



COVID-19 INDUSTRY UPDATE

MAY 8, 2020



LOCAL UPDATES & NEW DEVELOPMENTS

LOCAL UPDATES & NEW DEVELOPMENTS

EXECUTIVE ORDER 2020-12 ESTABLISHES THE DISASTER AID PROGRAM

Governor Lou Leon Guerrero signed [Executive Order 2020-12](#), which establishes Prugrãman Salãppe' Ayudon I Taotao, a direct disaster aid program that will be paid for with the Coronavirus Relief Funds authorized under the CARES Act. This local program supplements and is in addition to the Economic Impact Payment and is not subject to local income taxation.

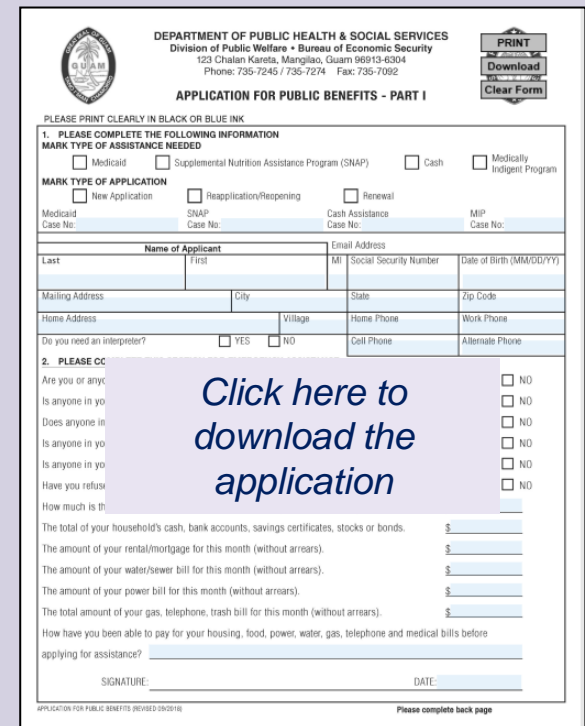
Individuals applying for this program will be given a one-time payment of \$300 per eligible person not to exceed \$1,200 per household. Factors that determine the household payment are as follows:

- Household size
- Gross monthly income equal to or below 165% of the federal poverty level
- Heads of household 18 years of age or older
- Residency on Guam for at least 6 months

Using existing public assistance data from DPHSS, Prugrãman Salãppe' Ayudon I Taotao would immediately cover more than 18,000 households representing 55,000 people. First checks are anticipated to be cut on Friday, May 8, 2020.

Residents who are already recipients of public welfare benefits or have already applied do not need to submit an application for Prugrãman Salãppe' Ayudon I Taotao. Those who may be eligible and are not currently receiving public assistance or who have not applied for public assistance may submit an application to DPHSS. Click [here](#) for more details.

Last day to apply:
Friday, May 15, 2020.



DEPARTMENT OF PUBLIC HEALTH & SOCIAL SERVICES
Division of Public Welfare • Bureau of Economic Security
123 Chalan Kareta, Mangilao, Guam 96913-6304
Phone: 735-7245 / 735-7274 Fax: 735-7092

APPLICATION FOR PUBLIC BENEFITS - PART I

PLEASE PRINT CLEARLY IN BLACK OR BLUE INK

1. PLEASE COMPLETE THE FOLLOWING INFORMATION

MARK TYPE OF ASSISTANCE NEEDED

Medicaid Supplemental Nutrition Assistance Program (SNAP) Cash Medically Indigent Program

MARK TYPE OF APPLICATION

New Application Reapplication/Reopening Renewal

Medicaid Case No: SNAP Case No: Cash Assistance Case No: MIP Case No:

Name of Applicant: Last, First, MI, Social Security Number, Date of Birth (MM/DD/YYYY)

Mailing Address: City, State, Zip Code

Home Address: Village, Home Phone, Work Phone, Cell Phone, Alternate Phone

Do you need an interpreter? YES NO

2. PLEASE CC

Are you or anyone in your household receiving public assistance? YES NO

Does anyone in your household have a disability? YES NO

Is anyone in your household a head of household? YES NO

Have you refused public assistance in the past 12 months? YES NO

How much is the total of your household's cash, bank accounts, savings certificates, stocks or bonds. \$

The amount of your rental/mortgage for this month (without arrears). \$

The amount of your water/sewer bill for this month (without arrears). \$

The amount of your power bill for this month (without arrears). \$

The total amount of your gas, telephone, trash bill for this month (without arrears). \$

How have you been able to pay for your housing, food, power, water, gas, telephone and medical bills before applying for assistance? _____

