GOVERNOR ANNOUNCES PCOR 1
TO TAKE EFFECT ON AUG. 16

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

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

- All non-essential Government of Guam (GovGuam) agencies shall suspend customer facing operations.
- GovGuam will continue to operate in a limited capacity, with some agencies completely closed. Several agencies shall remain operational with limited or no public access. Other agencies will remain fully operational, including public access. All members of the public needing government services are asked to contact agencies and departments by email or phone.
- In-person voting in the 2020 primary election shall proceed on August 29, 2020, subject to DPHSS Guidance. Absentee voting conducted curbside shall continue by appointment. Voters should contact the Guam Election Commission with any inquiries.
- All public gatherings or congregations for purposes of public entertainment, recreation, food and beverage service, religious services, theater, bowling, fitness, and other similar activities, to include all public venues in which the serving, provision, or consumption of prepared food or beverages occurs at a table or bar, or for consumption on-premises, are prohibited.
- All places of business or public accommodations shall close and be prohibited from on-site operations. This prohibition on operations will not apply to businesses specified in applicable Department of Public Health and Social Services (DPHSS) Guidance, which includes the following: health care operations, including home health workers; essential infrastructure, including construction of housing and operation of public transportation and utilities; grocery stores, farmers’ markets, food banks, convenience stores; businesses and non-profit organizations that provide for economically disadvantaged individuals and shelter facilities; pharmacies, health care supply stores, and health care facilities; gas stations and auto repair facilities; banks and credit unions; garbage collection; and hardware stores, plumbers, electricians, and other service providers necessary to maintain the safety, sanitation, and essential operation of residences and other essential businesses.
- Non-essential retail businesses are permitted to operate, subject to DPHSS Guidance which shall include, at minimum, that customers will not be permitted to enter the physical premises but can pick up goods outside of the establishment from which they have already placed their orders.
- All public and private schools serving prekindergarten through 12th grade will be closed for in-person instruction and activities through August 31, 2020, unless continued by further executive order.
- All public parks and beaches shall be closed to all activities, except for individual use for purposes of exercise, subject to social distancing mandates.
- Guam residents are strongly discouraged from unnecessary off-island travel to any destination.
COVID-19 UPDATES

COMMUNITY TESTING SCHEDULED

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

COVID-19 DRIVE-THROUGH/WALK-IN TESTING

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

SATURDAY, AUGUST 22, 2020, 9:00 AM - 12:00 PM
St. Francis Church & School Parking Lot, Yona
FREE & OPEN TO EVERYONE

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

SATURDAY, SEPTEMBER 19, 2020, 9:00 AM - 12:00 PM
UMATC Mayor’s Office, UMATC
FREE & OPEN TO EVERYONE

NO SYMPTOMS ARE NEEDED TO QUALIFY FOR TESTING

PLEASE SHOW AN ID.

DPHSS 08.13.2020

For more information, contact DPHSS Medical Triage Hotline at 480-7850, 480-6769/3, 480-7883, 687-6170 (IDOA Dedicated Number), or call 311.
Monday - Friday, 8AM - 5PM
@dhss.guam.gov  Guam DPHSS

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

TYPES OF COVID CONTACT

PERSON A: CASE
A patient has a diagnosis of COVID-19.

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

PERSON B: CLOSE CONTACT
An individual had close contact while the COVID-19 case was infectious.

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

PERSON C: CONTACT OF A CONTACT
An individual had or continues to have close contact with a contact.

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

CONTACT TRACING

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

KEEP A LOG

VISITED PLACES
TIME & LENGTH OF TIME
PEOPLE YOU CAME INTO CONTACT WITH
Gov. Lou Leon Guerrero and her team are working with the Centers for Disease Control and Prevention to downgrade Guam’s risk level as it relates to the COVID-19 Travel Health Notices.

