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

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

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

Friday, August 7, 2020 | 3pm

REGISTER TODAY
FREE

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

TOPICS

How to Inspire Guest Confidence

Understanding the Essentials of Building Brand Value and Applying Flexibility

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

guamvisitorsbureau.com/webinars
Give Us A Moment
#GUAM Island Pride Beautification Event

Islandwide Beautification Cleanup

SATURDAY AUGUST 1, 2020
Go Time: 6 AM

How to participate:
Email: haafaada@visitguam.org
NEWS & DEVELOPMENTS
LOW-RISK AREAS FOR QUARANTINE PROTOCOLS IDENTIFIED EFFECTIVE JULY 24

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

Low Risk Areas

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

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

All Other Areas

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

All incoming travelers, whether coming from a low-risk area or not, are subject to symptom monitoring by DPHSS for the duration of their stay, or 14 days, whichever is greater.
As of July 24, the updated quarantine protocols become effective for Guam.

Here is a quick overview of the new guidelines:

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

COVID-19 Low Risk Areas will be determined by a calculated COVID-19 Area Risk (CAR) score, which primarily assesses an area’s recently calculated Case Doubling Time, Test Positivity Rate and new cases per 100k population. Once available, a list of low-risk areas can be found at dphss.guam.gov. Quarantine protocol measures are subject to revision without advanced notice.
"It is important for us to come together and work hard to keep our community and visitors safe as we begin our economic recovery efforts. As we send off our loved ones or welcome them back, the Hāfa Adai spirit should be present throughout the travel experience."

- Gerry Perez, GVB Vice President

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

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

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

Key Takeaways:

- United is using enhanced cleaning and electrostatic fogging procedures to disinfect their check-in counters and aircraft after each flight. High grade disinfectants are used to wipe down surface areas such as galleys, trays, lavatories and armrests. The onboard service experience has also changed to maximize hygiene safety.

- The airport arrival and departure facilitation to include TSA, CBP, and Guam Customs has been completely re-engineered to minimize virus exposure, observe social distancing protocols, and provide a touchless process as much as possible.
UnitedTogether For #GUAM Event
UnitedTogether For #GUAM Event
Reconnecting Guam: Tourism’s Path Forward, the first session in the DOCOMO PACIFIC - Work Better Together Webinar Series, will provide a platform to connect industry leaders and experts to address the current challenges in tourism, and to provide effective approaches to sustain the lifeline of our economy. The series aims to promote collaboration among industry leaders and decision makers to unite our efforts in rebuilding our island.

**Free Registration Click to register.**
APPLY FOR YOUR BUSINESS’S SAFE TRAVELS STAMP AND EARN GLOBAL RECOGNITION

Businesses can join for free

GVB encourages all businesses to implement the health and hygiene protocols outlined by The World Travel & Tourism Council (WTTC). The Guam Airport has taken the lead and submitted its application to participate in this program. Visit https://wttc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp and ensure that your existing business protocols are aligned with the respective WTTC Global Protocols.

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

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

Benefits:
• Global recognition for your business and Guam.
• Elevate island’s businesses to meet safety, health, and hygiene protocols.
• Promote a “Safe Travels” experience for residents and visitors.

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

HOW TO APPLY

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

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

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

Categories
- Recreational Activities
- Nature
- Culture
- Food & Beverage

TO PARTICIPATE:
Send your videos to hafaadai@visitguam.org or tag us on your posts to give us permission to share!
WE ARE GUAM, WE ARE SAFE!

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

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

TO SUBMIT:
Send your photos and/or videos to hafaadai@visitguam.org or tag us on your posts to give us permission to share!
SUBMIT YOUR GUAM VIDEOS!

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

Here’s what we’re looking for:
• Video tours of your business
• Beauty and nature shots of Guam
• Employees and staff members helping each other or working together
• Charitable events
• Cleanups at the beach, park or even in your own neighborhood!

TO SUBMIT:
Send your videos to hafaadai@visitguam.org or tag us on your posts to give us permission to share!
SHARE YOUR PROMOTIONS AND SPECIAL OFFERS!

