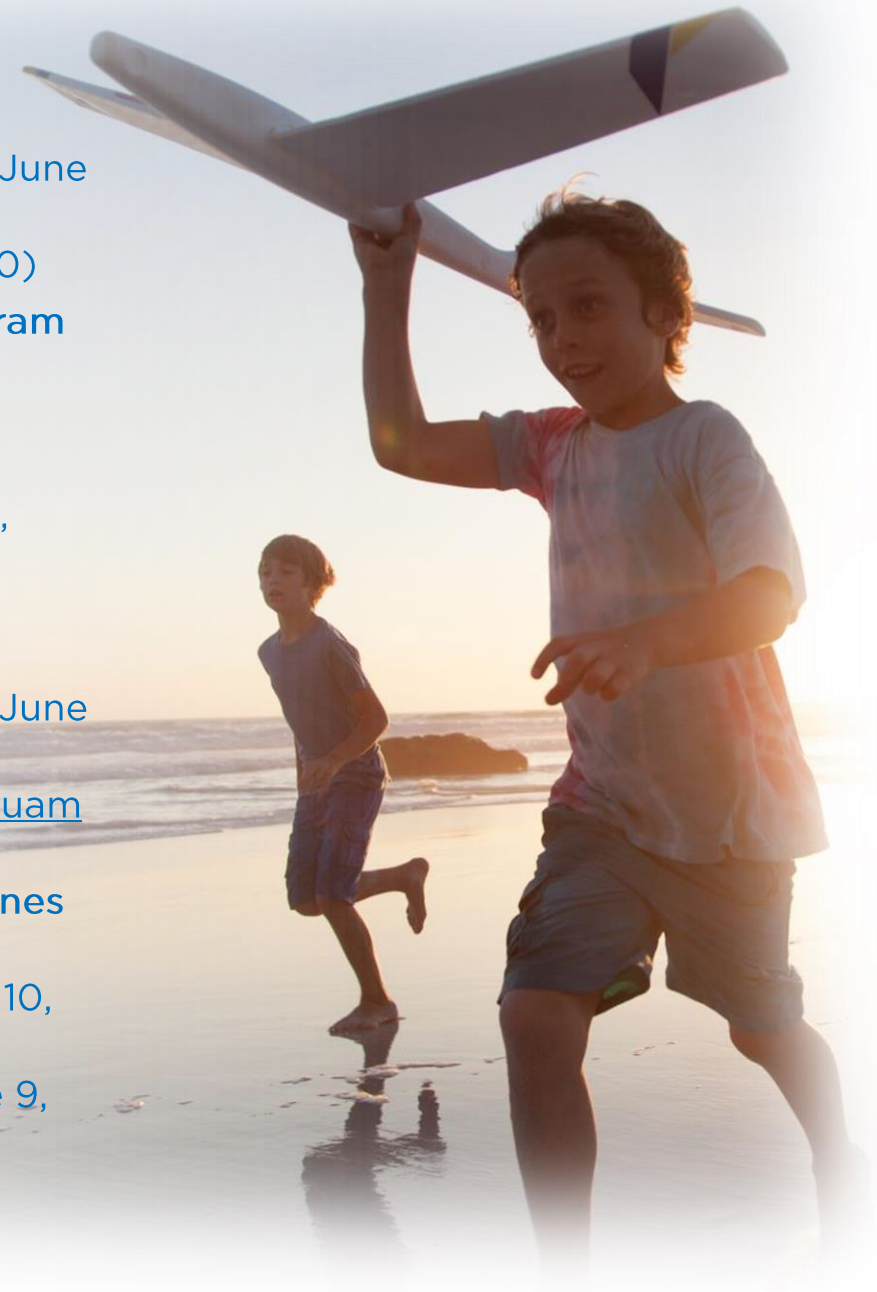
TO PARTICIPATE, SEND YOUR PROTOCOLS /GUIDELINES CONTENT TO HAFADAI@VISITGUAM.ORG

Airline News



AIRLINE NEWS THIS WEEK

- [United asks passengers to complete health assessment](#) [Pacific Daily News](#) - (June 12, 2020)
- [Are you safe to fly? Airlines will make sure](#) [Pacific Island Times](#) - (June 11, 2020)
- [Health self-assessment during check-in part of United's 'Ready-to-Fly' program](#) [KUAM](#) - (June 11, 2020)
- [PAL delays resumption of flights until Monday](#) [Pacific News Center](#) - (June 12, 2020)
- [GVB CEO: Optimistic on S. Korean tourists' return](#) [Guam Daily Post](#) - (June 12, 2020)
- [Resumption of PAL flights delayed by a few days](#) [Guam Daily Post](#) - (June 12, 2020)
- [Japan Airlines extends flight suspensions until July 31](#) [Pacific News Center](#) - (June 11, 2020)
- [GVB CEO: Optimistic with South Korean tourists' return starting mid-July](#) [Guam Daily Post](#) - (June 11, 2020)
- [Good call on revisiting quarantine policy as 1,600 travelers from the Philippines expected](#) [Guam Daily Post](#) - Forum-Editorial (June 10, 2020)
- [Star Marianas sets additional flights to and from Rota](#) [Saipan Tribune](#) - (June 10, 2020)
- [United makes Micronesia schedule changes](#) [Marianas Business Journal](#) - (June 9, 2020)
- [US will allow limited flights by Chinese airlines, not a ban](#) [Stars and Stripes](#) - (June 5, 2020)