SIGNATURE _____ DATE _____

APPLICATION FOR PUBLIC BENEFITS (REVISED 02/2018) Please complete back page

Applications can be dropped off at
Public Health Castle Mall, Suite 16,
in Mangilao or emailed to
publicassistance@dphss.guam.gov

LOCAL UPDATES & NEW DEVELOPMENTS

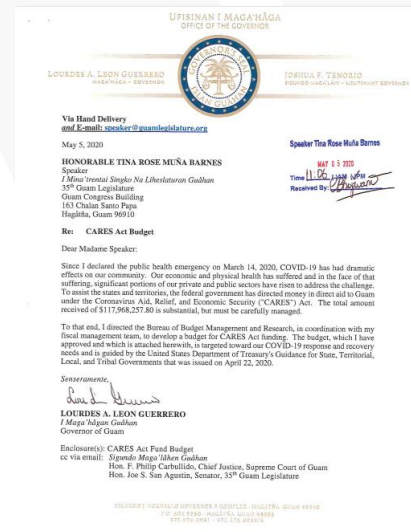
ECONOMIC IMPACT PAYMENTS PLAN APPROVED

The Guam Department of Revenue and Taxation (DRT) announced that the Guam [Economic Impact Payment \(EIP\) Implementation Plan](#) has been approved by the Internal Revenue Service (IRS) and the U.S. Treasury. The IRS and the U.S. Treasury are now working on providing funding for the EIP. The EIP is a refundable credit that provides up to \$1,200 for eligible individuals, up to \$2,400 for joint filers, and \$500 additional for each qualifying child ages 16 and under.

DRT's call center numbers are 635-1840/41/42/57 and 635-7603/04/06. Due to high call volumes, DRT recommends e-mailing any questions regarding the Guam EIP Program at guameip@revtax.guam.gov.

EXECUTIVE ORDER 2020-13 OUTLINES \$117.9 MILLION CARES ACT BUDGET

Governor Leon Guerrero also signed [Executive Order 2020-13](#) that would take four immediate steps in increasing transparency with the use of federal funds relative to COVID-19. Click [here](#) to read about those steps.



What is the CARES Act Budget?

- To assist the states and territories, the federal government has directed money in direct aid to Guam under the Coronavirus Aid, Relief, and Economic Securities (CARES) Act.
- As part of the CARES Act, Guam received \$117,968,257.80 that must be used by Dec. 30.
- The budget for CARES Act funding was developed based on the United States Department of Treasury's Guidance for State, Territorial, Local, and Tribal Governments that was issued on April 22, 2020.
- Guam's budget was submitted to the Legislature and includes provisions for the Prugrãman Salãppe' Ayudon I Taotao disaster relief.

GUAM'S REOPENING PLAN



GUAM'S REOPENING PLAN



GOVERNOR ANNOUNCES GUAM'S REOPENING PLAN & EXTENDS PUBLIC HEALTH EMERGENCY UNTIL MAY 30

The Leon Guerrero Administration announced its road to recovery plan, "[Chålan Para Hinemlo](#)" on April 30. The proposed phased approach to reopening Guam outlines criteria that need to be met before businesses and sectors can open.

Guam remains in Pandemic Condition of Readiness (PCOR) 1 as of May 8. Nonessential businesses will remain closed until PCOR 2 is declared, which is anticipated for Monday, May 11. Businesses are encouraged to understand the requirements and to begin preparing their operating guidelines in anticipation of PCOR 2. Tourism is slated to reopen in PCOR 3.

Further guidance from DPHSS was received on May 7. All Businesses and Non-Governmental Organizations will be operating on a limited basis and will be required to implement the measures outline in DPHSS' Minimum Pandemic Workplace Operational Requirement. Industry-specific operational guidelines/ procedures/ protocols must also be submitted via email to PCOR2Plans@dphss.guam.gov, which will be posted on the DPHSS website for the public's view. For more information, call Division of Environmental Health at 300-9579 during regular business hours.

Information continues to develop, such as occupancy rates. More businesses may be added to the PCOR 2 list in the coming weeks. GVB will be sharing more information as it becomes available.

BUSINESS/NGO ACTIVITIES TO BE AUTHORIZED UPON PCOR 2

DECLARATION:

- ALL ESSENTIAL BUSINESSES OPERATING IN PCOR 1
- RETAIL STORES
- REAL ESTATE AND AUTOMOTIVE SALES
- BEAUTY/HAIR/NAIL SALONS & BARBERSHOPS
- SHOPPING CENTERS/MALLS
- ELECTIVE MEDICAL AND DENTAL PROCEDURES/TREATMENTS/THERAPIES

In addition to the above and based on the updated [DPHSS guidelines](#) issued on May 7, the following professional and other services not allowed to operate during PCOR 1 can reopen during PCOR 2:

- *Financial planning*
- *Advertising and marketing services*
- *Information technology*
- *Consulting*
- *Photography*
- *Automotive detailing and cleaning*
- *Flower shops*
- *Food courts (no dining in)*



CHÅLAN PARA HINEMLO'

RESPONSIBILITIES DURING RE-OPENING (USE TIME DURING PCOR 1 TO BEGIN PLANNING)

PCOR 2

BUSINESSES/NGOS

GOVERNMENT

INDIVIDUALS

FACE MASKS* AND SOCIAL DISTANCING ARE REQUIRED AT ALL TIMES, AND SPECIAL ACCOMMODATIONS SHOULD BE MADE FOR VULNERABLE INDIVIDUALS.