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

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

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

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

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

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

Håfa Adai! I’m Ryan Ecal, a.k.a Private Ryan. I am 30 years old, and I love taking photos and being out in nature -- both land and ocean. Guam’s serene nature inspires me a lot. Every photo reminds me of how lucky I am living in this kind of paradise. Nature is the main reason why I got into photography; I had my very first DSLR camera 10 years ago and started taking landscape photos. I wanted people to enjoy the vibe of the island through my photos, even they were not physically in Guam they will feel the calmness of the place. Also for the people who left Guam and reside in other places, they will still feel at home.
SAVE THE DATE FOR
GVB’s Travel Talks Webinar Series #2

Making Health and Safety Protocols a New Norm

Wednesday, August 26, 2020 | 3:00 PM

Complimentary access. Registration information coming soon.
MARKET INTELLIGENCE REPORT

As of August 14, 2020 and may be subject to change
MARKETS AT-A-GLANCE

JAPAN

1. COVID-19 News
   • 20s-30s age comprise 64% of new Tokyo cases
   • Tokyo governor recommends no night dining out
   • Untraceable infection continues
   • Six indicators of infection spread; if reach stage 4, declare state of emergency

2. Airline News
   Flight operations for August remain the same

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

TAIWAN

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

2. Social Media
   August 2-8 stats are shown in appendix

SOUTH KOREA

1. COVID-19 News
   • Most new local cases in Greater Seoul area
   • New cluster of cases from church in Goyang, Gyeonggi province
   • Restrictions on arrivals from China’s Hubei province will be lifted Aug 10
   • Days of torrential rain left about 30 dead and 12 missing in landslides, floods and other incidents

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

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

4. Social Media
   • Top social media content and strategy details for August shown in appendix
   • GVB will launch Guam travel quiz on Q.feat channel for 7 weeks

DETAILS CAN BE FOUND IN THE FOLLOWING APPENDIX
MARKET INTELLIGENCE REPORT APPENDIX

As of August 14, 2020 and may be subject to change
Confirmed COVID-19
CASES: 50,210
DEATHS: 1,059
AS OF AUG 14, 2020
The infection index does not specify criteria for reissuing a state of emergency.
If conditions reach stage 4, declare a state of emergency.
JAPAN AIRLINE NEWS

JAPAN TO GUAM FLIGHT OPERATION

OPERATION STATUS

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

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

**UNITED**: KANSAI
- Kansai 151/150 suspended until Sept 30
- Kansai 177/178 suspended until Dec 31

**UNITED**: FUKUOKA
- Fukuoka 165/166 suspended until Oct 24

**JAPAN AIRLINES**: NARITA
- Narita: 941/942 suspended until Sept 30

**TWAY**: KANSAI
- 311/312 extended suspension until Aug 31

**JEJU AIR**: KANSAI
- 3174, 3184/3173, 3183 will extend suspension until Aug 31

- NRT: UA828/827 have been cancelled in Aug, but plan to operate three times a week in Sept (10 times)
- NRT: UA873/874 have been cancelled in Sept
- NGO: UA137/136 & UA171/172 have been cancelled in Sept
- KIX: UA150/151 have been cancelled in Sept
- Narita: 941/942 suspended until Sept 30
- 311/312 extended suspension until Aug 31

(Data Source: Airlines and other MI)
**JAPAN MARKET INTELLIGENCE**

**AUGUST DOMESTIC TRAVEL JAL & ANA**

- **8/7-8/31**
  - 3,427 flights
  - Total 6,202 flights, 67 routes
  - Further suspended flights: 28% of original plan
  - OBON period 8/7-8/16: 61.2%

- **8/10-8/31**
  - 644 flights
  - Total 6,293 flights, 86 routes
  - Additional suspension: 25% of original plan
  - OBON period 8/7-8/16: 64.8%

**DOMESTIC TRAVEL OKINAWA**

- **AIR (8/7-8/16)**
  - JL Booking: 54.8% (6,8667): as of July 31: decreasing
  - NH Booking: 44.9% (145,032): as of July 31: decreasing
  - Expected results: 30 - 40%

- **HOTEL (within 2020)**
  - Cancellations: July 31 to August 3
  - 32,653 people have canceled
  - Total loss 333.67 million yen

- **SCHOOL TRIP**
  - There are 38 school excursion trips.
  - 5,028 people canceled
  - Total loss 47.97 million yen
  - Additional: School trips in Sep

**Number of cases per 100,000 population**

- **Okinawa**
  - Cumulative
  - Daily

- **August 7 to 16**
  - 2020 booking: 437,751
  - 2019 result: 1,126,894
  - -61.2% vs 2019