MARKET INTELLIGENCE REPORT

As of June 11, 2020 and may be subject to change



TOURISM RECOVERY PLAN

TOURISM RECOVERY PLANNING MATRIX

1. Immediate priorities

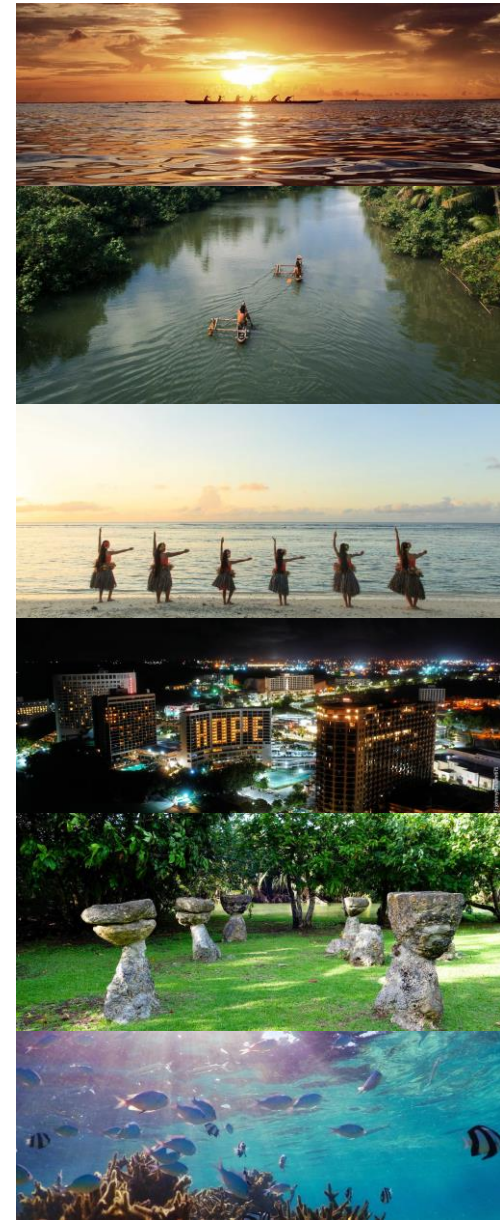
- Addressing matrix initiatives to secure WTTC
- “Safe travels” stamp for Guam
- Global safety and hygiene standards, tourism & hospitality
- Hotels, restaurants, airlines, tour operators, shops & transportation companies can use stamp complying with health and hygiene protocols
- Backed by UNWTO
- Clarifying action points for TF / GVB support to implement seamless and touchless airport arrival/departure experience

2. Addressing liquidity issues and sources of relief

- Small & large companies
- Tax levies, GEDA & regulatory burdens

3. Identifying partners and strategic alliances

- Participation and ownership of specific initiatives in planning matrix
- UOG PMBA Capstone project creating dashboard for culturally centric modules to be used in marketing and online learning of local heritage



JAPAN



JAPAN COVID-19 SITUATION



June 1
Phase 2 Tokyo



June 2
Tokyo Alert
34 new positive cases in Tokyo



June 4
National Governor's Association



June 5
Go to Campaign



Tokyo has entered phase 2 and some of business sectors has reopened.



Tokyo has issued Tokyo Alert on June 2.

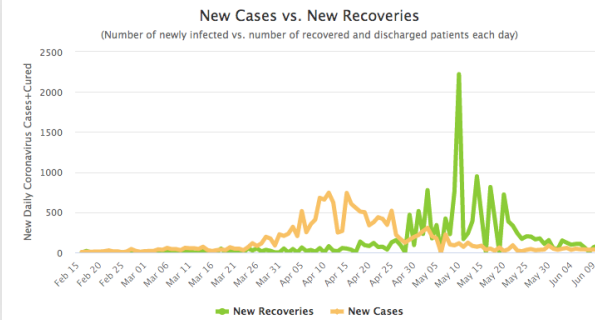


Schools has started. Libraries, sports facilities and retail shops reopened.

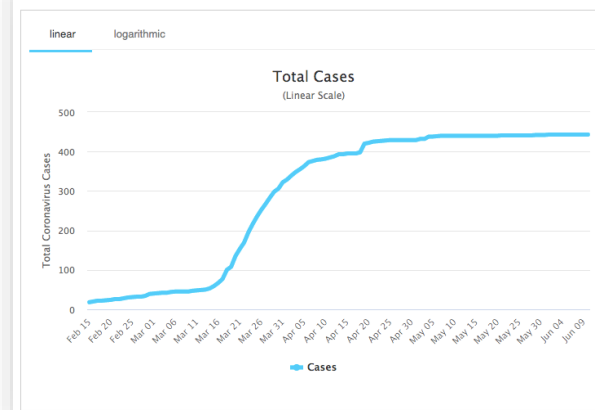


Keep a new social distance.

Newly Infected vs. Newly Recovered in Japan



Total Coronavirus Cases in Taiwan



**Confirmed
COVID-19**

**CASES:
17,251**

**DEATHS:
919**

AS OF JUNE 11, 2020

JAPAN COVID-19 SITUATION

FEARS OF A SECOND WAVE IN JAPAN



The expert forecast that the second wave of coronavirus infections is sure to hit Japan even though the country has managed to prevent an explosive spread of COVID-19.



Japanese customs such as using face masks and not shaking hands much may have also worked in a positive way.



The importance of social distancing has become apparent and people keep to follow a new social behavior.

TRAVEL RESTRICTIONS (JAPAN & GUAM)



Domestic Travel:

Avoid unnecessary and urgent movement across prefectures up to end of May (allow traveling within prefecture).

up to
May 31



Domestic Travel:

Allowing cross-prefecture travel, but refrain from travel to Tokyo, Kanagawa Saitama, Chiba and Hokkaido.

June 1 to
June 18



Domestic Travel:

Allowing cross-prefecture travel nationwide.

June 19
onward



Overseas Travel: (out of Japan)

Level 3 travel alert to 111 countries including United states.

still in
place



Overseas Travel: (into Japan)

14 day quarantine required for all returners regardless of nationalities.

