GOVERNOR SIGNS NEW EXECUTIVE ORDER REQUIRING ADDITIONAL SAFETY MEASURES

Bars and taverns closed, gatherings limited to 25 people, residents cautioned about traveling abroad

Executive Order No. 2020-26 mandates:

THE TEMPORARY CLOSURE OF BARS AND TAVERNS

- Effective 6:00 p.m. on Saturday, August 8, 2020 through 6:00 p.m., Saturday, August 22, 2020 – or unless modified by a further Executive Order upon the recommendation from the Department of Public Health and Social Service (DPHSS).

LIMITATIONS ON WAKE AND FUNERAL SERVICES

- Effective at 6:00 p.m. on Saturday, August 8, 2020, funeral and wake services will be limited in operation by applicable Public Health Guidance. Such Guidance will include a prohibition on wake services in private residences, occupancy limitations for facilities hosting funerals or wakes, and a prohibition on food service at funerals and wakes.

OCCUPANCY LIMIT

- Any place of business, place of worship, or public accommodation may continue operations as permitted under applicable DPHSS Guidance, provided such establishment operates at no greater than fifty percent (50%) seating capacity or up to ten (10) people, whichever is greater. In no instance may a business, place of worship or public accommodation operate at an occupancy that is greater than its regular occupancy limit.

MANDATORY SOCIAL DISTANCING

- All permissible activities shall be conducted utilizing mitigation measures, including, but not limited to, social distancing and posting of appropriate signage; frequent cleaning of all surfaces, mandating the wearing of masks unless engaged in physical exercise or eating; and permitting or encouraging teleworking. All permissible activities are further subject to applicable DPHSS Guidance. Older residents and those with pre-existing medical conditions are encouraged to limit excursions of any kind.

GATHERINGS OR CONGREGATIONS

- A “congregation” or “social gathering” is a meeting for a common or singular purpose of more than one (1) person where the individuals are not members of a single household unit. Effective at 6:00 p.m. on Saturday, August 8, 2020, gatherings and congregations, including, but not limited to, gatherings outdoors or in private accommodations, shall be limited to no more than twenty-five (25) persons.

ADDITIONAL CAUTION AGAINST UNNECESSARY ACTIVITY AND OFF-ISLAND TRAVEL

- Guam residents are encouraged to exercise caution when engaging in non-essential activities and discouraged from unnecessary travel off-island to any destination.

TEMPORARILY SUSPENDING THE PRAXIS-I EXAMINATION REQUIREMENT IN 5A GAR CH. 8 § 8105(A)(1).
#GUAM ISLAND PRIDE BEAUTIFICATION EVENT

IBTF and GVB thank our sponsors and volunteers who made this event a success!
On Saturday, August 1, 2020, the Islandwide Beautification Task Force (IBTF), chaired by the Lieutenant Governor Josh Tenorio, in collaboration with the Guam Visitors Bureau (GVB), hosted the Give Us A Moment #GUAM Island Pride Beautification Event.

The cleanup received overwhelming support from more than 1,000 volunteers representing all three branches of government, the private sector, and non-profit organizations. Despite being postponed from its original date of June 27, many proceeded with their cleanup assignments and collected a total of 2.27 tons of trash, as recorded by the Guam Solid Waste Authority (GSWA).

After the August 1 cleanup, GSWA recorded an additional 9.07 tons, totaling 11.34 tons. Items included general waste, 200 tires, white goods, and metals.

In addition to the #GUAM Cleanup, GVB and the Department of Agriculture hosted an algae cleanup in Tumon Bay. Volunteers collected approximately 1.5 tons of the invasive macroalgae known as Chaetomorpha, which harms the ecosystem as it smothers coral and marine life, blocking sunlight for coral to thrive.

“The last four months have been focused on COVID-19 response, but now we begin the shift towards recovery. While tourism may be at a standstill globally, this is an optimal time to restore our island’s beauty and island pride for all who call Guam home,” said Governor Lou Leon Guerrero.

“We need to remind ourselves that littering is disrespectful not only to our environment but to our island as well. Solving this problem requires a multifaceted effort—beginning with each of us,” said Lt. Governor Tenorio.

“It was a great turnout this past Saturday and we appreciate the collaboration with Lt. Governor Tenorio and the Islandwide Beautification Task Force. Si Yu’os Ma’a‘se’ to all the agencies, businesses, and volunteers for taking the time to clean up our island. Let’s continue this beautification momentum,” said former Governor Carl Gutierrez, GVB President & CEO.