Send your videos to hafaadai@visitguam.org or tag us on your posts to give us permission to share!
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Send your videos to hafaadai@visitguam.org or tag us on your posts to give us permission to share!
MARKETS AT-A-GLANCE
MARKETS AT-A-GLANCE

JAPAN

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

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

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

4 Social Media
   Public sentiment (July 15-20) shown in appendix

SOUTH KOREA

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

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

3 Travel Trade
   Travel packages comparison shown in appendix

4 Social Media
   2,027 participated in Travel Sentiment Survey

TAIWAN

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

2 Airline News
   China Airlines canceled flights until Sept 2020

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

DETAILS ARE FOUND IN THE APPENDIX.
## COUNTRY PROTOCOLS

### INBOUND PROTOCOLS AS IT RELATES TO GUAM

<table>
<thead>
<tr>
<th>Protocol</th>
<th>Japan</th>
<th>Korea</th>
<th>Taiwan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreigners traveling from US denied entry</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Residents: 14-Day Quarantine required when traveling from US</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Health Declaration &amp; Travel Record Form</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Residents: Quarantine at Government Facility</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Residents: Quarantine at Home with Negative Result</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Foreigners: Quarantine at Government Facility</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Foreigners: Quarantine at Government Facility with Option to Transfer to Personal Residence/Local Monitoring Facility with Negative Test Result</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PCR Testing of Returning Residents</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PCR Testing of all Inbound</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Install the Self-Quarantine Safety Protection or Self-Diagnosis App</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

### OUTBOUND FOR COUNTRY NATIONALS

<table>
<thead>
<tr>
<th>Protocol</th>
<th>Japan</th>
<th>Korea</th>
<th>Taiwan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temperature Check at Arrival at Airport (Entry to Terminal)</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Temperature Check at Departure Area</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Temperature Check at the Gate</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Travel Survey and Exit Screening Station for US Bound Travelers</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Wearing a Face Mask (without mask will be denied boarding)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planned Opening Date for International Travel</td>
<td>Borders Open</td>
<td>Borders Open</td>
<td>Open for travelers with special request other than tourism</td>
</tr>
</tbody>
</table>

*Updated 7/23/2020*
## FISCAL YEAR TO DATE 2020

### October - July 12, 2020  
Total: 751,206 (-39.7%)

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

Note: July 2020 Daily Arrivals reflect Civilian Air arrivals only

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.
### CALENDAR YEAR TO DATE 2020

#### January – July 12, 2020

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

Total: 314,981 (-62.7%)

**Note:** July 2020 Daily Arrivals reflect Civilian Air arrivals only

**Source:** Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.
## Visitor Arrivals

<table>
<thead>
<tr>
<th>% Market Mix</th>
<th>Origin</th>
<th>Seat Capacity at 70%</th>
<th>2021</th>
<th>LF %</th>
</tr>
</thead>
<tbody>
<tr>
<td>28%</td>
<td>Japan</td>
<td>529,803</td>
<td>70,779</td>
<td>13%</td>
</tr>
<tr>
<td>46%</td>
<td>Korea</td>
<td>547,739</td>
<td>116,446</td>
<td>21%</td>
</tr>
<tr>
<td>3%</td>
<td>Taiwan</td>
<td>49,109</td>
<td>6,553</td>
<td>14%</td>
</tr>
<tr>
<td>23%</td>
<td>Other</td>
<td>421,644</td>
<td>57,659</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>1,397,226</td>
<td>251,437</td>
<td>18%</td>
</tr>
</tbody>
</table>

**Assumptions:**

- Arrivals reflect market seasonality (peaks: Japan is March and August; Korea is July-August; Taiwan is January-February)

- Taiwan air arrivals assumes the introduction of EVA air in December 2020

- Seat Capacity was reduced to 70% to adjust for social distancing measures

- Estimated TAF for FY2021 = $8.9M - $11.5M ($9.1M with Refi 2021)
  - 2022 HOT Bond savings of $3.7M + TAF improvements

- TAF Projection assumes ADR of $170 with an Average Length of Stay of 4 days

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*Note: Daily Arrivals reflect civilian air arrivals only

*Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.*
MARKET INTELLIGENCE REPORT APPENDIX

As of July 24, 2020 and may be subject to change
JAPAN
Confirmed COVID-19 CASES: 27,029
DEATHS: 990

COVID-19 CONTACT TRACING APP
The free Cocoa app was designed to notify users if they have come into close contact with someone who was tested positive for coronavirus. The health ministry recommends users to install the latest app update before use. As of July 17, the app has seen 7.41 million downloads.