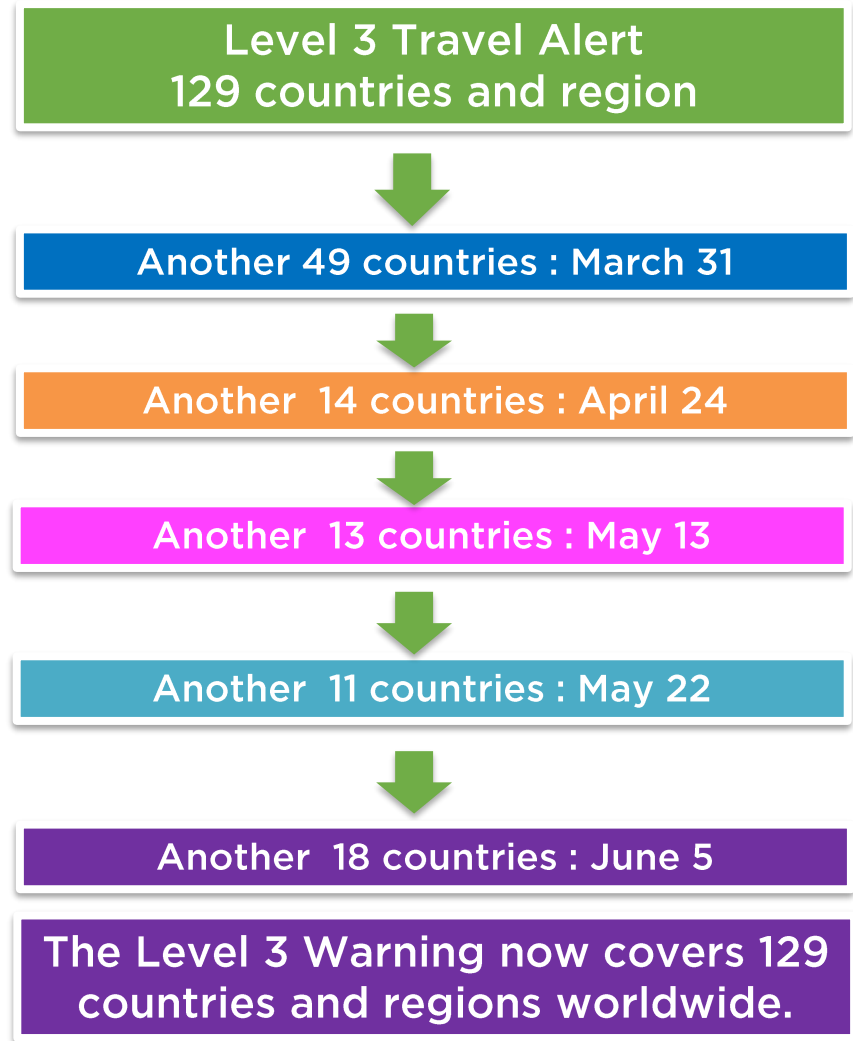
still in
place



14 days quarantine required for all incoming travelers

Target:
July 1

JAPAN - TRAVEL RESTRICTIONS



TRAVEL ALERT FROM JAPAN (OUTBOUND)

On June 5, Ministry of Foreign Affairs (MOFA) has raised travel alert to Level 3 for another 18 countries including Cuba and Lebanon. Japanese citizens are advised not to travel there.

MOFA raised travel alert to Level 3 for traveling to 49 countries and territories, including the United States, China and South Korea.

MOFA has raised travel alert to Level 3 for traveling to 14 countries and territories, including UAE, Oman, Qatar, Kuwait, Saudi Arabia.

MOFA has raised travel alert to Level 3 for traveling to another 13 countries and territories, including Maldives, Bahamas, Honduras etc.

MOFA has raised travel alert to Level 3 for traveling to another 11 countries and territories, including India, Pakistan, Bangladesh etc.

MOFA has raised travel alert to Level 3 for traveling to another 18 countries and territories, including Cuba, Lebanon etc.

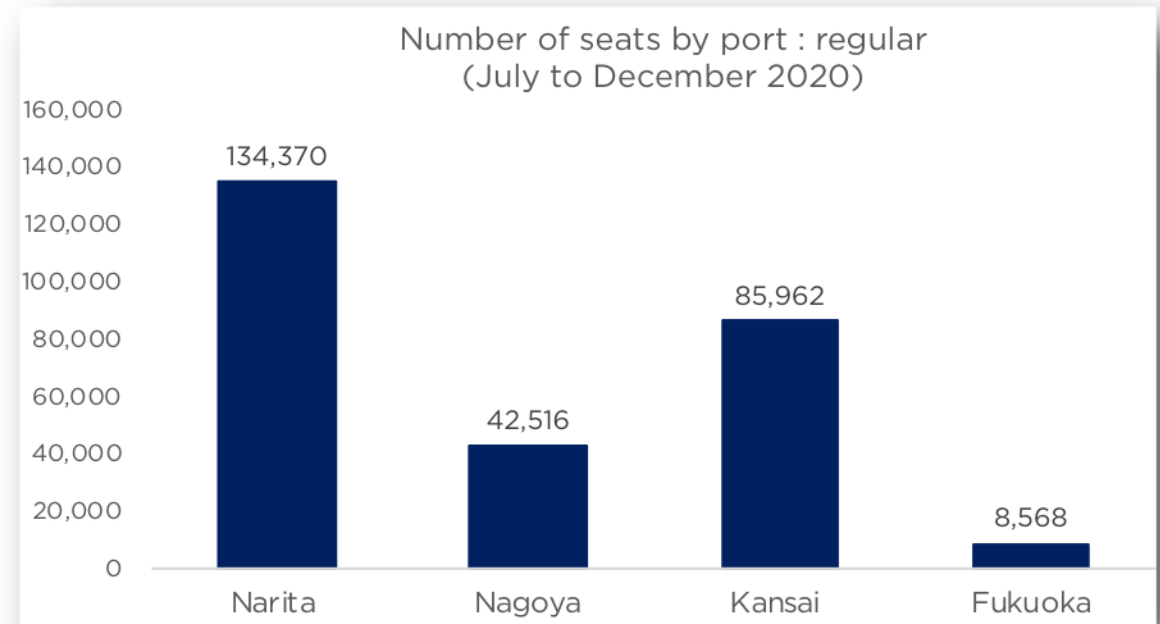


JAPAN – CAPACITY UPDATE

AIR SEAT CAPACITY FORECAST

Air seat capacity from July to December 2020

CAPACITY FORECAST	Flight Suspension	Flight plan (Resume)
165,248	August 3 differ by flight	August 4 differ by flight
36,616	June 30	Depending on travel restriction
34,776	June 30	July 23 (plan)
34,776	June 30	Depending on travel restriction
271,416 (1,472 flights)	Officially announced	Forecast only (not 100%)