ADJUSTED OPERATING GUIDELINES TO BE SUBMITTED BY INDUSTRY REPRESENTATIVES TO THE DPHSS PRIOR TO BUSINESS OPENING, BASED ON USDOL & OSHA GUIDANCE ON PREPARING WORKPLACES FOR COVID-19 AS WELL AS INDUSTRY BEST PRACTICES.

LIMITED OCCUPANCY RATE WILL BE ESTABLISHED.

CERTAIN PUBLIC GATHERINGS OR CONGREGATIONS FOR SPECIFIC PURPOSES WILL CONTINUE TO BE PROHIBITED.

TO LOWER THE RISK OF SPREAD OF COVID-19, CUSTOMER-FOCUSED AND COMMERCE-RELATED SERVICES AND ACTIVITIES MUST BE ADJUSTED TO INCORPORATE:

1. SOCIAL DISTANCING MANDATES
2. PHYSICAL WORKSPACE MODIFICATIONS
3. TRAINING OF EMPLOYEES ON UPDATED POLICIES AND PROTOCOLS
4. OTHER ACTIONS DEEMED NECESSARY BY EACH AGENCY.

CONTINUE PRACTICING GOOD HYGIENE (I.E. WASH YOUR HANDS WITH SOAP AND WATER OR USE HAND SANITIZER, AVOID TOUCHING YOUR FACE, SNEEZE OR COUGH INTO A TISSUE OR INSIDE YOUR ELBOW, DISINFECT FREQUENTLY USED ITEMS AND SURFACES AS MUCH AS POSSIBLE.

PEOPLE WHO ARE SICK SHOULD STAY HOME AND/OR CONTACT AND FOLLOW THE ADVICE OF YOUR MEDICAL PROVIDER.



The Guam Chamber of Commerce and the Women's Chamber of Commerce have provided helpful resources for businesses preparing to reopen:

1) [RECOMMENDED OPENING GUIDELINES FOR BUSINESSES & NGOS](#)

2) [A VIRTUAL TOWN HALL THAT HELPS TO ANSWER SPECIFIC QUESTIONS ABOUT REOPENING.](#)

* CONTINUE TO ADHERE U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION GUIDANCE, PARTICULARLY WITH RESPECT TO FACE COVERINGS.

GHRA UPDATES FOR HOTELS & RESTAURANTS



PREPARING FOR REOPENING: OPERATIONS & WORKPLACE SAFETY



GHRA HELPS TO PREPARE GUAM'S HOTELS & RESTAURANTS FOR REOPENING

- Employee Education & Training
 - OSHA Hazard Communication Program & Bloodborne Pathogen
 - Training, Record Retention and Personal Protective Equipment
- Update Employee Policies
 - Establish or Update Employee Health Program
 - Monitor Absenteeism, Workplace Injuries
 - Hazard Pay
 - Testing, Isolation & Tracing
- Update Crisis Communications & Emergency Operations Plans
- Update Insurance Policies
 - General Liability
 - Workers Compensation
 - Premise Liability
- Employee Leave / USERRA Military Leave



After the COVID-19 Pandemic: Planning Now for The Return to Occupancy

Guidelines Prepared by Cozen O'Connor for the American Hotel and Lodging Association, April 14, 2020

Contents	
1. High-level Considerations.....	2
2. Planning within Realistic Constraints.....	2
3. OSHA.....	2
4. Safety and Health Resources.....	2
5. Basic Infection Prevention Measures.....	3
6. Hygiene and Environmental Safety.....	3
7. Social Distancing (more than 6 feet – employee / guests).....	3
8. OSHA Employee Hazard Assessments.....	3
9. OSHA Requirements and Safety Concerns.....	4
10. Symptomatic Employees.....	4
11. Taking Temperatures.....	5
12. Rising Issue : Masks/PPE.....	5
13. Symptomatic Guests.....	5
14. New OSHA Recordkeeping Guidance.....	6
15. Local Health Department.....	6
16. Union-Management Relations.....	6
17. Hospitality and Lodging Industry.....	7
18. Use of Employer E-mail Systems.....	7
19. Mid-Term Collective Bargaining.....	7
20. Unilateral Changes to Terms of Employment.....	7
21. Possible Subjects of Bargaining.....	7
22. Emergency Circumstances.....	8
23. Prevailing Wages.....	8
24. Strikes.....	8
25. Safety Strikes under OSHA.....	8
26. Safety Strikes under Labor Law.....	8
27. Requirements for a Protected Strike under Taft-Hartley.....	9
28. Lessons Learned Impacting Benefit Plans.....	9
29. Impact on Health and Welfare Plans.....	9
30. Retirement Plan Considerations.....	9
31. Additional Resources.....	10

