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

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

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

**EVENT DATE:** JUNE 27

**TIME:** 8:00 A.M. START

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

- Volunteers needed
- Open to all businesses, organizations, and individuals
- GVB is also seeking sponsorship support for supplies, maintenance services, and refurbishment of park facilities.
“This joint effort with the Islandwide Beautification Task Force, industry stakeholders, and community partners emphasizes the importance of working together to instill some island pride and clean up our home a bit. It offers the opportunity for everyone to take part in Guam’s tourism economy recovery efforts.”

Sonny Ada, GVB Chairman of the Board

• The IBTF is rallying government-wide support for the cleanup, which already has strong support from the Department of Public Works, Department of Parks & Recreation (DPR), 35th Guam Legislature, and the Mayors’ Council of Guam.

• As part of this effort, DPR will be engaging participants of its Adopt A Park program, who will be encouraged to perform cleanups on June 27.

• Major beach parks are included in the program and will be assigned to agencies and volunteers. More sights will be identified.
  • Gov. Joseph Flores Memorial Park (Ypao Beach Park)
  • Matapang Beach Park
  • Paseo
  • Fort Apugan
  • Latte Stone Park
  • San Antonio Bridge/Sirena Park
  • Fish Eye Park
  • Inarajan Pools
  • Fort Soledad
HOW TO PARTICIPATE

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

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

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

Former Gov. Carl T.C. Gutierrez,
GVB President & CEO
Give Us A Moment
#GUAM Island Pride
Beautification Event

Islandwide
Beautification
Cleanup

JUNE 27
2020
Go Time: 8 AM

How to participate:
Email: hafa.adai.visitguam.org
Contact: Taylor Pangilinan at 671-686-4823

Photo by Kenneth Lee

Special thanks to:
LOOKING TO BOOST YOUR ONLINE PRESENCE?

Let’s safely share unique Guam experiences TOGETHER!

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

Categories include

• Recreational Activities
• Nature
• Culture
• Food and Beverage

TO SHARE CONTENT FOR LIVE FEATURES SEND TO HAFAADAI@VISITGUAM.ORG
WE ARE GUAM – WE ARE SAFE!

Share your business protocols and safety measures with us!

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

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

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

Si yu’os ma’ase’ Micronesian Divers Association for sharing!

TO PARTICIPATE, SEND YOUR PROTOCOLS /GUIDELINES CONTENT TO HAA@VISITGUAM.ORG
SUBMIT YOUR GUAM VIDEOS!

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

Here’s what we’re looking for:

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

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

TO PARTICIPATE, SEND YOUR PROTOCOLS /GUIDELINES CONTENT TO HAFAADAI@VISITGUAM.ORG
AIRLINE NEWS THIS WEEK

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

As of June 11, 2020 and may be subject to change
TOURISM RECOVERY PLANNING MATRIX

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

2. Addressing liquidity issues and sources of relief
   • Small & large companies
   • Tax levies, GEDA & regulatory burdens

3. Identifying partners and strategic alliances
   • Participation and ownership of specific initiatives in planning matrix
   • UOG PMBA Capstone project creating dashboard for culturally centric modules to be used in marketing and online learning of local heritage
JAPAN
Confirmed COVID-19

CASES: 17,251
DEATHS: 919

AS OF JUNE 11, 2020

JAPAN COVID-19 SITUATION

June 1
Phase 2 Tokyo

June 2
Tokyo Alert
34 new positive cases in Tokyo

June 4
National Governor’s Association

June 5
Go to Campaign

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

Tokyo has issued Tokyo Alert on June 2.

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

Keep a new social distance.
FEARS OF A SECOND WAVE IN JAPAN

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

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

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

TRAVEL RESTRICTIONS (JAPAN & GUAM)

**Domestic Travel:**
- Avoid unnecessary and urgent movement across prefectures up to end of May (allow traveling within prefecture).
- up to May 31
- Domestic Travel:
- Allowing cross-prefecture travel, but refrain from travel to Tokyo, Kanagawa Saitama, Chiba and Hokkaido.
- June 1 to June 18
- Domestic Travel:
- Allowing cross-prefecture travel nationwide.
- June 19 onward

**Overseas Travel:**
- (out of Japan)
- Level 3 travel alert to 111 countries including United states.
- still in place
- (into Japan)
- 14 day quarantine required for all returners regardless of nationalities.
- still in place
- 14 days quarantine required for all incoming travelers
- Target: July 1
JAPAN – TRAVEL RESTRICTIONS