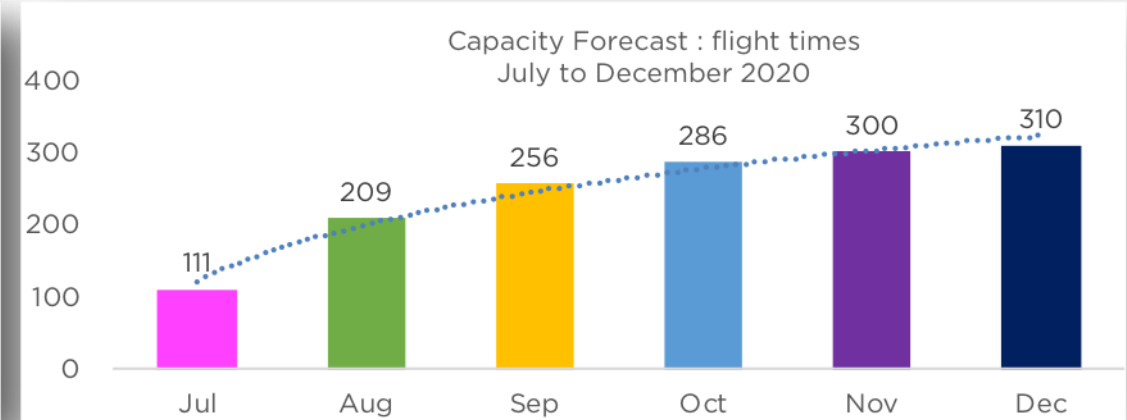
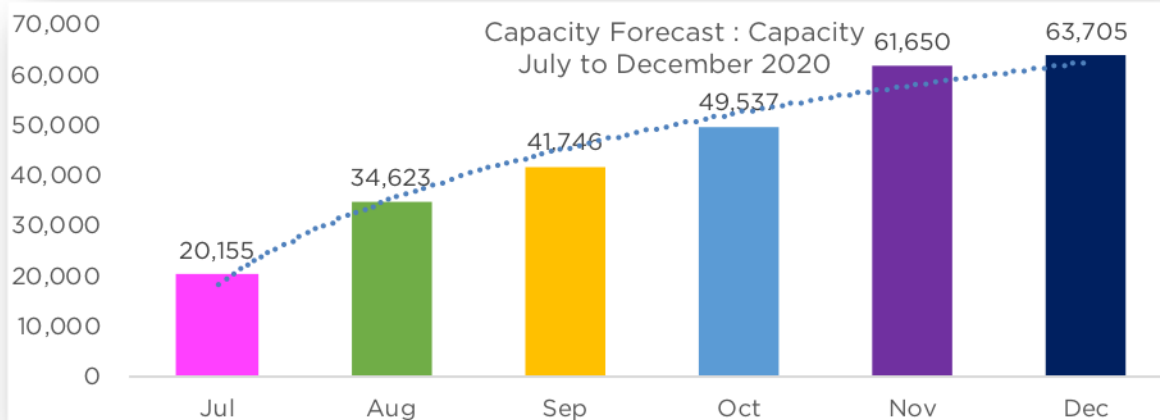
JAPAN – CAPACITY UPDATE

AIR SEAT CAPACITY FORECAST (July Onward)

Capacity:
271,416 seats

Frequency:
1,472 flights

MONTH	REGULAR	JUL		AUG		SEP		OCT		NOV		DEC		TOTAL	
Port	Airline	Capacity	Number	Capacity	Number	Capacity	Number	Capacity	Number	Capacity	Number	Capacity	Number	Capacity	Number
Narita	UA	2,268	18	12,122	87	12,540	90	16,290	93	26,820	90	27,714	93	97,754	471
Nagoya	UA	0	0	4,614	29	8,638	53	10,052	62	9,480	60	9,732	62	42,516	266
Kansai	UA	0	0	0	0	3,258	23	4,426	31	4,260	30	4,466	31	16,410	115
Fukuoka	UA	0	0	0	0	0	0	882	7	3,780	30	3,906	31	8,568	68
Narita	JL	6,169	31	6,169	31	5,970	30	6,169	31	5,970	30	6,169	31	36,616	184
Kansai	TW	5,859	31	5,859	31	5,670	30	5,859	31	5,670	30	5,859	31	34,776	184
Kansai	7C	5,859	31	5,859	31	5,670	30	5,859	31	5,670	30	5,859	31	34,776	184
Total		20,155	111	34,623	209	41,746	256	49,537	286	61,650	300	63,705	310	271,416	1,472
vs LY		-59.6%	-63.1%	-48.2%	-30.6%	-35.4%	-12.0%	-24.7%	-5.6%	-3.9%	0.0%	-5.6%	-3.1%	-28.3%	-18.9%



JAPAN - TRAVEL RESTRICTIONS

JAPANESE GOVERNMENT PLAN

The Japanese government is currently considering relaxing its entry and exit ban on visitors from Thailand, Vietnam, Australia and New Zealand.

Reason	Strong business ties and containing the outbreaks of coronavirus.
Target	Business travelers
Inbound	Get a negative results of PCR test before leaving home country.
Outbound	Negative results of PCR test result to submit to the embassy of the country they plan to visit before leaving Japan.
When	The initial easing may take place this summer.
Others	Not announced yet.



PROPOSAL

The Japanese government plans for relaxing 14 days quarantine upon arrival. A proposal being considered.

Travelers take a PCR test in their home country before traveling to Japan.

If the result is negative, the travelers would be able to travel to Japan with the documentation to prove the negative of COVID-19.