Click the image to access the National Restaurant Association and American Hotel & Lodging Association's Re-Opening Guidelines



PREPARING FOR REOPENING: OPERATIONS & WORKPLACE SAFETY



HOTELS & RESTAURANTS SHOULD ADDRESS THE FOLLOWING TO PREPARE:

- Infection Prevention Measures
- Food Safety, Employee Safety
- Public Spaces and High Contact Areas
 - Rearrange Tables & Seating
 - Remove Self-Serve Items (Utensils, Napkins, Condiments)
 - Remove Vectors (Credit Card Machines, Drink & Ice Machines)
 - HVAC Systems (Increase Airflow, Air Cleaning Technology)
- Soft Goods Management, Inventory & Protection
- Increase Cleaning & Sanitizing Schedule and Procedures
- Communicate and Train Employees
- Monitor Employee Health & Personal Hygiene
- Pest Control for Shrunk Businesses

HELPFUL RESOURCES

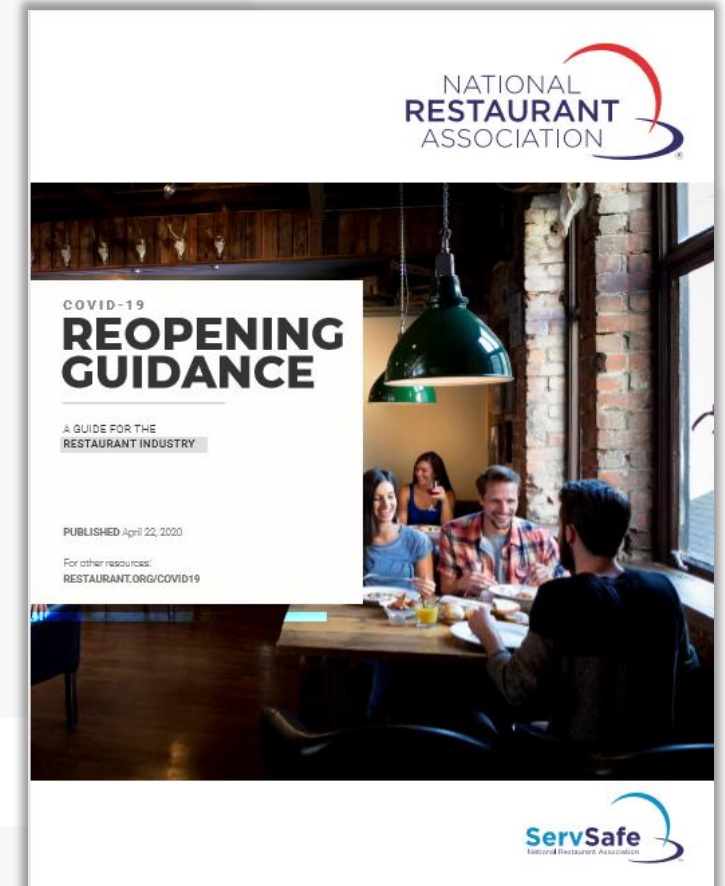
- [CDC guidance](#)
- [EPA list of effective disinfectants](#)
- [Occupational Safety and Health Administration's \(OSHA\) guidance for all workers and employers](#)



Click the image to access the GHRA newsletter.

PREPARING FOR REOPENING: OPERATIONS & WORKPLACE SAFETY

- Spacial Changes for Public Spaces, High Traffic Areas
- Occupancy Limits
- Restrict Shared Items
- Stagger Entry, Employee Scheduling and Services
- Implement Social Distancing
- Temperature Checks
- Employee and Customer Hygiene Practices
- Update Cleaning Protocols ([CDC Guidance - Sanitation and Disinfection](#))
- Remove Soft and Porous Materials in High Traffic Areas
- Reconfigure Work Areas and Breakrooms
- Partitions for Receptionists and Cashiers
- Install Hand Sanitizer Stations
- Direct Pedestrian Traffic (Entrances, Exits)
- Convert Restrooms for Single Use
- Identify Pick Up and Drop Off Areas



Click the image to access the guide.