**EVENT RECAP**

Photos and videos from the #GUAM Island Pride Beautification Event can be found on the following pages:

- IBTF’s social media pages: Facebook & Instagram
- Office of the Governor of Guam YouTube Channel
- GVB’s social media pages: Facebook, Instagram, & YouTube
#GUAM ISLAND PRIDE BEAUTIFICATION EVENT

CLEANUP BY THE NUMBERS

43 MILES OR ROADWAY
3 MILES OF SHORELINE

13 PARKS:
- Gov Joseph Flores Memorial Park (Ypao Beach Park)
- Matapang Beach Park
- Fort Apugan
- Angel Santos Latte Stone Park
- Fort Soledad
- Cetti Bay
- Inarajan Pools
- Paseo
- San Antonio Bridge / Sirena Park
- Triangle Park
- Plaza De España
- Adelup Park
- Fish Eye Park

16 GREAT SPONSORS:
- T Galleria by DFS
- Dusit beach Resort
- DOCOMO
- United Airlines
- KUAM
- Trivision Media
- Bank Pacific
- Burger King
- Black Construction
- Matson
- Gcrew Maintenance
- Mr. Rubbishman
- Guam Solid Waste Authority
- GET, LLC.
- Onward Beach Resort
- Baldyga Group

EVENT STATS

Volunteers: OVER 1,000
Trash Collected in Tons: 11.34 TONS
Chaetomorpha Collected in Tons: 1.5 TONS
UNITED AIRLINES PARTNERS WITH PMV AND GVB TO RENOVATE MATAPANG BEACH PARK PAVILIONS

United Airlines and its partners PMV Designers Builders and Guam Visitors Bureau have joined forces to refurbish the pavilions at one of Guam’s most popular public parks – Matapang Beach Park in Tumon. The project started in late June with the final pavilion completed and turned over to the community during the #GUAM Island Pride Beautification Event on Aug. 1.

The United and PMV teams spent more than 300 hours restoring the concrete pavilions’ structures and repairing the broken picnic tables and chairs. To support the renovation, GVB donated 20 gallons of paint for the park’s pavilions. PMV supplied the repair materials and labor, which is estimated at $10,500.

Sam Shinohara, United managing director for airport operations for Asia/Pacific shared, “Our team and partners agree that it’s incredibly important that we continue to take care of our island home. We prioritized the beautification of Matapang Beach Park, one of only two public beach parks in Tumon because it was in much need of a facelift. The renovated pavilions will provide better safety, shelter, and overall enjoyment of the park for everyone.”
FREE SIGNAGE TOOLKIT AVAILABLE FOR DOWNLOAD

The Guam Visitors Bureau has developed a free signage toolkit for industry partners to utilize during the COVID-19 pandemic.

The creation of this toolkit was developed to create a unified voice amongst the tourism industry in times of crisis. The COVID-19 signs are available for download in the Signage Toolkit tab in the Resources section at guamvisitorsbureau.com

GVB thanks GIAA for making the COVID safety signs available for use islandwide.

Click the images at right to download the signs.
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.frandez@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.
Creator Spotlight:
Kristine Bactad | @l_eighzee

GVB thanks Kristine Bactad for this week’s cover photos. Kristine’s art can be enjoyed during the Guam Art Exhibit (GAX) and through murals around the island -- the UGM Runner’s Oasis mural at Pacific Islands Club and the I♥ Guam mural along JFK Hill. Follow her on Instagram - @l_eighzee.

“I've always enjoyed capturing moments and sharing them with people. Capturing the beauty of the natural world has always been something that I've gravitated to in photography. I want to share with my audience how I view that world. We're usually busy in our daily lives, we forget to stop for a moment to appreciate the world around us. My hope is that the photos I take will somehow evoke a feeling inside my audience, whether it be joy, curiosity, inspiration, or nostalgia.” - Kristine Bactad, artist and photographer
MARKET INTELLIGENCE REPORT

As of August 7, 2020 and may be subject to change
MARKETS AT-A-GLANCE

JAPAN

1 COVID-19 News
- Continued rise in Covid-19 cases; 1,171 new cases on Aug 4; spread of infection at workplace, shopping centers, restaurants, and schools
- Tokyo is top prefecture for new cases
- Okinawa declared state of emergency until Aug 15