TRAVEL ALERT FROM JAPAN (OUTBOUND)

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

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

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

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

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

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

The Level 3 Warning now covers 129 countries and regions worldwide.
JAPAN – CAPACITY UPDATE

AIR SEAT CAPACITY FORECAST
Air seat capacity from July to December 2020

<table>
<thead>
<tr>
<th>Airlines</th>
<th>Capacity Forecast</th>
<th>Flight Suspension</th>
<th>Flight Plan (Resume)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United</td>
<td>165,248</td>
<td>August 3 differ by flight</td>
<td>August 4 differ by flight</td>
</tr>
<tr>
<td>Japan Airlines</td>
<td>36,616</td>
<td>June 30</td>
<td>Depending on travel restriction</td>
</tr>
<tr>
<td>t’wav</td>
<td>34,776</td>
<td>June 30</td>
<td>July 23 (plan)</td>
</tr>
<tr>
<td>JejuAir</td>
<td>34,776</td>
<td>June 30</td>
<td>Depending on travel restriction</td>
</tr>
<tr>
<td>Thisvisitorsjim</td>
<td>271,416 (1,472 flights)</td>
<td>Officially announced</td>
<td>Forecast only (not 100%)</td>
</tr>
</tbody>
</table>

Number of seats by port: regular (July to December 2020)

- Narita: 134,370
- Nagoya: 42,516
- Kansai: 85,962
- Fukuoka: 8,568

Data Source: Diio Me

Confidential and subject to change.
AIR SEAT CAPACITY FORECAST (July Onward)

Capacity: 271,416 seats

Frequency: 1,472 flights

<table>
<thead>
<tr>
<th>MONTH</th>
<th>REGULAR</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Port</td>
<td>Airline</td>
<td>Capacity</td>
<td>Number</td>
<td>Capacity</td>
<td>Number</td>
<td>Capacity</td>
<td>Number</td>
<td>Capacity</td>
</tr>
<tr>
<td>Narita</td>
<td>UA</td>
<td>2,268</td>
<td>18</td>
<td>12,122</td>
<td>87</td>
<td>12,540</td>
<td>90</td>
<td>16,290</td>
</tr>
<tr>
<td>Nagoya</td>
<td>UA</td>
<td>0</td>
<td>0</td>
<td>4,614</td>
<td>29</td>
<td>8,638</td>
<td>63</td>
<td>10,052</td>
</tr>
<tr>
<td>Kansai</td>
<td>UA</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3,258</td>
<td>23</td>
<td>4,426</td>
</tr>
<tr>
<td>Fukuoka</td>
<td>UA</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>882</td>
</tr>
<tr>
<td>Narita</td>
<td>JL</td>
<td>6,169</td>
<td>31</td>
<td>6,169</td>
<td>31</td>
<td>5,970</td>
<td>30</td>
<td>6,169</td>
</tr>
<tr>
<td>Kansai</td>
<td>TW</td>
<td>5,859</td>
<td>31</td>
<td>5,859</td>
<td>31</td>
<td>5,670</td>
<td>30</td>
<td>5,859</td>
</tr>
<tr>
<td>Kansai</td>
<td>7C</td>
<td>5,859</td>
<td>31</td>
<td>5,859</td>
<td>31</td>
<td>5,670</td>
<td>30</td>
<td>5,859</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>20,155</td>
<td>111</td>
<td>34,623</td>
<td>209</td>
<td>41,746</td>
<td>256</td>
<td>49,537</td>
</tr>
</tbody>
</table>

vs LY

-59.6% -63.1% -48.2% -30.6% -35.4% -12.0% -24.7% -5.6% -3.9% 0.0% -5.6% -3.1% -28.3% -18.9%

Capacity Forecast : Capacity July to December 2020

Capacity Forecast : Flight times July to December 2020

Confidential and subject to change.

Data Source: Diio Me
# JAPAN - TRAVEL RESTRICTIONS

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

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

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

- Travelers take a PCR test in their home country before traveling to Japan.
- If the result is negative, the travelers would be able to travel to Japan with the documentation to prove the negative of COVID-19.
- Tested again at the airport on arrival. As long as that test result is negative, skip 14 days quarantine measures. (no requirement to wait for 14 days at the designates location).
- Under investigation to collect more information.
TOP MEDIA POSTS BY REACH: “Guam Travel”

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

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

Hafa Adai 🌺 Travel Guide for Guam Branch I posted a new article 🌈 It’s been a while! Sunset @ Tumon Beach https://blog.his-j.com/guam/2020/06/post-6030.html Please see if you like.