Tested again at the airport on arrival. As long as that test result is negative, skip 14 days quarantine measures. (no requirement to wait for 14 days at the designated location).

Under investigation to collect more information

JAPAN - SOCIAL MEDIA MONITORING

TOP MEDIA POSTS BY REACH: "Guam Travel"



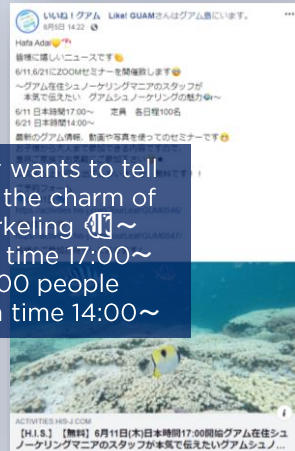
Enjoyable use of Jet Kids☆
Traveling abroad by plane isn't easy, but how about having a fun home picnic with Jet Kids?



Hafa Adai 🌺🌈 Travel Guide for Guam Branch I posted a new article 🌺
It's been a while! Sunset @ Tumon Beach
<https://blog.hisj.com/guam/2020/0/06/post-8030.html> Please see if you like.

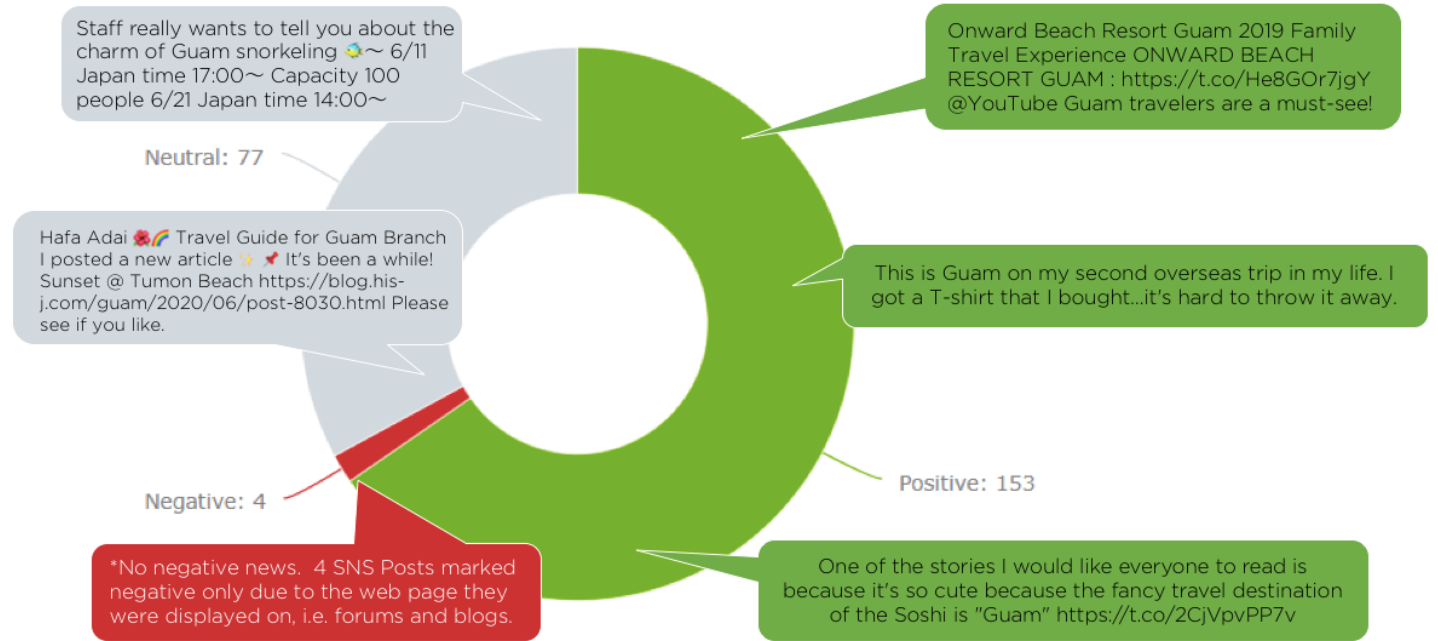


Can we meet you soon? #Guam #guam2020 #covid19 #weareone #weareinthistogether #Stay Home #Let's live together #Guam Travel



Staff really wants to tell you about the charm of Guam snorkeling 🐠~
6/11 Japan time 17:00~ Capacity 100 people
6/21 Japan time 14:00~

PUBLIC SENTIMENT ASSESMENT: JUNE 1 - JUNE 8



Meltwater

GVB x JATA Newsletter



SOUTH KOREA



KOREA COVID-19 SITUATION

NAVER

신종 코로나바이러스 감염증:

Hafa adai!

하파데이! (안녕하세요)

관광부관광정책에서 안내드립니다.

지난 5월 27일, 루 레온 계리로 관 주지사는 오는 7월 1일부터 한국, 일본, 대만 국적 입국자를 대상으로 의무적 격리 조치 해제를 발표했습니다.

따라서 2020년 7월 1일부터는 관 입국 시 의무적 시설 격리 및 코로나 검진 절차 없이 입국이 가능합니다.

관 정부 및 관광부관광정책은 지속적으로 코로나19 확산을 방지하기 하기 위해 노력하고 방문객들을 안전하게 맞이할 수 있도록 최선을 다하겠습니다.

After the announcement of Guam's reopening on July 1, users are worried about two issues:

1. 14 days quarantine period after come back to Korea
2. Japan travelers in Guam

자유게시판 >

관 입국허용 하네요. ㅠㅠ

소유주 신랑신부회원 # 111 재향
2020.06.04. 08:26 조회 1,073

7.1부터 입국 허용한다고하네요
국내로 신혼여행 가려고 숙소 다 예약했는데
저도모르게... 항공권 찾고있더라는... ㅠㅠㅋㅋㅋ
돌이해서 55만원이네요.....
아~~~~~ ㅠㅠ
가고싶는데..... 같이라도... ㅠㅠㅋㅋ

족족 저희도 회사때문에 자가격리 2주있구ㅠㅠ
그냥 항공권 찾아보는것만으로도 기분이 덜랄정하네요...
전 남해 동영 부산으로 간답니당--!!