- **August 7 to 16**
  - 2020 booking: 519,283
  - 2019 result: 1,475,236
  - -64.8% vs 2019

**Okinawa**

- 03-Aug-20: 554
- 04-Aug-20: 37
- 05-Aug-20: 63
- 06-Aug-20: 71
- 07-Aug-20: 78
- 08-Aug-20: 84
- 09-Aug-20: 159

- Daily
  - 03-Aug-20: 637
  - 04-Aug-20: 63
  - 05-Aug-20: 71
  - 06-Aug-20: 78
  - 07-Aug-20: 84
  - 08-Aug-20: 968
  - 09-Aug-20: 1,159
JAPAN TRAVEL TRADE

JALPAK NEW PRODUCTS

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

Onward: ¥ 59,800 - (3 days)
Dusit Guam Resort: ¥ 79,800 - (3 days)
Nikko: ¥ 59,800 - (3 days)
The Tsubaki Tower: ¥ 82,800 - (3 days)

JALPAK PRODUCTS

- Face-mask
- Hand-sanitizer
- Sanitizing wipes

KNT GUAM PRODUCTS

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

Price competitive
1st timer
Family
WEB PAGE
Couple (young-generation)
AM-PM Flight pattern
Yea-end & new yea
HIS GUAM PRODUCTS

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

ON-LINE CONTACT:
Available within office hours

No cancellation charged required up to 8 days before departure

Local staff support in Japanese.

Breakfast at hotel. Room service available with extra cost.

HOTEL CHOICE:
web-check-in, room-check-in, check-in on behalf of customer.

GUAM AIRPORT FROM & TO
Exclusive van for the same group (max 6 person)

DEPARTURE PERIOD:
2020/10/01 - 2021/3/31

JTB GUAM PRODUCTS

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

JL: October 1 to December 24

MAIN BROCHURE: August 8 to May 31, 2021

7C: September 1 to October 24

UA: September 1 to December 21
SOUTH KOREA
Confirmed COVID-19 cases: 14,770
Deaths: 305

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Imported Cases</th>
<th>Local Outbreak</th>
</tr>
</thead>
<tbody>
<tr>
<td>26-Jul</td>
<td>12</td>
<td>46</td>
</tr>
<tr>
<td>27-Jul</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>28-Jul</td>
<td>23</td>
<td>5</td>
</tr>
<tr>
<td>29-Jul</td>
<td>34</td>
<td>14</td>
</tr>
<tr>
<td>30-Jul</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>1-Aug</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>2-Aug</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>3-Aug</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>4-Aug</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>5-Aug</td>
<td>21</td>
<td>15</td>
</tr>
<tr>
<td>6-Aug</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>7-Aug</td>
<td>20</td>
<td>9</td>
</tr>
<tr>
<td>8-Aug</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>9-Aug</td>
<td>13</td>
<td>6</td>
</tr>
</tbody>
</table>

Recovery Rate: 93%

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

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

Travel Agency News

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

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

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

DAYS OF TORRENTIAL RAIN IN S. KOREA

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

### 1. Incheon - Guam

<table>
<thead>
<tr>
<th>Airlines</th>
<th>Flight No.</th>
<th>Days</th>
<th>DEP Time</th>
<th>ARR Time</th>
<th>Seat Capacity</th>
<th>Max Flight Capacity (70%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korean Air</td>
<td>KE113</td>
<td>Daily (9/1-1)</td>
<td>9:45</td>
<td>15:15</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Korean Air</td>
<td>KE111</td>
<td>Daily (9/1-1)</td>
<td>19:35</td>
<td>01:00+1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Jeju Air</td>
<td>7C3100</td>
<td>Daily (9/1-1)</td>
<td>6:25</td>
<td>12:00</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Jeju Air</td>
<td>7C3102</td>
<td>Daily (9/1-1)</td>
<td>10:40</td>
<td>16:05</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Jeju Air</td>
<td>7C3106</td>
<td>Daily (9/1-1)</td>
<td>20:20</td>
<td>02:00+1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Jin Air</td>
<td>LJ641</td>
<td>(7/9, 7/28, 9/1-1)</td>
<td>9:00</td>
<td>14:25</td>
<td>558</td>
<td>390</td>
</tr>
<tr>
<td>Jin Air</td>
<td>TW301</td>
<td>Daily (10/25-)</td>
<td>18:00</td>
<td>23:40</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Air Seoul</td>
<td>RS103</td>
<td>Daily (9/1-1)</td>
<td>20:45</td>
<td>02:15+1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>558</td>
<td>390</td>
</tr>
</tbody>
</table>