GVB x JATA Newsletter

PUBLIC SENTIMENT ASSESSMENT: JUNE 1 - JUNE 8

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

Neutral: 77

Hafa Adai 🌺 Travel Guide for Guam Branch I posted a new article 🌈 It’s been a while! Sunset @ Tumon Beach https://blog.his-j.com/guam/2020/06/post-6030.html Please see if you like.

Positive: 153

Onward Beach Resort Guam 2019 Family Travel Experience ONWARD BEACH RESORT GUAM: https://t.co/He8G0r7pY @YouTube Guam travelers are a must-see!

This is Guam on my second overseas trip in my life. I got a T-shirt that I bought...it’s hard to throw it away.

One of the stories I would like everyone to read is because it’s so cute because the fancy travel destination of the Soshi is “Guam” https://t.co/2CJxpP7X

*No negative news. 4 SNS Posts marked negative only due to the web page they were displayed on, i.e. forums and blogs.
SOUTH KOREA
Confirmed COVID-19 SITUATION

Confirmed CASES: 11,947
DEATHS: 276

After the announcement of Guam’s reopening on July 1, users are worried about two issues:
1. 14 days quarantine period after come back to Korea
2. Japan travelers in Guam

Transmission routes of recent infections can be categorized into three:
1. religious gatherings
2. large workplaces such as logistics facilities and call centers
3. private tutoring academies

- Strict social distancing reinstated for the next two weeks in Seoul, Incheon and Gyeonggi Province until June 14, to preemptively stem further spread.
- Facilities including nightlife businesses, religious establishments, museums, theaters and parks will remain closed for 2 weeks.
## OUTBOUND FLIGHT - JUNE

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

## AIRLINE SCHEDULE / SEAT CAPACITY - JULY

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

### 1. Incheon - Guam

<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>7C3100</td>
<td>Daily</td>
<td>6:25</td>
<td>12:00</td>
<td>1,488</td>
<td>1,040</td>
</tr>
<tr>
<td></td>
<td>7C3102</td>
<td>Daily</td>
<td>10:40</td>
<td>16:05</td>
<td>1,488</td>
<td>1,040</td>
</tr>
<tr>
<td></td>
<td>7C3106</td>
<td>Daily</td>
<td>20:20</td>
<td>02:00+1</td>
<td>1,488</td>
<td>1,040</td>
</tr>
<tr>
<td>Jin Air</td>
<td>U641</td>
<td>MGN/TKU</td>
<td>9:40</td>
<td>15:05</td>
<td>2,790</td>
<td>1,950</td>
</tr>
<tr>
<td>T’way</td>
<td>TV301</td>
<td>Daily</td>
<td>18:00</td>
<td>23:40</td>
<td>1,488</td>
<td>1,040</td>
</tr>
<tr>
<td>Air Seoul</td>
<td>R5101</td>
<td>Daily</td>
<td>20:45</td>
<td>02:15+1</td>
<td>6,045</td>
<td>4,216</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>14,787</td>
<td>10,326</td>
</tr>
</tbody>
</table>

**Schedule subject to change**

### 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</td>
<td>22:05</td>
<td>03:05+1</td>
<td>1,488</td>
<td>1,040</td>
</tr>
<tr>
<td>Jin Air</td>
<td>U647</td>
<td>Daily</td>
<td>8:00</td>
<td>13:15</td>
<td>5,766</td>
<td>4,030</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7,254</td>
<td>5,070</td>
</tr>
</tbody>
</table>

**Schedule subject to change**

Jeju Air & Jin Air charter flights from Incheon - Guam are scheduled to transport Korean residents back to Korea on June 5
*Schedules subject to change.**
**All codeshare flights included.***
***Only international outbound flights included.****
*Source: Ministry of Transportation / Incheon Airport Corp.
SALES & BOOKINGS

- Guam Packages

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

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

Weekly Details: June Week 1 - ‘Get Up And Move’

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

Get Up And Move CAMPAIGN – JUNE

- **Social Media Calendar (1st week of June)**

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>SUNDAY</strong></td>
<td>#GetUpAndMove Campaign</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MONDAY</strong></td>
<td></td>
<td>#GetUpAndMove Campaign Information</td>
<td>#GetUpAndMove Campaign Information</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TUESDAY</strong></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td><strong>WEDNESDAY</strong></td>
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<tr>
<td><strong>THURSDAY</strong></td>
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<td><strong>FRIDAY</strong></td>
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<td><strong>SATURDAY</strong></td>
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</table>

Example post of challenge event
Most users expressed happiness. However, there were also concerned comments.