2 Airline News
- Updated flight operations:
  - UA828/827 canceled in Aug; will operate 3 times a week in Sept
  - UA873/874 canceled in Sept
  - UA196/197 will operate in Sept
  - UA Chubu flights suspended until Sept 30
  - Kansai flights: UA151/152 suspended until Sept 30
  - UA177/178 suspended until Dec 31
- JAL and ANA have special domestic flight offerings during OBON holiday
- Emirates has new strategy to boost demand

SOUTH KOREA

1 COVID-19 News
- S. Korea has 2nd day of single digit local infections
- Imported cases surged from Korean workers returning from Iraq & Russia
- Honeymooners canceling overseas plans to go to Jeju Island as alternative; Guam will be alternative destination once citizens feel comfortable to travel

2 Airline News
- Total July outbound air seat capacity remained at 260 seats (Jin Air)
- Hyundai Development Co. to renegotiate acquisition, demanding due diligence on Asiana Airlines
- Korean LLCs will go on unpaid leave if government does not extend salary program

3 Travel Trade
Competitor packages provided in appendix

4 Social Media
- Top content from different platforms shown in appendix
- Highlight PHR safety protocol video
- Social media for July Week 4 and other DMO campaigns shown in appendix

TAIWAN

1 Market Intelligence
- Government updates detailed in appendix
- Pleasure flights sell out instantly
- TECO director for Guam is Paul (Yin-Lien) Chen
- Thai migrant worker from Taiwan tested positive; contact tracing
- Industry updates provided (ie CAA approving EVA Air’s pleasure cruise around Taiwan)
- China Airlines, Eva Air, and Starlux flight operations show in appendix

2 Social Media
Lucky draw event post reaches 23,657 people as of July 27

DETAILS ARE FOUND IN THE APPENDIX.
APPENDIX
JAPAN
JAPAN COVID-19 NEWS

NEW CASES TOKYO
- July 27: 131
- July 28: 266
- July 29: 250
- July 30: 367
- July 31: 463
- August 1: 472
- August 2: 292

RECENT TREND
- Community-wide infection
- Spread to 40s-60s
- Spread of infection at workplace, shopping center, restaurant and schools

JAPANESE GOVERNMENT
- Spread to middle-aged and elderly people
- No need to declare a new state of emergency

MEDICAL EXPERTS
- Community-wide infection is spread
- Untraceable infection is increasing

TOKYO GOVERNOR
- Not recommend going out
- Bar, restaurants: Limit opening hours from 5AM to 10PM
- 20s to 30s: over 60%
- Household and workplace infection

ी

Confirmed COVID-19
CASES: 42,263
DEATHS: 1,026

TOKYO NEW CASES: AGE GROUP
- 20s to 30s
- 40s to 50s

TOKYO NEW CASES: PATH OF INFECTION
- Traceable
- Untraceable

NUMBER OF CASES PER 100,000 POPULATION (JULY 26 TO AUGUST 1)
- Okinawa: 18.38
- Tokyo: 15.72
- Fukuoka: 13.83
- Osaka: 13.68
- Aichi: 12.80

(Data Source: Ministry of Health)
## NEW CASES NATIONWIDE: AUG 2

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<th>AREA</th>
<th>PREFECTURE</th>
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<td></td>
<td>Fukushima</td>
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<tr>
<td>Kanto &amp; Koshinetsu</td>
<td>Ibaraki</td>
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<td></td>
<td>Tochigi</td>
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<td>Chiba</td>
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<td>Niigata</td>
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<td></td>
<td>Yamanshi</td>
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<td>Aichi</td>
<td>160</td>
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<tr>
<td></td>
<td>Mie</td>
<td>12</td>
</tr>
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**Kinki**
- Shiga: 5
- Kyoto: 17
- Osaka: 194
- Hyogo: 60
- Nara: 8
- Wakayama: 4

**Chugoku**
- Tottori: 2
- Shimane: 0
- Okaya: 2
- Hiroshima: 12
- Yamaguchi: 0

**Shikoku**
- Tokushima: 2
- Kagawa: 0
- Ehime: 3
- Kochi: 1

**Kyushu & Okinawa**
- Kumamoto: 20
- Oita: 0
- Miyazaki: 30
- Kagoshima: 0
- Okinawa: 64
- Airports: 7

### TOP 5 PREFECTURES WITH NEW CASES
1. Tokyo: 292
2. Osaka: 194
3. Aichi: 160
4. Fukuoka: 145
5. Kanagawa: 72

**Nationwide total:** 1,334

### CASES IN OKINAWA PREFECTURE

Okinawa (Governor Tamaki) declared a state of emergency on July 31. It will last until August 15.