TOP 5 PREFECTURES FOR NEW CASES
On July 19, the five top prefectures for new cases are:
- Tokyo 188
- Osaka 89
- Saitama 38
- Fukuoka 32
- Kanagawa 30

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

July 14-19, 2020 – total 1,365 new cases
- 19 years of age or less: 4%
- 20s – 30s years of age: 68%
- 40s – 50s years of age: 20%
- 60s and above: 8%
**GO TO TRAVEL CAMPAIGN:** JULY 22 - MID MARCH

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

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

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

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

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**DUBAI Tourism Open July 7: Business & Leisure**

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

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

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

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**WEEKLY GUAM CONTENT**

July 15, 2020

- About infection prevention measures of Onward Water Park
- In the takeout menu, Home rice is delicious and fulfilling!
- Eat local vegetables and sport farmers! About Guahan Sustainable Culture
### COMPETITORS FLIGHT OPERATION INFORMATION (SUSPENSION)

<table>
<thead>
<tr>
<th>Airline</th>
<th>Details</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skymark</td>
<td>Has suspended NRT-SPN.</td>
<td></td>
</tr>
<tr>
<td>Hawaiian Airlines</td>
<td>Has extended flight suspension.</td>
<td>August 30 - September 1</td>
</tr>
<tr>
<td>Japan Airlines</td>
<td>Has extended flight suspension on the Japan-Hawaii route.</td>
<td>August 31</td>
</tr>
<tr>
<td>Delta</td>
<td>Has extended flight suspension on the Japan-Hawaii route.</td>
<td>October 24</td>
</tr>
<tr>
<td>United</td>
<td>Has extended flight suspension on the Japan-Hawaii route.</td>
<td>September 7</td>
</tr>
<tr>
<td>Korean Air</td>
<td>Has extended flight suspension on the Japan-Hawaii route.</td>
<td>August 31</td>
</tr>
<tr>
<td>ANA</td>
<td>Has extended flight suspension on the Japan-Hawaii route.</td>
<td>August 31</td>
</tr>
</tbody>
</table>

(Data Source: Airlines)

### PACKAGE SALES

<table>
<thead>
<tr>
<th>Package Provider</th>
<th>Tour Selling (dep date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>JTB</td>
<td>September 1 -</td>
</tr>
<tr>
<td>HIS</td>
<td>September 1 -</td>
</tr>
<tr>
<td>KNT</td>
<td>September 1 -</td>
</tr>
<tr>
<td>JALPAK</td>
<td>October 1 -</td>
</tr>
<tr>
<td>NTA</td>
<td>September 1 -</td>
</tr>
<tr>
<td>TOBU</td>
<td>September 1 -</td>
</tr>
<tr>
<td>TAKUTEN</td>
<td>August 16 -</td>
</tr>
</tbody>
</table>

(Data Source: MI & Travel Agent HP)

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**JAPAN MARKET INTELLIGENCE**

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**COMPETITORS FLIGHT OPERATION INFORMATION (SUSPENSION)**

- Skymark has suspended NRT-SPN.
- Hawaiian Airlines has extended flight suspension.
  - HND/NRT/KIX-HNL: Sept 1
  - FUK-HNL: Aug 31
  - CTS-HNL: Aug 30
  - HND-KOA: Aug 30
- Japan Airlines has extended flight suspension on the Japan-Hawaii route.
  - HND/NRT/KIX/NGO-HNL: Aug 31
  - NRT-KOA: Aug 31
- Delta has extended flight suspension on the Japan-Hawaii route.
  - HND/KIX/NO-HNL: Oct 24
- United has extended flight suspension on the Japan-Hawaii route.
  - NRT-HNL: Sept 7
- Korean Air has extended flight suspension on the Japan-Hawaii route.
  - NRT-HNL: Aug 31
- ANA has extended flight suspension on the Japan-Hawaii route.
  - NRT/HND-HNL: through Aug 31

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**PACKAGE SALES**

- JTB: September 1 -
- HIS: September 1 -
- KNT: September 1 -
- JALPAK: October 1 -
- NTA: September 1 -
- TOBU: September 1 -
- TAKUTEN: August 16 -

(Data Source: MI & Travel Agent HP)
**JAPAN AIRLINE NEWS**

**AIR SEAT CAPACITY FORECAST: JULY TO DEC 2020**

Capacity Forecast: July to December 2020

- **14-Jun-20**: 279,575
- **01-Jul-20**: 267,479
- **07-Jul-20**: 253,373
- **12-Jul-20**: 227,964
- **End of Aug**: 215,626
- **End of Sep**: 216,102
- **End of Oct**: 216,500

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

**AIR SEAT CAPACITY FORECAST: FY2020**

Capacity Forecast FY20 (Regular & Charter)

- **FY20**: 522,930 (2,627 flights)
- **FY19**: 862,236 (4,502 flights)
- **Diff:** -39.4%

(Data Source: Airlines)

**JAPAN TO GUAM FLIGHT OPERATION**

**OPERATION STATUS**

**BOOKING ACCEPT**

- **UNITED : NARITA**
  - Narita: 826/827 will operate 3 times a week (Aug 4 to Sept 7)
  - Narita: 873.874 suspended until Sept 7
  - Narita: 196/197 will operate