RECAP OF GVB'S WEBINAR ON MAY 1

GVB WEBINAR MATERIALS

A MOMENT TO HELP THE VISITOR INDUSTRY MAY 1, 2020 WEBINAR RECAP

Featured Guest Speaker & Topic:

Department of Labor Director David Dell'Isola

Pandemic Unemployment Assistance (PUA), Federal Pandemic Employment Compensation (FPUCE), and how employers and self-employed individuals can take the next steps regarding unemployment benefits

Link to the GVB Webinar Materials and Takeaways:

- [Webinar - Video and Audio on the GVB website](#)
- [Webinar - Video on YouTube](#)
- [A Moment To Help The Visitor Industry Webinar Slides](#)

- [GHRA - Reopening Beyond the Curve](#)
- [GHRA - National Restaurant Association COVID19 Reopening Guidance](#)
- [GHRA - Reopening Guidelines for AHLA Members](#)

- [GDOL- PUA Overview](#)
- [GDOL- PUA FAQ for Employers](#)
- [GDOL- PUA FAQ for Self-Employed](#)



Thank you to our partners and speakers from



GUAM CHAMBER OF COMMERCE
PARTNERS IN PROGRESS

DEPARTMENT OF LABOR UPDATES



DEPARTMENT OF LABOR UPDATES

Guam Department of Labor (GDOL) sent a budget request of more than \$924 million dollars to help those who have been impacted by COVID-19. On April 28, the supplemental budget request was sent to U.S. Department of Labor (USDOL) to implement the Pandemic Unemployment Assistance (PUA) program and the Federal Pandemic Unemployment Compensation (FPUC) program locally.

Currently the PUA agreement has been signed, but USDOL has not yet provided the FPUC agreement for Guam to sign. Listen to Dave Dell'Isola expand on these programs by listening to [webinar's replay](#).

Dave also answers questions from the industry and media that may be relevant to your situation.

As the department waits on the USDOL, GDOL is moving to stand up as much of the program as possible so when the payment is loaded, the department can get money out with minimal delays.



For more information, email Special Projects Coordinator Hannah Cho at Hannah.Cho@dol.guam.gov.



MEMBERSHIP OUTREACH MOVEMENT (MOM) PROGRAM UPDATE

Employer Registration Module is now open

GVB has been working closely with the Guam Department of Labor (GDOL), the Guam Visitors Bureau (GVB), the Guam Hotel & Restaurant Association (GHRA) and the Guam Chamber of Commerce (GCOC) to reach out to the island's businesses and their memberships to assist businesses impacted by COVID-19.

This initiative, called the Membership Outreach Movement or MOM program, is being currently led by our Director of Tourism Research Nico Fujikawa and his research team. So far, 487 businesses and employers have been contacted via phone or email by team members of our membership organizations so they can be assisted in two key phases implemented by GDOL. DOL has recently announced that the [Employer Registration Module](#) is now available.

Our collective goal is to continue reaching out to businesses daily so we can help all 610 registered members from GVB, GHRA and Guam Chamber who may have been impacted by COVID-19.



Contractors License Renewal Deadlines

The Contractors License Board 2021 License Renewal Application deadline has been moved from June 30, 2020 to August 31, 2020. There will be no late fees applied until September 1, 2020. You may visit www.clb.guam.gov to print out the 2021 License Renewal Application. For inquiries, call 649-2214/2213.

GVB INDUSTRY UPDATES

GVB- PREPARING TO REBUILD GUAM'S TOURISM



GVB has identified strategic steps to help rebuild tourism during the long road to recovery. This plan includes the following:

- Digital & social media communications strategy
- Development of recovery plans by GVB marketing teams
 - Target major markets - Japan, South Korea, and Taiwan
 - Rebuild capacity in all areas of the industry (airlines, hotels, optional tours, transportation, etc.)
- Maintain contact with traditional and online travel agents (ongoing)
- Tourism industry collaborations
- Strong call to action when Guam is ready

GIVE US A MOMENT CAMPAIGN



GVB's ***Give Us A Moment*** (**#GUAM**) has launched in the source markets to share Guam's Håfa Adai spirit and ask our visitors to give us a moment while we take care of our people and properly prepare for a safe reopening.

The video was shared extensively through WhatsApp and was posted on the island's English and international social pages – [Facebook](#), [Instagram](#), Naver, Kakao, and Line. GVB estimates that the video was viewed more than 10,500 times on the English pages alone in the two weeks since it launched. A [library of virtual experiences](#) also went live to provide viewers with curated ways to experience Guam moments in the safety of their homes.

INVITATION TO PARTICIPATE



 **GUAM
VISITORS
BUREAU**

Share Håfa Adai!

Guam Visitors Bureau (GVB) invites you to share our island's Håfa Adai Spirit as we work together to navigate through these trying times.