"Guam allow entering Korean visitors from July 1. Actually I booked hotel for my domestic honeymoon trip, but I really feel excited just hearing for those good news!"

"I really want to visit Guam!"

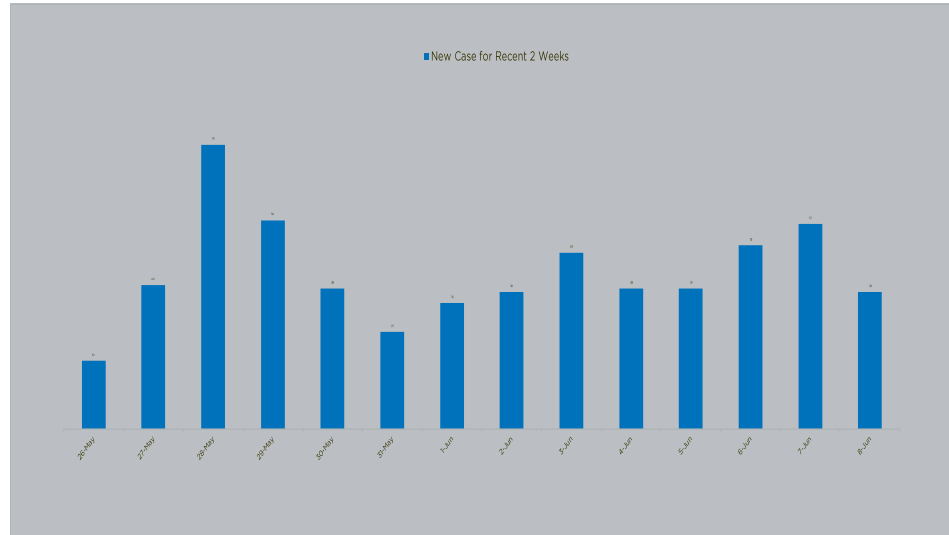
카에리
부디 ㅠㅠ 가고됩니다~~
2020.06.01. 18:55 답글쓰기

고웨나니
비타민월드 비타민 살꺼 있는데 ~
여행플리면 엄청 인파 많을꺼 같네요~
2020.06.03. 16:26 답글쓰기

"I have a lot of things to buy at Vitamin World- There's going to be a lot of people."

"I think it would be perfect if the quarantine guidelines were lifted after entering Korea!"

"But the problem is we will be quarantined in Korea after we come back"



Transmission routes of recent infections can be categorized into three:

1. religious gatherings
2. large workplaces such as logistics facilities and call centers
3. private tutoring academies

- Strict social distancing reinstated for the next two weeks in Seoul, Incheon and Gyeonggi Province until June 14, to preemptively stem further spread.

- Facilities including nightlife businesses, religious establishments, museums, theaters and parks will remain closed for 2 weeks.

Confirmed COVID-19

CASES:
11,947

DEATHS:
276

AS OF JUNE 11, 2020

KOREA - AIRLINE UPDATE

OUTBOUND FLIGHT - JUNE

Carrier	2020 June		2019 June	% change
	Destination	Expected Outbound Flight	Outbound Flight	
Korean Air	Atlanta, Toronto, New York, Taipei, Detroit, Tokyo, Amsterdam, Ulaanbaatar, Jakarta, Seattle, Yangon, Bangkok, Singapore, Hanoi, Ho Chi Minh, Manila and etc.	620	4,114	-85.7%
Asiana Airlines	Taipei(x2), Doha, Hong Kong, New York, LA, Vancouver, Toronto, Manila, Ho Chi Minh, Bangkok and etc.	370	2,713	-86.4%
Jeju Air	Weihai, Tokyo, Manila, (Guam)	18	2,200	-99.2%
Jin Air	Hanoi, Bangkok, Cebu, Tokyo, Osaka, Taipei, (Guam)	21	1,236	-98.3%
Air Busan	n/a	0	1,048	-100%
Eastar Jet	n/a	0	827	-100%
T'way	n/a	0	1,410	-100%
Air Seoul	n/a	0	470	-100%
TOTAL		1,029	14,018	-92.6%

AIRLINE SCHEDULE / SEAT CAPACITY - JULY

Total Outbound Seat Capacity (July): 15,396 seats (as of June 10)
70% of seat capacity with social distancing measures

1. Incheon - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity	Max. Flight Capacity(70%)
Jeju Air	7C3100	Daily(7/24~)	6:25	12:00	1,488	1,040
	7C3102	Daily(7/24~)	10:40	16:05	1,488	1,040
	7C3106	Daily (7/24~)	20:20	02:00+1	1,488	1,040
Jin Air	LJ641	MON/THU (7/1~23) Daily (7/24~)	9:40	15:05	2,790	1,950
T'way	TW301	Daily (7/24~)	18:00	23:40	1,488	1,040
Air Seoul	RS101	Daily	20:45	02:15+1	6,045	4,216
TOTAL					14,787	10,326

Schedule subject to change

2. Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity	Max. Flight Capacity(70%)
Jeju Air	7C3154	Daily (7/24~)	22:05	03:05+1	1,488	1,040
Jin Air	LJ647	Daily	8:00	13:15	5,766	4,030
TOTAL					7,254	5,070

Schedule subject to change

Jeju Air & Jin Air charter flights from Incheon - Guam are scheduled to transport Korean residents back to Korea on June 5

*Schedules subject to change.