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

### 2. Busan - Guam

<table>
<thead>
<tr>
<th>Airlines</th>
<th>Flight No.</th>
<th>Days</th>
<th>DEP Time</th>
<th>ARR Time</th>
<th>Seat Capacity</th>
<th>Max Flight Capacity (70%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeju Air</td>
<td>7C3154</td>
<td>Daily (10/1-1)</td>
<td>22:05</td>
<td>03:05+1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Jin Air</td>
<td>LJ647</td>
<td>Daily (10/1-1)</td>
<td>8:00</td>
<td>13:15</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Total Outbound Seat Capacity (August): 390 seats

70% of seat capacity with social distancing measures

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

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## Travel Trade News

Full Service Carrier

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

LCC

- LCCs are feared to see their operating losses for the second quarter from three months earlier due to a plunge in international air travel, their main revenue source.
- Jin Air will operate a charter flight between ICN-GUM on August 12, 19, and 26.
<table>
<thead>
<tr>
<th>Country</th>
<th>Protocol</th>
<th>Package</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SAIPAN</strong></td>
<td>• All incoming travelers must present negative PCR test result within 72 hours prior to arrival to avoid 5-day quarantine. • All incoming travelers must submit a Mandatory Declaration Form at least 3 days before entering.</td>
<td>• Travel Period: Oct • Price: $589- • Package: 3N5D</td>
</tr>
<tr>
<td><strong>THAILAND</strong></td>
<td>• All incoming travelers must present negative PCR test result within 72 hours prior to arrival to avoid 14-day quarantine. • Allowed special entering travelers for diplomacy, medical purposes and government related, etc. from July 1.</td>
<td>• Travel Period: Oct • Price: $493- (Bangkok) • Package: 4N5D</td>
</tr>
<tr>
<td><strong>PHILIPPINES</strong></td>
<td>• Immigrant visa and permanent residence visa holders can enter the Philippines from August 1.</td>
<td>• Travel Period: Oct • Price: $299- (Cebu) • Package: 3N5D</td>
</tr>
<tr>
<td><strong>VIETNAM</strong></td>
<td>• All incoming travelers must present negative PCR test result within 72 hours prior to arrival. • All incoming travelers required 14-day quarantine. • All incoming travelers are required visa. Allowed special entering for diplomacy and official purpose.</td>
<td>• Travel Period: Oct • Price: $494- (Ho Chi Minh) • Package: 4N5D</td>
</tr>
</tbody>
</table>

*Protocol and travel package information are subject to change (as of Aug 8).*
Weekly best content (Top Reach): Guam Scenery

Guam Island Pride Beautification Event

Guam's love for beauty and culture is being showcased through the Guam Island Pride Beautification Event. 

*Weekly best content (Top Reach): Guam Island Price Beautification Event*
KOREA SNS ACTIVITY

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

_Viet Guam_ 관광객 안전 상담 (Ko)

가시화 조성됨 (1일) :)

많은 관광객들이 엄격한 규정을 잘 지키고 있습니다.

우리보다 많은 예산을 할당하고 고용하여 방역에 집중하고 있으나,

프로토콜을 수동적으로 경고할 만한 인프라를 구축하고 있습니다.

#GiveUsAMoment #StandbyGuam #감염을예방하세요 #안전여행

#visitguam #도착한천사 #질환음성 #요금포함 #감염전방지 #안전여행 #우리만의

#감염예방전략 #감염예방시진 #감염예방 #요금포함 #감염예방전략 #감염예방전략

#giveusagum

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

_Viet Guam_ 관광객 안전 상담 (Ko)

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우리보다 많은 예산을 할당하고 고용하여 방역에 집중하고 있으나,

프로토콜을 수동적으로 경고할 만한 인프라를 구축하고 있습니다.