We would like to offer industry members exposure in our various digital platforms to promote your business. Share flyers or graphics about your business specials or promotions and let others know how best to support you.

If you are interested, please send details to the contact below:

Taylor Pangllinan
hafaadai@visitguam.org

GVB PRESIDENT & CEO PILAR LAGUAÑA TO RETIRE AFTER 40 YEARS OF SERVICE

The Guam Visitors Bureau (GVB) has announced that President & CEO Pilar Laguaña will retire after serving 40 years in the tourism industry. Pilar's last day will be on May 30, 2020.

As a seasoned tourism marketing executive, Pilar began her career at the Bureau in 1977. She advanced through many roles, including serving as GVB's Deputy General Manager in 1982 and the Director of Global Marketing since 1987. Laguaña became President and CEO of GVB in February 2019. During her time at the Bureau, Guam reached its best fiscal year in tourism history with over 1.63 million visitors in Fiscal Year 2019 and invested more than 30 years of Micronesia regional tourism marketing, business development, government relations, international advertising and public relations, and global brand development & management.

Pilar drove the opening of the Korea market in the early 1980s and grew international markets including Japan, Taiwan, North America, Canada, Hong Kong, Philippines, Micronesia, Russia, Australia, Europe, China, Southeast Asia, and Malaysia. She has also led efforts for niche and lucrative market segments to diversify Guam's tourist markets.

GVB Board Chairman P. Sonny Ada said, "It has been a pleasure to work with Pilar during her tenure at GVB. Pilar is a well-respected tourism professional in our region and has been instrumental in the successful growth of Guam's number one industry. On behalf of the Board of Directors I thank her for her commitment, high standards, and work ethic, which will be very much missed. We wish her all the best."



"I have devoted most of my life passionately sharing and promoting the love that I have for our beautiful island with the world. I am truly grateful for this experience and wish great success to you all. I have confidence our industry will recover with the very capable team that will carry tourism forward."

-Pilar Laguaña

FLIGHT UPDATES & NEW DEVELOPMENTS



FLIGHT UPDATES



- United Airlines continues to operate:
 - Honolulu (HNL) operating daily.
 - Narita, Tokyo (NRT) 3x weekly.
 - Saipan (SPN) 3x weekly (effective May 2).
 - Yap (YAP) 1 x monthly.
 - Island Hopper 1 x monthly.
 - Koror (ROR) to operate 2x monthly (effective May 7).
- Korean Air Lines operating cargo flights - ICN/GUM 1 x weekly.
- Philippine Airlines is planning for operations after May 16.
- Jeju Air intending to operate charter flight on May 7 (working with Korean Consulate office).
- Star Marianas operates on a demand basis to CNMI.
- Cargo Operations continue:
 - UPS, FedEx operates 1x weekly for cargo.
 - Marianas Air Cargo operates on demand for the CNMI.
 - Asia Pacific Airlines cargo operations continue for CNMI and FSM.
- All other airlines suspended operations throughout the month of May.

MANDATORY QUARANTINE MEASURES CONTINUE

Since March 31, all arriving travelers from any origin are subject to a mandatory 14-day quarantine or date of departure, whichever comes first at a government-designated facility. (Executive Order 2020-08)

Some exemptions are made for crew and mission essential personnel.

Quarantine costs of non-residents to be borne by passenger and/or air carrier at an estimated cost of \$250 a day.



AIRPORT'S ACTION PLAN FOR RESUMPTION OF SERVICES

- Channel entry into airport through selected entrances.
- Conduct temperature checks of pax arriving and departing, and employees in the facility.
- Install “sneeze guards” at all ticket and inspection counters.
- Procure and install UV-C system for air handling units to improve air quality in the airport.
- Assess pax holding areas to promote spatial separation.
- Focus custodial services in holding areas and restrooms before, during, and after arrivals/departures.
- Organize pax movement to achieve maximum spatial separation.



GIAA DEVELOPMENTS

OPERATIONAL ISSUES

- Concourse Operations is limited to West Concourse (Gates 4-9)
- Social distancing measures are in the planning stages for pax queuing and seating
- Food & Beverage and other critical support services continue even with limited flight operations
- Food & Beverage and other critical support services continue even with limited flight operations
- Deep cleaning of facilities and sanitization of passenger-use equipment (carts, handrails, handles) and other preparation for expanded services are in the planning stages
- A roundtable meeting with the airlines was held on May 1 to discuss a phased opening



COVER STOCK ATTACHED TO CHAIR WITH DOUBLE-SIDED TAPE FOR EASY REMOVAL (DISPOSABLE)



MARKET INTELLIGENCE REPORT

Please note that the information provided in this update is as of May 7 and is subject to change.