**All codeshare flights included.

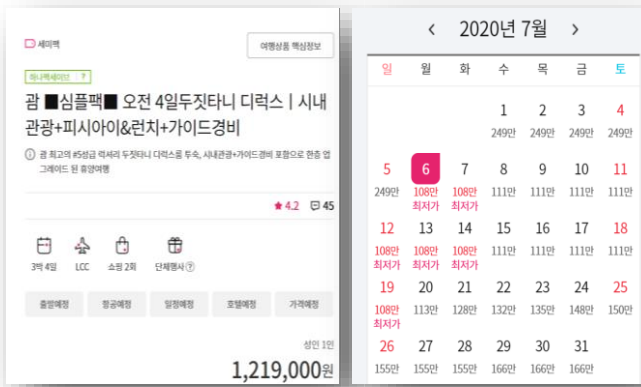
***Only International outbound flights included.

***Source: Ministry of Transportation / Incheon Airport Corp.

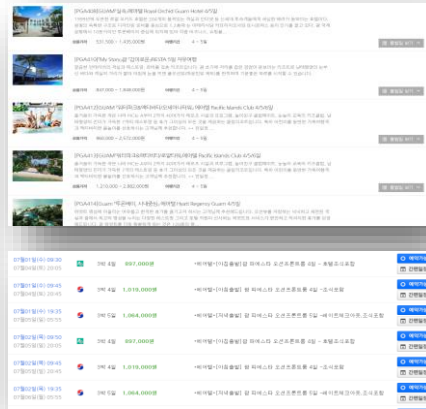
KOREA - TRAVEL INDUSTRY

SALES & BOOKINGS

Guam Packages



<Hana Tour Official website>



<Modetour Official website>



<Very Good Tour Official website>

Some travel agencies have started Guam product sales for July-August 2020 on their websites.

- Major travel agencies (such as Hana Tour, Modetour, Lotte JTB, Lotte Tour, etc.) opened sales of Guam products for July on their websites with lifting entry restriction of Guam.
- Other travel agencies such as Very Good Tour have started sales for Guam products starting August on their websites.

Weekly Details: June Week 1 - '#GetUpAndMove'

- Project** • Get Up And Move SNS event
- Period** • June 8, 2020 - July 2, 2020 (Winner Announcement: July 3)
- Channel** • Instagram /Naver Blog/Facebook
- Project Scheme**
- Instagram users to post a picture related to Guam. (Guam souvenirs, food, past travel pics)
 - 1) Users to follow GVB Korea Instagram account and post their photo on their Instagram tagging @visitguam_kr
 - 2) Users to post the contents with following hashtags: #GUAM #GetUpAndMove
 - 3) Participants must leave a comment under challenge post that they completed the mission
 - GVB Korea to give prizes for top 15 winners



Example post of challenge event

Get Up And Move CAMPAIGN - JUNE

Social Media Calendar (1st week of June)








	June 7, 2020	June 8, 2020	June 9, 2020	June 10, 2020	June 11, 2020	June 12, 2020	June 13, 2020
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week 1		#GetUpAndMove Campaign					
		Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)					
		#GetUpAndMove Campaign Information	#GetUpAndMove Campaign Information			Online Guam Travel - Drive Course	

KOREA – SOCIAL MEDIA

GVB KOREA'S FACEBOOK POST ON GUAM - WELCOMING VISITORS



Most users expressed happiness. However, there were also concerned comments.

-  류장현
일본 때문에 한국사람들은 안갈듯...관리도 제대로 안되는 나라인데;;
좋아요 · 답글 달기 · 메시지 · 17시간
-  양준웅
일본은 아닌데
좋아요 · 답글 달기 · 메시지 · 14시간
-  정다미
하지만 다녀오면 한국 2주격리
좋아요 · 답글 달기 · 메시지 · 17시간
-  Byungil Choi
일본ㅋ
좋아요 · 답글 달기 · 메시지 · 15시간
-  Daniel Lim
올레~~
좋아요 · 답글 달기 · 메시지 · 3시간
-  이강희
가고싶은 1인~
좋아요 · 답글 달기 · 메시지 · 3시간
-  문준호
괌 가고 싶어요~
좋아요 · 답글 달기 · 메시지 · 13시간

“Even if I visit Guam, I am worried about Japanese tourists since they are not transparent about the confirmed cases.”

“It would be perfect if the quarantine guidelines were lifted after entering Korea!”

“I am worried about Japanese tourists.”

“Olleh~~~”

“I really want to visit Guam!~”

“I want to go Guam.”

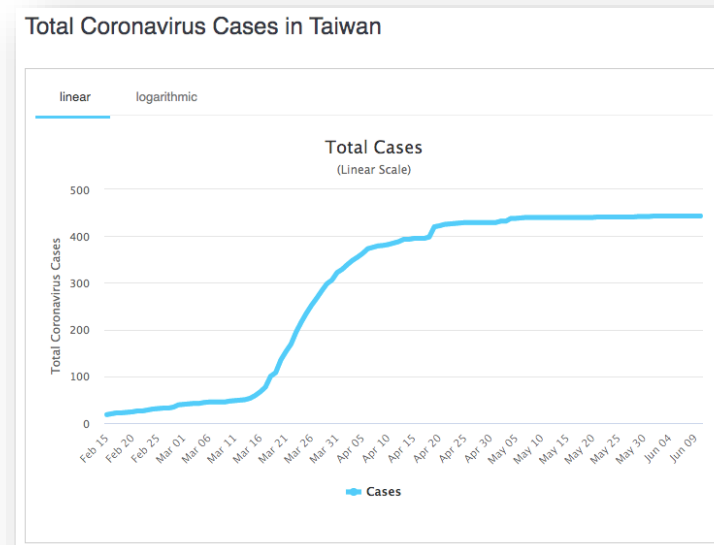
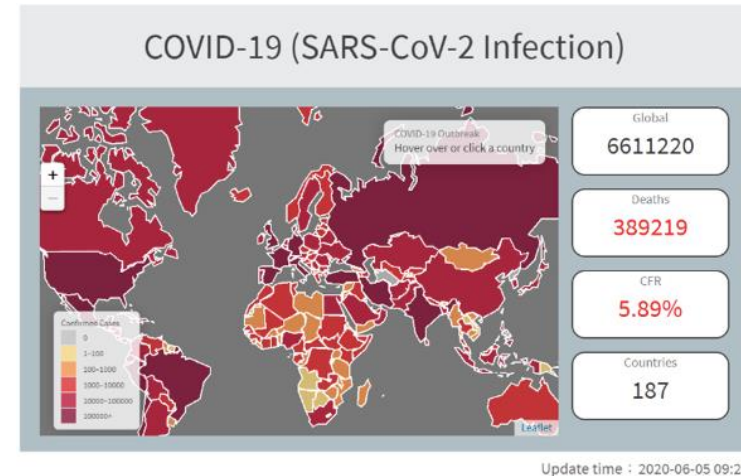