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

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

"I am worried about Japanese tourists."

"Olleh---""

"I really want to visit Guam!-""

"I want to go Guam."

(Posted on June 3, 2020)
TAIWAN COVID-19 SITUATION

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

• On 6/2, Prime Minister Su Tseng-Chang has called for a press conference to introduce “Triple coupon”, the stimulus voucher that all Taiwanese citizen can get without precondition.

• Citizens can pay NT$1000 for the coupon which is worth NT$3000, and the pre-ordering begins from 7/1

• The coupon is valid through 12/31/2020, and can be almost used as cash with restriction of buying stocks, gift vouchers, e-commerce goods, etc.

MAY SOCIAL MEDIA STATISTICS

<table>
<thead>
<tr>
<th>Country</th>
<th>Taiwan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total SNS Fans ↓ (as end of month)</td>
<td>FB: 71,215</td>
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<tr>
<td></td>
<td>Total: 73,260</td>
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<tr>
<td>Total Fan Growth ↑ (April)</td>
<td>FB: 0.0009 % growth</td>
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<tr>
<td></td>
<td>71,151 (as at end of April) to 71,215</td>
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<tr>
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<td>3,352 (as at end of April) to 3,326</td>
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<tr>
<td></td>
<td>IG: -0.7757 % growth</td>
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<tr>
<td></td>
<td>3,352 (as at end of April) to 3,326</td>
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<tr>
<td></td>
<td>Total: 74,503 (as at end of April) to 298,503</td>
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<tr>
<td>Total Post Impression ↑ (April)</td>
<td>FB: 135,536 (Sum of Daily Organic Impressions of page level insight data)</td>
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<tr>
<td></td>
<td>119,636 (Sum of Lifetime Post Organic Impressions of post level insight data)</td>
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<tr>
<td></td>
<td>IG: 22,572 (Sum of impression)</td>
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<tr>
<td>Total Engagement ↑ (April)</td>
<td>FB: 6,862 (Sum of Daily Page Engaged Users of page level insight data)</td>
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<tr>
<td></td>
<td>Link Clicked: 25 (Average of 28 Days People who interacted)</td>
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<tr>
<td></td>
<td>Other Clicks: 3,000 (Average of 28 Days People who interacted)</td>
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<tr>
<td></td>
<td>Photo View: 966 (Average of 28 Days People who interacted)</td>
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<tr>
<td></td>
<td>Video Play: 23 (Average of 28 Days People who interacted)</td>
</tr>
<tr>
<td></td>
<td>IG: 20,312 (Sum of people reached)</td>
</tr>
<tr>
<td>Total Visiting intent ↑ (April)</td>
<td>FB: 30</td>
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<tr>
<td></td>
<td>IG: 0</td>
</tr>
<tr>
<td></td>
<td>(Quantify total social media users on our Facebook and Instagram who have indicate &quot;positive interest&quot; of visiting Guam.)</td>
</tr>
</tbody>
</table>
PANDEMIC PREVENTION TOUR

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

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

New Taipei City promotes prevention Tour with release of SOP measures of SOP to ensure safety.
All COVID-19 official notices and the most up-to-date information can be found through these websites:

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

Resources for businesses:

- Guam Economic Development Authority
- Department of Revenue and Taxation online services
MEDIA INQUIRIES SHOULD BE DIRECTED TO:
Joint Information Center
(671) 478-0208/09/10
Monday through Friday, 8:00 a.m. to 5:00 p.m.

GVB’S TOURISM VOICE BOX FOR COMMENTS AND QUESTIONS:
Express your concerns, ask questions, request assistance. We want to know how your business is navigating through the effects of the COVID-19 pandemic.
(Click here)

GVB’S COVID-19 COMMUNICATIONS CHANNEL FOR TOURISM INDUSTRY:
communityrelations@visitguam.org