#GiveUsAMoment #StandbyGuam #감염을예방하세요 #안전여행

#visitguam #도착한천사 #질환음성 #요금포함 #감염전방지 #안전여행 #우리만의

#감염예방전략 #감염예방시진 #감염예방 #요금포함 #감염예방전략 #감염예방전략

#giveusagum
LOCAL & GLOBAL EVENTS

Indirect message: “We are ready to welcome tourists.”

NAVER

KEY MESSAGES EMPHASIZED:

• Numerous volunteers cleaned up after litterers along the Ypao Beach area early August 1 morning as part of the Guam Visitors Bureau Island Pride Beautification event.

• We are excited to convene the Islandwide Beautification Task Force as we move toward the recovery phase in our COVID-19 pandemic response.

• Guam is preparing to welcome tourists.

CONSUMER SENTIMENT

What a beautiful picture of Guam!

I really want to go to Guam.

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

I really want to go to Guam. It will be my 10th trip. I think this is the right time to visit 40.

Wow. I really want to visit Guam.

I really miss Guam.
## KOREA SOCIAL MEDIA

### STRATEGY | AUGUST WEEK 1

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

### CONSUMER EVENT Q.FEAT

**PERIOD:** August 10 – September 27  
**TARGET:** Q.feat Users, General Consumers  
**SCHEME:**
- Mezzo Media is Korea's first digital media representation specializing in Ad platform services.  
- Mezzo Media launched Q.feat quiz application which offer users gets rewards when they solve quiz.  
- GVB will launch Guam travel quiz on Q.feat channel for 7 weeks.  
- Quiz will be focus on featuring Guam general information and safe travel to Guam in COVID-19 situation.  
- After solving the quiz, users also can access to GVB social media channel.
TAIWAN
## TAIWAN COVID-19 NEWS

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

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

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

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

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

FORMER JAPANESE PRIME MINISTER YOSHIRO MORI VISITED TAIWAN

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

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

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

South Korea considers reopening travel links with Taiwan

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

UPDATED RULES FOR FOREIGNERS TO VISIT TAIWAN STARTING AUG 1

TAIWANESE NATIONALS
14-day quarantine at home required

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

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

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

**Aug 2-8, 2020**

<table>
<thead>
<tr>
<th>Country</th>
<th>Taiwan</th>
</tr>
</thead>
</table>
| **Total SNS Fans** (thousands of followers) | FB: 72,059  
  IG: 3,316  
  Total: 75,375 |
| **Total Fan Growth** (June) | FB: 0.012% growth  
  FB: 73,215 (as at end of May) to 72,035  
  IG: -0.003% growth  
  IG: 3,326 (as at end of May) to 3,316  
  Total: 74,541 (as at end of May) to 75,375 |
| **Total Post Impression** (June) | FB: 186,373 (Sum of Daily Organic Impressions of page level insight data)  
  IG: 224,475 (Sum of Lifetime Post Organic Impressions of post level insight data)  
  IG: 23,247 (Sum of impression) |
| **Total Engagement** (June) | FB: 5,098 (Sum of Daily Page Engaged Users of page level insight data)  
  Link Clicked: 19 (Average of 28 Days People who interacted)  
  Other Clicks: 3,544 (Average of 28 Days People who interacted)  
  Photo View: 1,499 (Average of 28 Days People who interacted)  
  Video Play: 37 (Average of 28 Days `people who interacted)  
  IG: 20,351 (Sum of people reached) |
| **Total Visiting intent** (June) | FB: 27  
  IG: 3  
  (Quantify total social media users on our Facebook and Instagram who have indicate "positive interest" of visiting Guam.) |

### SOCIAL MEDIA WEEKLY STATS

**Aug 2-8, 2020**

<table>
<thead>
<tr>
<th></th>
<th>LIKES</th>
<th>COMMENTS</th>
<th>SHARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>510</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>Instagram</td>
<td>179</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**FLASHBACK POSTS**

- Have you seen the double rainbow in Guam’s baby blue sky?
- So beautiful, makes me feel happy.
- I miss Guam
Si Yu’os Ma’åse’!

Photo by Ryan Ecal