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

- **UNITED : KANSAI**
  - Kansai 151/150 suspended until Sept 7
  - 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 will extend suspension until Aug 31

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

(Data Source: Airlines and other M1)
JATA WEBINAR:

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

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

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

ONE-ON-ONE MEETINGS

22 JULY | REGISTRATION OPENS
14 AUGUST | REGISTRATION CLOSES
17 AUGUST | MATCH APPOINTMENT OPENS
28 AUGUST | MATCH APPOINTMENT CLOSES

ONE TO ONE MEETING OPPORTUNITY

August 31: 7 times (20 minutes each) per seller
September 1: 7 times (20 minutes each) per seller
September 2: 7 times (20 minutes each) per seller
PUBLIC SENTIMENT: JULY 15-20, 2020

2 NEWS mentions of “Guam” (-78% previous week)

Top NEWS posts topic:
- Positive
- Neutral
- Negative

Dusit Thani Guam Resort (Top 3 Posts by Reach)
Tasi Grill - Open Daily from 7am - 9pm! LIVE music from Thursdays - Sundays
Online Reservations: https://www.opentable.com/r/tasi-grill-dusit-thani-guam-resort-tumon
- Reach: 13k

Blog.HIS-J.com (Like Guam repost)
We have updated the regulation article 📢. Want to hike in Guam? 🌿 Please take a look
- Reach: 14k

SOCIAL MEDIA HIGHLIGHT

<table>
<thead>
<tr>
<th>Content</th>
<th>Upload</th>
<th>Detail</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beautiful Sights</td>
<td>June 13 to 20</td>
<td>#GUAM #GiveUsAMoment</td>
<td></td>
</tr>
<tr>
<td>Weekly Guam</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TRENDING TOPICS:
- Guam Wan Lager Beer - 580 mentions (organic + paid promotion; SAT, JULY 17)
- Ranking of overseas beer orders
- Governor commented that tourists will come in Guam next year
S. KOREA COVID-19 NEWS

Confirmed COVID-19 CASES: 13,979
DEATHS: 298

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

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

- Recovery Rate: 91%
- South Korea’s imported cases continued to rise amid a slowdown in local infections.
- Infections coming in from overseas have been on high plateau for weeks, with double-digit numbers for 23 consecutive days.
- To stem the rise of imported cases, South Korea has required arrivals from some countries to submit a certificate showing they tested negative for the virus.

**STARTING FROM JULY 13**
- Countries from:
  - Bangladesh
  - Pakistan
  - Kazakhstan
  - Kyrgyzstan
- Without proof of the negative test result will not be allowed to board flights to Korea and could face deportation even if they do arrive.

**STARTING FROM JULY 20**
- Two more countries were added to the list, without revealing the names of the countries, citing diplomatic reasons.
- Two countries are believed to be:
  - Philippines
  - Uzbekistan

**REASONS OF SPECIAL TRAVEL ADVISORY EXTENSION**
- The latest decision was made based on the assessment of the current global situation surrounding the spread of COVID-19.
- Airlines around the world have suspended flight operations due to the spread of COVID-19.

Source: Central Disaster and Safety Countermeasures Headquarters; as of July 19
# Travel Industry News

**T’Way**
- T’Way will resume flight from Incheon to Ho Chi Minh and Hong Kong from July 22.

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

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

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

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

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

## Airline Schedule / Status Monitoring - July

### 1. Incheon - Guam

<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-)</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-)</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-)</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-)</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-)</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>Daily (7/9, 7/28, 8/1-)</td>
<td>9:00</td>
<td>14:25</td>
<td>372</td>
<td>260</td>
</tr>
<tr>
<td>T'Way</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-)</td>
<td>20:45</td>
<td>02:15+1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>372</td>
<td>260</td>
</tr>
</tbody>
</table>

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

### 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 (8/1-)</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 (8/1-)</td>
<td>8:00</td>
<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>