JAPAN



JAPAN – THE COVID-19 SITUATION



The Japanese government has officially decided to extend the declaration of emergency until May 31st for all 47 prefectures.



13 prefectures with high case counts have been designated as "Specific Alert Prefectures": Tokyo, Osaka, Hokkaido, Saitama, Chiba, Kanagawa, Hyogo, Fukuoka, Ibaraki, Ishikawa, Gifu, Aichi, and Kyoto.



The government will ease the conditions for the remaining 34 prefectures to allow group gatherings and reopen movie theaters, department stores, and cram schools.



Health minister Kato Katsunobu says Japan aims to approve remdesivir, the antiviral drug that may be used to treat coronavirus, in about one week after receiving an application from the pharmaceutical company.



Masayoshi Son, chairman and president of SoftBank Group (SBG), decided that it would provide all employees and their families with an opportunity to have a coronavirus test. The order for 2 million test kits has been completed.









For the Ministry of Land, Infrastructure, Transport and Tourism, a budget of 43.2 billion JPY was approved to execute "recovery of public-private economic activities as a next step" and "establishment of stronger economic structure".

**Confirmed
COVID-19**




**CASES:
15,345**

**DEATHS:
543**

MAJOR WHOLESALERS ANNOUNCE CANCELLATION DATES FOR GROUPS TOURS

WHOLESALER	CANCELLED TOUR DATES
	Through May 31
	Through June 30
	Through May 31
	Through May 31
	Through June 15
	Through May 31

FLIGHT OPERATIONS IN JAPAN TO INCREASE AFTER MAY 31

AIRLINE	SCHEDULE
 JAPAN AIRLINES	Narita regular: Suspension may be extended through May 31
 UNITED	Narita: closed inventory up to June 4 Narita: UA196/197 operates 3x weekly Osaka: Closed inventory up to June 4 Nagoya: Closed inventory up to June 4 Fukuoka: Closed inventory up to June 4
 t'way	KIX regular: Suspension may be extended through May 31
 JEJUair	KIX regular: Extended suspension through May 31

KOREA



KOREA – THE COVID-19 SITUATION

THE ECONOMY:

- South Korea's Finance Minister Hong, Nam-Ki announced 1.5 trillion won in subsidies for 930,000 employees and temporary workers who lost their jobs during the pandemic. South Korea is planning launched a Korean version of the “New Deal” project to boost its economy.
- Consumer sentiment on spending is growing as the COVID-19 situation is stabilizing in Korea. During Golden Week (April 30 ~ May 5) sales from 3 major department stores has gone up 20%. According to experts, money that have been saved up for overseas trip are spent on luxury items instead.

FLIGHTS:

- On May 6th, Korean Air announced it will restart flights from Incheon to some U.S. states and Canada on June 1st.
- Asiana Air reopened its Incheon - San Francisco route on May 1st.
- On May 6th, Turkish Air announced it will resume international flight operations in June.

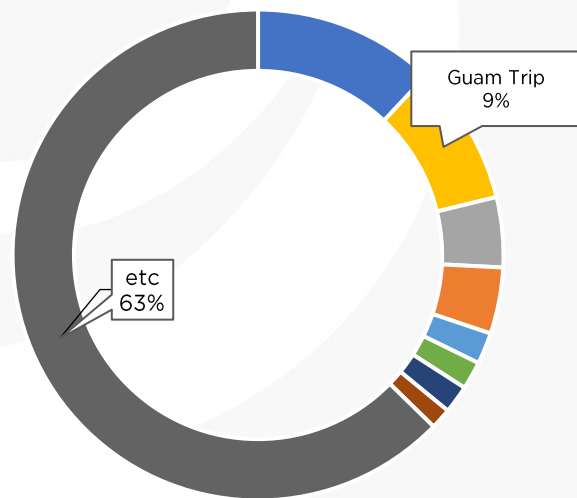
**Confirmed
COVID-19**

**CASES:
10,806**

**DEATHS:
255**

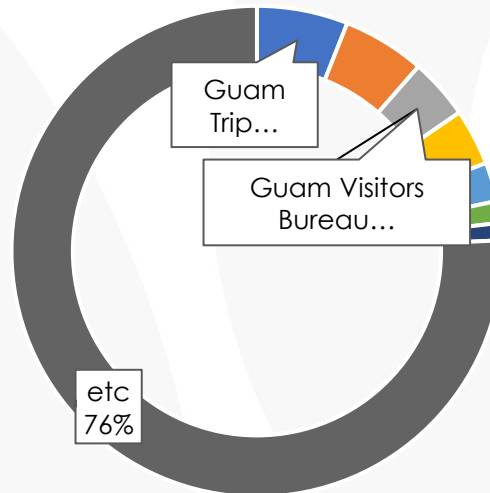
NAVER SEARCH INFLOW ON GVB KOREA BLOG

4th Week of April



- Shall we golf
- Guam
- Guam Black Friday
- Shall we golf
- etc
- Guam Trip
- Guam Visitors Bureau
- Guam Flower
- Guam Quarantine