### NUMBER OF CASES PER 100,000 POPULATION (7/25-7/31)
- Okinawa: 15.31
- Tokyo: 14.38
- Osaka: 12.95
JAPAN AIRLINE & TRAVEL TRADE NEWS

JAPAN TO GUAM FLIGHT OPERATION

- 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

OPERATION STATUS

**UNITED**

- **NARITA**
  - Narita : 828/827 will operate 3 times a week (Tues, Fri, Sun) 10 flights
  - Narita : 873/874 suspended until Sept 30
  - Narita : 196/197 will operate daily in Sept

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

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

- **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**

- 5174, 3184/3173, 3183 will extend suspension until Aug 31

(Jata Webinar: Jata Online Travel Mart)

Mr. Eijiyo Yamakita, President of JTB Corp
Mr. Akimasa Yoneda, President of KNT-CT Holdings Co., Ltd
Mr. Akihiro Horisaka, President of Nippon Travel Agency Co., Ltd

Opening: July 31 Forum
Japan Market Intelligence

JAL & ANA Special Offering
Domestic flight demand during OBON holiday period in 2020: LESS THAN 60%

JAL Airlines
TRAVEL PERIOD: July 4 to October 24, 2020
RESERVATION PERIOD (PAID): July 3 to September 30, 2020
TARGET: JAL Domestic Flight
FARE: Special Discount

ANA
TRAVEL PERIOD: July 1 to October 24, 2020
RESERVATION PERIOD (PAID): July 1 to September 30, 2020
TARGET: ANA domestic flight
FARE: Special Discount

Emirates

Emirates has a new strategy to boost passenger demand during the pandemic. It will cover the costs of passengers’ COVID-related medical expenses.

- Medical expenses, quarantine costs for travelers who contract COVID-19
- Medical expenses of up to nearly $175,000
- Quarantine costs of $116 per day for 14 days
- All passengers regardless of class (valid for 31 days from the first flight)
- No registration or form entry is required, just call the dedicated hotline
- Free COVID-19 insurance

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

August 7 to 16
2020: 519,283
2019: 1,475,236
-64.8% vs 2019
HIS GUAM PRODUCTS
- New "Social Travel Series" was released on August 1.
- The products focus on prevention measures against COVID-19.
- Departure: October 1 -

[Image of travel brochure]

DEPARTURE PERIOD: 2020/10/01 - 2021/3/31
GUAM AIRPORT FROM & TO HOTEL: Exclusive van for the same group (max 6 person)
HOTEL CHOICE: web-check-in, room-check-in, check-in on behalf of customer.
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.

JTB GUAM PRODUCTS
- New product Sales Start from July 17.
- 7C: fee cancellation charged up to 2 days before departure
- JL & UA: Free shuttle bus
- Main brochures: July 20
JAPAN SOCIAL MEDIA

PUBLIC SENTIMENT: JULY 24 – AUG 3

Top NEWS posts topic: 〇 Positive 〇 Neutral 〇 Negative

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.
〇 Reach: 61k

いいね！グアム
Shooting in the mountains 🏞️ Hiking in Guam, where you can enjoy the spectacular view, is highly recommended
〇 Reach: 13k

GIVE US A MOMENT > GET UP AND MOVE CAMPAIGN
• Social Media (AUGUST)

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<th>CONTENT</th>
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<tr>
<td>Beautiful Sights</td>
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<td>#GUAM#GiveUsAMoment</td>
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Week 13 | 7/26 - 8/1/2020

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TRAVEL SENTIMENT SURVEY – SNS CAMPAIGN

- PERIOD: JULY 27 to AUGUST 3
- GOAL: +2000 Surveys completed for Japan

REACH: 47,670 consumers to date
SOUTH KOREA
Confirmed COVID-19

CASES: 14,519

DEATHS: 303

AS OF AUG 7, 2020

Recovery Rate: 92%

- S. Korea marking the second day in a row that local infections have increased by a single-digit figure on August 2.
- Of the local infections, Seoul accounted for the largest share with five.
- Imported cases have recently surged as infections spiked among South Korean workers returning home from Iraq and Russian sailors.
KEY ISSUES

HONEYMOON TRAVEL TREND

• Recently Korean Honeymooners canceled their long-awaited plan as the world deals with the ongoing COVID-19 pandemic.