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

---

## Travel Packages Comparison

<table>
<thead>
<tr>
<th>DESTINATION</th>
<th>TRAVEL PERIOD</th>
<th>PRICE</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guam</td>
<td>September-</td>
<td>$610-</td>
<td>• Guam will be in PCOR3 effective midnight, July 20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Eased quarantine restrictions effective midnight, July 24. (Travelers coming from low-risk area staying less than 5N are not required neither PCR test nor quarantine. If a traveler stays longer than 5 days, PCR test is required.)</td>
</tr>
<tr>
<td>Saipan</td>
<td>September-</td>
<td>$589-</td>
<td>• All incoming travelers must present negative PCR test within 72 hours prior to arrival. (With negative result, 14-day quarantine is not required)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Travel agencies started its sales for Saipan from September mostly</td>
</tr>
<tr>
<td>Thailand (Bangkok)</td>
<td>September-</td>
<td>$339-</td>
<td>• All incoming travelers are required to present COVID-19 negative result within 72 hours prior to arrival and required for quarantine for 14 days at government facility</td>
</tr>
<tr>
<td>Philippines (Cebu)</td>
<td>August-</td>
<td>$409-</td>
<td>• Foreigners who only have long term visa can enter the Philippines</td>
</tr>
<tr>
<td>Vietnam (Ho Chi Minh)</td>
<td>August-</td>
<td>$454-</td>
<td>• All incoming travelers are required visa, and special entering travelers are required for quarantine for 14 days at government facility</td>
</tr>
<tr>
<td>Hawaii</td>
<td>August-</td>
<td>$919-</td>
<td>• Postponed the launch of the pre-travel testing program for incoming travelers to begin on September 1.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• All travelers entering Hawaii are required 14-day quarantine until September 1</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 July 20)
KOREA SNS ACTIVITY

TRAVELER SENTIMENT SURVEY

Number of Participants: 2,027

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

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

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

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

JULY | WEEKLY DETAILS: WEEK 3

<table>
<thead>
<tr>
<th>Content</th>
<th>Upload Date</th>
<th>Detail</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram Feed Daily Uploads</td>
<td>July 13 – 17</td>
<td>The daily Instagram feed contained beautiful scenery/tour spots/shopping information of Guam. GVB Korea uploaded content on a daily basis.</td>
<td><img src="image1.png" alt="Image" /></td>
</tr>
<tr>
<td>Traveler Sentiment Survey Event</td>
<td>July 13 (Event Period: July 13-July 20, 2020)</td>
<td>GVB Korea conducted a traveler sentiment survey event via Instagram. We encouraged the users to participate the event by uploading on four channels such as Instagram, Kakao, Naver blog and Facebook by linking the Instagram with survey sites.</td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
<tr>
<td>Must Visit Guam Festival</td>
<td>July 16</td>
<td>Introduced Guam festivals which are held annually. It encouraged potential Korean travelers want to visit Guam to enjoy the festival.</td>
<td><img src="image3.png" alt="Image" /></td>
</tr>
<tr>
<td>Instagram Story Quiz – Guam Festival</td>
<td>June 17</td>
<td>Uploaded a quiz on “UGM2020 Goes Virtual” using Instagram Story by hyperlinking to GVB Korea’s blog page.</td>
<td><img src="image4.png" alt="Image" /></td>
</tr>
</tbody>
</table>

COVID-19 SITUATION

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

Korean Consumers expressed concern over the movement of people and spike COVID-19 case in Japan. Since Japan was one of the most favorite outbound travel destination for Koreans, concern over safety might have an impact on Japan travel sentiment.
Confmed COVID-19
CASES: 458
DEATHS: 7
AS OF JULY 24, 2020
INDUSTRY UPDATE

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

AIRLINE NEWS – SEAT DATA

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

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

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

- Starlux, EVA Air and China Airlines in talks for around Taiwan flights
- China Airlines is serving ‘one tray hot meals’ on some flights

Taiwan’s China Airlines to end wage cuts early

China Airlines have canceled all CI025 and CI026 flights 
From March 24, 2020 until September 2020.
SOCIAL MEDIA STATISTICS
July 11–18, 2020

<table>
<thead>
<tr>
<th>Country</th>
<th>Taiwan</th>
</tr>
</thead>
</table>
| Total SNS Fans ↓ (as of 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 79,503 ↓ |
| Total Post Impressions ↓ (April) | FB: 135,536 (Sum of Daily Organic Impressions of page 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.) ↓ |

TRAVELER SENTIMENT SURVEY | LUCKY DRAW EVENT
To be qualified for the lucky draw, consumers will have to:
1. Complete the survey
2. Like GVB TW page
3. Like & comment on the post
The event will start on 7/2 and last until 8/2.
Prizes:
• USB Fan (40)
• Natural organic soap (10)
Total of 50 lucky winners!!

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

Social Media Weekly Stats
July 11-18, 2020

<table>
<thead>
<tr>
<th>Likes</th>
<th>Comments</th>
<th>Share</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>743</td>
<td>31</td>
<td>45</td>
</tr>
<tr>
<td>Instagram</td>
<td>156</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>