(Posted on June 3, 2020)

TAIWAN

TAIWAN COVID-19 SITUATION

- Taiwan has no new confirmed case as of June 5.
- Starting from June 7, crowd control on all domestic activities will be lifted, crisscross seating patterns at movie theater, baseball games, public transportation, etc., will also be cancelled.
- As of June 1, Taiwan wasn't considered as one of the regions to lift travel restrictions by Japan, which may influence Taiwanese travelers' privilege to transfer from Japan to Guam.
- On May 19, CECC announced that the ban on all overseas tours will now be extended until end of June.
- On May 8, CECC announced that Taiwan is going to stay closed to foreign visitors until standards set
- For travelers arriving from "extremely low-risk" countries such as New Zealand, they will be quarantined for five days. They will then receive a coronavirus test and be released if they test negative.



Confirmed
COVID-19

CASES:
443

DEATHS:
7

AS OF JUNE 11, 2020

“TRIPLE COUPON” THE MARKET REVITALIZING COUPON

- On 6/2, Prime Minister Su Tseng-Chang has called for a press conference to introduce “Triple coupon”, the stimulus voucher that all Taiwanese citizen can get without precondition.
- Citizens can pay NT\$1000 for the coupon which is worth NT\$3000, and the pre-ordering begins from 7/1
- The coupon is valid through 12/31/2020, and can be almost used as cash with restriction of buying stocks, gift vouchers, e-commerce goods, etc.



MAY SOCIAL MEDIA STATISTICS

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.) [↵]

PANDEMIC PREVENTION TOUR

The Ministry of Transportation and Communications would on July 1 begin promoting the second phase of “disease prevention tours”, along with total budget of NT\$ 3.9billion (131million) and measures related to safe travel amid the pandemic and travel subsidies to revive the country’s tourism industry.

- The subsidy is valid through the end of October, and will be available at all times, 7 days a week.
- Plan includes:
 - GIT discount
 - FIT accommodation and tour bus discount
 - Amusement park entrance fee discount
 - Subsidize local government to host special cultural events



New Taipei City promotes prevention Tour with release of SOP measures of SOP to ensure safety



30 Consecutive Days without domestically infected case

Pandemic Prevention Tour

STEP 1.
Standardize Tour Schedule

STEP 2.
Encourage Domestic traveling

STEP 3.
Let the Globe Knows

交通部長 林佳龍

RESOURCES

REPUTABLE SOURCES OF INFORMATION

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

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

Resources for businesses:

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

ADDITIONAL GVB RESOURCES

[Weekly Industry Updates](#)

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

Social media pages that share GVB Members' content:

[Facebook](#)

[Instagram](#)

HELPFUL CONTACT INFORMATION

MEDIA INQUIRIES SHOULD BE DIRECTED TO:

Joint Information Center

(671) 478-0208/09/10

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

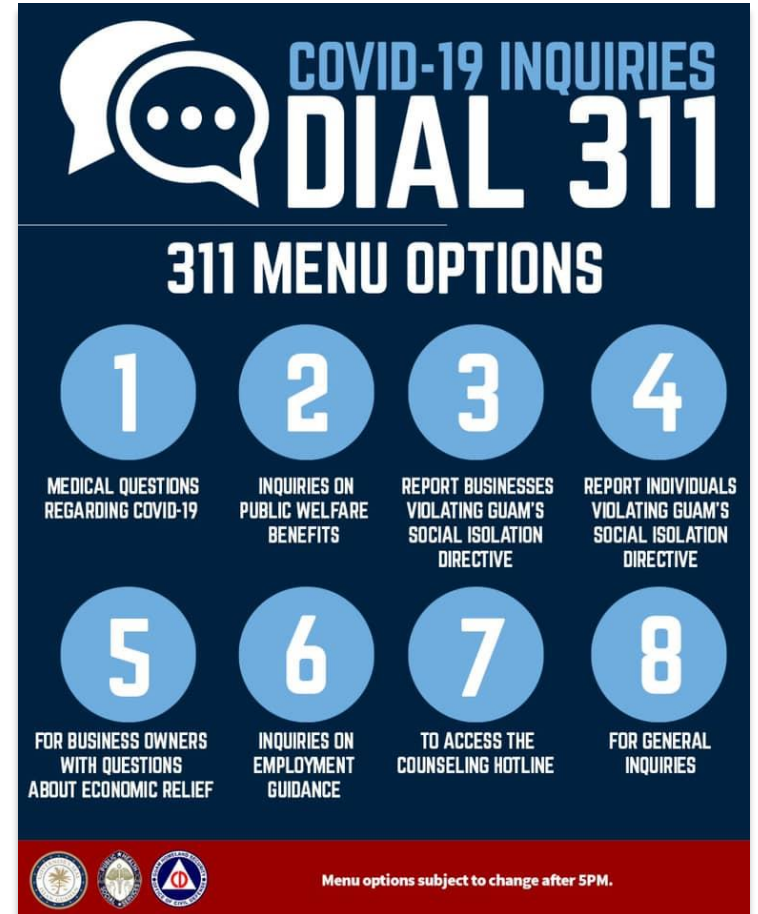
GVB'S TOURISM VOICE BOX FOR COMMENTS AND QUESTIONS:

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

[\(Click here\)](#)

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


communityrelations@visitguam.org



**COVID-19 INQUIRIES
DIAL 311**

311 MENU OPTIONS

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

 Menu options subject to change after 5PM.