• Instead, honeymooners are choosing to go to Jeju Island, saying the southern resort island is the best alternative in terms of tourist attractions, quality hotels and other infrastructure.

• To meet rising demand from such honeymooners, who replaced their overseas trips with domestic ones, hotel operators in Jeju have produced honeymoon packages in the spring-summer season.

APPLICATION TO GUAM

• Although Jeju Island is currently getting attention, GVB's partner airlines expect that when citizens feel comfortable on overseas travel, Guam will be the first honeymoon destination that married couples will find as an alternative destination other than long-haul/city destinations such as Europe and South Americas.

• Honeymooners celebrate their marriage on the subtropical island amid the coronavirus pandemic.

SOUTH KOREAN WORKERS RETURNED HOME FROM VIRUS-HIT IRAQ

• Since February, the government has provided chartered evacuation flights to bring back citizens from the central Chinese city of Wuhan, as well as Japan, Iran, Peru, Italy and Ethiopia.

• The government decided to help South Korean nationals in Iraq following the worsening virus situation in the Middle East country.

• Last week airlifted 293 workers from Iraq on two military planes. Of them, 77 have tested positive for COVID-19.

• Another 72 South Korean workers returned home from Iraq on July 31.

• The workers returning home will have to stay at a temporary shelter for two weeks even if they test negative for the novel coronavirus. Those who test positive for COVID-19 will be transported to hospitals or treatment centers.
# KOREA MARKET INTELLIGENCE

## AIRLINE SCHEDULE / STATUS MONITORING

### 1. Incheon - Guam

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<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>
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<td>KE113</td>
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<tr>
<td><strong>TOTAL</strong></td>
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<td></td>
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<td></td>
<td>372</td>
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* LJ641 - SPECIAL FLIGHT ON AUG 26 IS NOT CONFIRMED YET

### 2. Busan - Guam

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<th>Airlines</th>
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<th>ARR Time</th>
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<td>13:15</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**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 Aug 3)

## TRAVEL TRADE NEWS

### FULL-SERVICE CARRIER

- Hyundai Development Co., announced to renegotiate on acquisition and demanded additional due diligence on Asiana Airlines for 12 weeks beginning in mid-August.
- On August 2, creditors of Asiana Airlines are considering making a counterproposal to sharply reduce the period of another round of due diligence on the debt-laden carrier.
- Government may inject more fund to Asiana Airlines to nationalize the carrier if M&A ends in failure.

### LCC

- The government has been supporting aviation industry for employees’ salary until end of August. However, if the government is not extending the program, Korean LCCs will go on unpaid leave to keep payroll.
- T'way employees are on unpaid leave. Jeju Air will receive applicants for unpaid leave from the entire staff.
- Jin Air will operate a charter flight between ICN-GUM on August 12 and 26.
# Competitor Monitoring

<table>
<thead>
<tr>
<th>Country</th>
<th>Protocol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saipan</td>
<td>• All incoming travelers must present negative PCR test result within 72 hours prior to arrival to avoid 14-day quarantine.</td>
</tr>
<tr>
<td></td>
<td><strong>Package</strong></td>
</tr>
<tr>
<td></td>
<td>• Travel Period: Sept</td>
</tr>
<tr>
<td></td>
<td>• Price: $589-</td>
</tr>
<tr>
<td></td>
<td>• Package: 4N5D</td>
</tr>
<tr>
<td>Thailand</td>
<td>• All incoming travelers must present negative PCR test result within 72 hours prior to arrival to avoid 14-day quarantine.</td>
</tr>
<tr>
<td></td>
<td>• Allowed special entering travelers for diplomacy, medical purposes and government related, etc. from July 1.</td>
</tr>
<tr>
<td></td>
<td><strong>Package</strong></td>
</tr>
<tr>
<td></td>
<td>• Travel Period: Sept</td>
</tr>
<tr>
<td></td>
<td>• Price: $400- (Bangkok)</td>
</tr>
<tr>
<td></td>
<td>• Package: 4N5D</td>
</tr>
<tr>
<td>Philippines</td>
<td>• Immigrant visa and permanent residence visa holders can enter the Philippines from August 1.</td>
</tr>
<tr>
<td></td>
<td><strong>Package</strong></td>
</tr>
<tr>
<td></td>
<td>• Travel Period: Sept</td>
</tr>
<tr>
<td></td>
<td>• Price: $409- (Cebu)</td>
</tr>
<tr>
<td></td>
<td>• Package: 4N5D</td>
</tr>
<tr>
<td>Vietnam</td>
<td>• All incoming travelers are required visa. Allowed special entering for diplomacy and official purpose.</td>
</tr>
<tr>
<td></td>
<td>• All incoming travelers must present negative PCR test result within 72 hours prior to arrival.</td>
</tr>
<tr>
<td></td>
<td>• All incoming travelers required 14-day quarantine.</td>
</tr>
<tr>
<td></td>
<td><strong>Package</strong></td>
</tr>
<tr>
<td></td>
<td>• Travel Period: Sept</td>
</tr>
<tr>
<td></td>
<td>• Price: $454- (Ho Chi Minh)</td>
</tr>
<tr>
<td></td>
<td>• Package: 4N5D</td>
</tr>
</tbody>
</table>

*Protocol and travel package information are subject to change.*
KOREA SNS ACTIVITY

Weekly best content (Top reach): Guam Scenery
KOREA SNS ACTIVITY

Weekly best content (Top reach): Guam Scenery

Weekly best content (Top reach): Guam Tour Spot

https://blog.new.com/guamtrex/220206598661
KOREA SOCIAL MEDIA

GIVE US A MOMENT FROM LOCAL BUSINESSES

P.H.R. Ken Micronesia, Inc. Safety Protocol Video
• Includes Tsubaki Tower, Hilton Guam Resort & Spa, Pacific Islands Club, Sheraton Laguna Guam Resort, Hyatt Regency Guam, Hotel Nikko Guam, and Country Club of the Pacific

We emphasized these key messages:
• Travelers’ health and safety is number one priority
• Guam hotels have implemented new safety protocols in accordance with CDC guidelines and additional measures to keep travelers safe
• Guam is waiting to welcome travelers back
## STRATEGY

### Weekly Details: July Week 4

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>UPLOAD DATE</th>
<th>DETAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram Feed Daily Uploads</td>
<td>July 27 – 31</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>Must Go Guam Tourspots</td>
<td>July 30</td>
<td>Introduced Chamorro culture including Chamorro food/language/lifestyle via blog.</td>
</tr>
<tr>
<td>Traveler Sentiment Survey Event – Winner Announcement</td>
<td>July 31</td>
<td>GVB 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 selected 500 winners to provide prizes and will announce the winners on July 31.</td>
</tr>
<tr>
<td>Instagram Story Quiz Tourspots</td>
<td>July 31</td>
<td>GVB conducted a quiz on tour spots via Instagram story by hyperlinking to GVB’s blog page.</td>
</tr>
</tbody>
</table>

## OTHER DMOs CAMPAIGNS

### Tourism Authority of Thailand
- **Channel:** Facebook
- **Scheme:** Think of Thailand 6th event
- Share what they want to do at Thailand on Tourism Authority of Thailand Facebook post. TAT will provide Thai restaurant voucher, chicken/coffee gift card to winners.

### France Tourism Development Agency
- **Channel:** Facebook
- **Scheme:** Participants can visit France Tourism Development Agency Facebook page and leave a comment on event post about 'French destination that you want to visit after COVID-19'.
- Will provide French travel book to 10 winners,
# TAIWAN COVID-19 NEWS

<table>
<thead>
<tr>
<th>PR DATE</th>
<th>TAIWAN GOVERNMENT NEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020-08-01</td>
<td>Overtourism a blessing and curse for Taiwan’s outlying islands</td>
</tr>
<tr>
<td>2020-07-30</td>
<td>Former Taiwan President Lee Teng-hui passed away at age 97</td>
</tr>
<tr>
<td>2020-07-29</td>
<td>Taiwan-made antibodies show promise in treating coronavirus</td>
</tr>
<tr>
<td>2020-07-29</td>
<td>Taiwanese passengers praise island-hopping cruise</td>
</tr>
<tr>
<td>2020-07-29</td>
<td>Taiwan’s Eva Air wins 5 TripAdvisor Travelers’ Choice awards</td>
</tr>
<tr>
<td>2020-07-28</td>
<td>Taiwan minister vetoes domestic StarLux flights from main international airport</td>
</tr>
<tr>
<td>2020-07-23</td>
<td>Virus Outbreak: Taiwan to allow medical tourists starting on Aug. 1</td>
</tr>
<tr>
<td>2020-07-23</td>
<td>Taiwan and Japan to discuss easing travel bans</td>
</tr>
<tr>
<td>2020-07-22</td>
<td>Taiwan among first countries listed in Jordan’s border reopening</td>
</tr>
<tr>
<td>2020-07-22</td>
<td>Taiwan to allow return of all final year international students</td>
</tr>
<tr>
<td>2020-07-22</td>
<td>Taiwan best out of 49 countries in dealing with coronavirus pandemic: Japanese survey</td>
</tr>
<tr>
<td>2020-07-22</td>
<td>Hong Kong and Australia removed from low risk category: CECC</td>
</tr>
</tbody>
</table>

## PLEASURE FLIGHTS SELL OUT INSTANTLY

- In order to attract customers, airlines in Taiwan came up with the idea of taking passengers around the nation for several hours before landing at the same airport.
- EVA Air and China Airlines have released pleasure flights scheduled for Aug. 8, Father’s Day, with both offerings enjoying instant sellouts.
- Tigerair Taiwan has also launched a sold-out flight, which is scheduled for Aug. 6.
- Start-up airline Starlux Airlines has also applied to offer a pleasure cruise route for Aug. 7.
TAIWAN NEWS

RESUME TECO OFFICE WITH NEW DIRECTOR

- The director of Taipei Economic and Cultural Office (TECO) on Guam will be Paul (Yin-Lien) Chen, the Deputy Director-General of The Office of Parliamentarian Affairs, MoFA.
- TECO on Guam is slated to reopen at the beginning of September, however, the inauguration day of director Chen is yet still to be determined.

CONFIRMED INFECTED THAI MIGRANT WORKER FROM TAIWAN

- A migrant worker residing in northern Taiwan who returned to Thailand was diagnosed with COVID-19 on July 25.
- While the public is worried about whether the worker was infected domestically since he was in Taiwan the entire time, none of the 189 people who came in contact with him tested positive.

SCOOT PLANS TO RESUME FLIGHTS BETWEEN TAIWAN AND KOREA

- Low cost Singaporean carrier Scoot plans to resume its flight operation between Taiwan and Korea on August 16 with Boeing 787-9.
- Flights between Singapore and Taipei will double to two every week, leaving Singapore Friday and Sunday morning, with the return flight taking off from Taipei at around noon on Saturday and Monday.
TAIWAN INDUSTRY UPDATE

ECONOMY STIMULUS VOUCHERS

- **Stimulus Voucher (100USD)**
  - Can be used as cash with several restrictions

- **Hakka Voucher (26USD)**
  - Can be used at 70 Hakka cultural business location around Taiwan

- **Arts Fun Go Voucher (20USD)**
  - Can be used at museum, bookstore, movies, etc.

- **Sports Voucher (17USD)**
  - Can be used for sport activities

- **Agriculture Voucher (26USD)**
  - Can be used at agriculture related business location around Taiwan

- **CAA approves EVA Air’s pleasure cruise around Taiwan**
- **Low-cost carrier Scoot to resume flights between Taiwan and South Korea**
- **ANA to resume Taipei-Tokyo flights Aug 3**
- **South Korea considers reopening travel links with Taiwan**
- **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**

China Airlines is serving ‘one tray hot meals’ on some flights

Pleasure flights launched by Taiwanese airlines sell out instantly

- **Low risk areas announced by CECC: New Zealand, Australia, 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**
**CURRENT ROUTES IN OPERATION:**

**CHINA AIRLINES**
- Refer to the right for August operations schedule
- China Airlines have canceled all CI025 and CI026 flights from March 24, 2020 until September 2020

**EVA AIR**
- TPE to LA, Seattle, San Francisco, Chicago, New York (one flight per week)
- TPE to Huston (one flight every two weeks)
- EVA Air has already submitted their Palau route application to CAA, passed the first round of examination, and forwarded to Ministry of Transportation and Communications (MoTC), which states that the final decision for approval will be made soon

**STARLUX**
- Penang resumed in July, and route time was adjusted as following: JX721 TPE-PEN 08:00-12:30, JX722 PEN-TPE 13:30-18:20
- Okinawa route was planned to initiate in July, but now will be postponed to September
- Initiates Cebu route on October 25th, but still subject to change

**CHINA AIRLINES AUGUST OPERATION SCHEDULE**

<table>
<thead>
<tr>
<th>Location</th>
<th>North America</th>
<th>Southeast Asia</th>
<th>Europe</th>
<th>Oceania</th>
<th>North-east Asia</th>
<th>China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>Bangkok</td>
<td>Ho Chi Minh City</td>
<td>Amsterdam</td>
<td>Sydney</td>
<td>Tokyo</td>
<td>Beijing</td>
</tr>
<tr>
<td>San Francisco</td>
<td>Singapore</td>
<td>Hanoi</td>
<td>Frankfurt</td>
<td>Melbourne</td>
<td>Hong Kong</td>
<td>Shanghai</td>
</tr>
<tr>
<td>New York</td>
<td>Penang</td>
<td>Manila</td>
<td>London (Heathrow)</td>
<td>Brisbane</td>
<td></td>
<td>Xiamen</td>
</tr>
<tr>
<td>Vancouver</td>
<td>Kuala Lumpur</td>
<td>Phnom Penh</td>
<td>Auckland</td>
<td></td>
<td>Chengdu</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Jakarta</td>
<td>Yangon</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Bali</td>
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<td></td>
</tr>
</tbody>
</table>
**SOCIAL MEDIA STATISTICS**

**July 26 – Aug 1, 2020**

<table>
<thead>
<tr>
<th>Country</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Taiwan</td>
</tr>
<tr>
<td>Total SNS Fans (as of end of month)</td>
<td>FB: 72,059, IG: 3,316, Total: 75,375</td>
</tr>
<tr>
<td>Total Fan Growth (June)</td>
<td>FB: 0.012% growth, 73,215 (as at end of May) to 72,059, IG: 0.003% growth, 3,320 (as at end of May) to 3,316, Total: 74,541 (as at end of May) to 75,375</td>
</tr>
<tr>
<td>Total Post Impression (June)</td>
<td>FB: 186,373 (Sum of Daily Organic Impressions of page level insight data), 224,475 (Sum of Lifetime Post Organic Impressions of post level insight data), IG: 23,247 (Sum of Impression)</td>
</tr>
<tr>
<td>Total Engagement (June)</td>
<td>FB: 5,099 (Sum of Daily Page Engaged Users of page level insight data), Link Clicked: 19 (Average of 28 Days People who interacted), Other Clicks: 3,544 (Average of 28 Days People who interacted), Photo View: 3,499 (Average of 28 Days People who interacted), Video Play: 37 (Average of 28 Days People who interacted), IG: 20,351 (Sum of people reached)</td>
</tr>
<tr>
<td>Total Visiting Intent (June)</td>
<td>FB: 27, IG: 3 (Quantify total social media users on our Facebook and Instagram who have positive interest of visiting Guam.)</td>
</tr>
</tbody>
</table>

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**TRAVELER SENTIMENT SURVEY**

**LUCKY DRAW**

We currently have 1046 likes, 836 comments, 353 shares, have reached 23,657 people, and have 929 survey responses (as of 7/27).

To be qualified for the lucky draw, consumers will have to:
- Complete the survey
- Like GVB page
- Like, comment, & share the post

The event began on 7/20, and last until 8/2.
There are 50 lucky winners of USB fans or organic soaps.

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**SOCIAL MEDIA WEEKLY STATS**

**July 26 – Aug 1, 2020**

<table>
<thead>
<tr>
<th></th>
<th>LIKES</th>
<th>COMMENTS</th>
<th>SHARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>629</td>
<td>22</td>
<td>16</td>
</tr>
<tr>
<td>Instagram</td>
<td>190</td>
<td>3</td>
<td>6</td>
</tr>
</tbody>
</table>

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**FLASHBACK POST**

Dancing with fire and showing the symbol of Chamorro people. Tao Tai Tasi is also one of the famous dinner show on Guam.
Si Yu’os Ma’åse’!

Photo by Kristine Bactad