1st Week of May

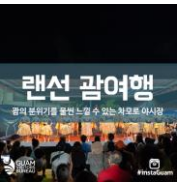




- Guam Trip
- Shall we golf
- Guam Visitors Bureau
- Guam Flower
- Guam
- Guam Black Friday
- Esta Visa Period
- etc

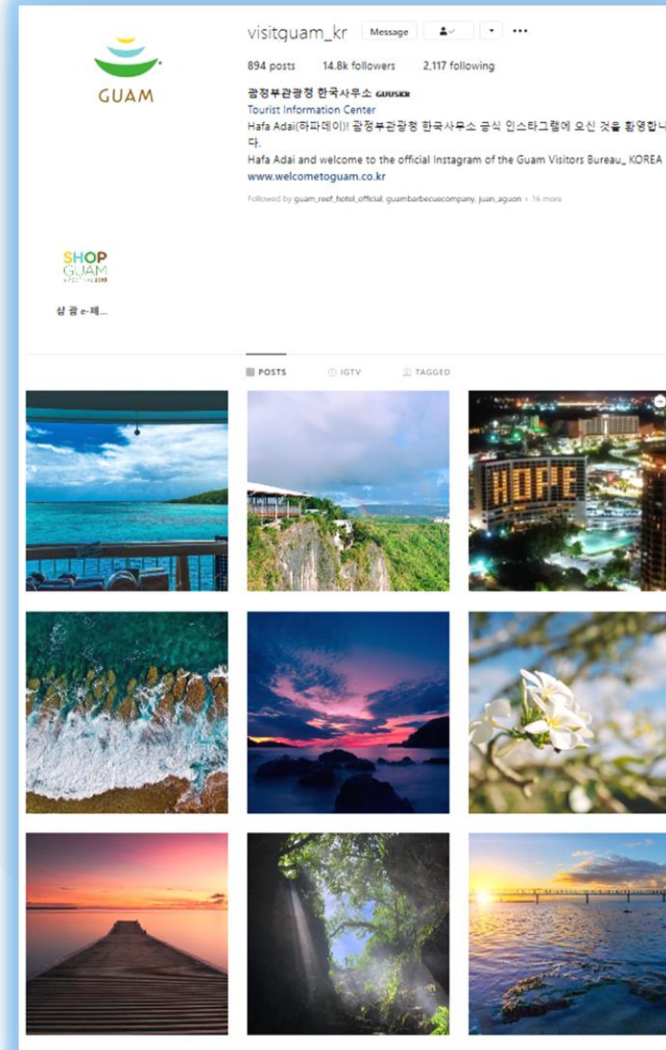
GVB Korea didn't observe the inflow of COVID-19 related keywords on the 1st week of May. On the other hand, the inflow of Guam trip-related keywords has increased.

Korean consumers seem to be gradually getting Guam-related information from GVB Korea's blog during the COVID-19 crisis and preparation for their trip to Guam after the crisis ends.

KOREA - SOCIAL MEDIA MONITORING INSIGHT

Content	April 3rd			
	IG	FB	BL	KPF
 2020.04.29	-	1,524	128	21
Instagram Content	April 3rd			
	Online Impressions	Social Media Reach	Social Media Clicks	Social Media Likes
 2020.04.28	2,942	3,268	174	201
 2020.04.29	3,259	3,566	159	153

* Total post impression as of May 4



TAIWAN



TAIWAN - COVID-19 SITUATION

IMPACT ON TRAVEL TOURISM INDUSTRY:



Airlines and travel agencies are encouraging employees to take annual leave, including China Airlines, Lion Travel, Best Tour, Life Tour, SET Tour, etc.



In Taiwan, there will be no limit on the amount of loans to the airlines, but each loan will be reviewed before it is granted. The companies eligible to apply for the fund include China Airlines, EVA Air, Mandarin Airlines, Uni Air, Tigerair Taiwan, and StarLux Airlines.

NT Taiwan's Ministry of Transportation and Communications (MoTC) has asked the central government for an NT\$10 billion (US\$331 million) budget to keep businesses in the hospitality industry afloat. MoTC plans to give subsidies to 140,000 hospitality workers who may be forced to take unpaid leave. The project will also supply NT\$100,000 (US\$3,300) in monthly relief funds to travel agencies and NT\$200,000 to tourist hotels for three months.

CHINA
Confirmed COVID-19
CASES:
84,406

DEATHS:
4,643

*(Taiwan is included in
China's case count)*

Confirmed
CASES:
439

DEATHS:
6

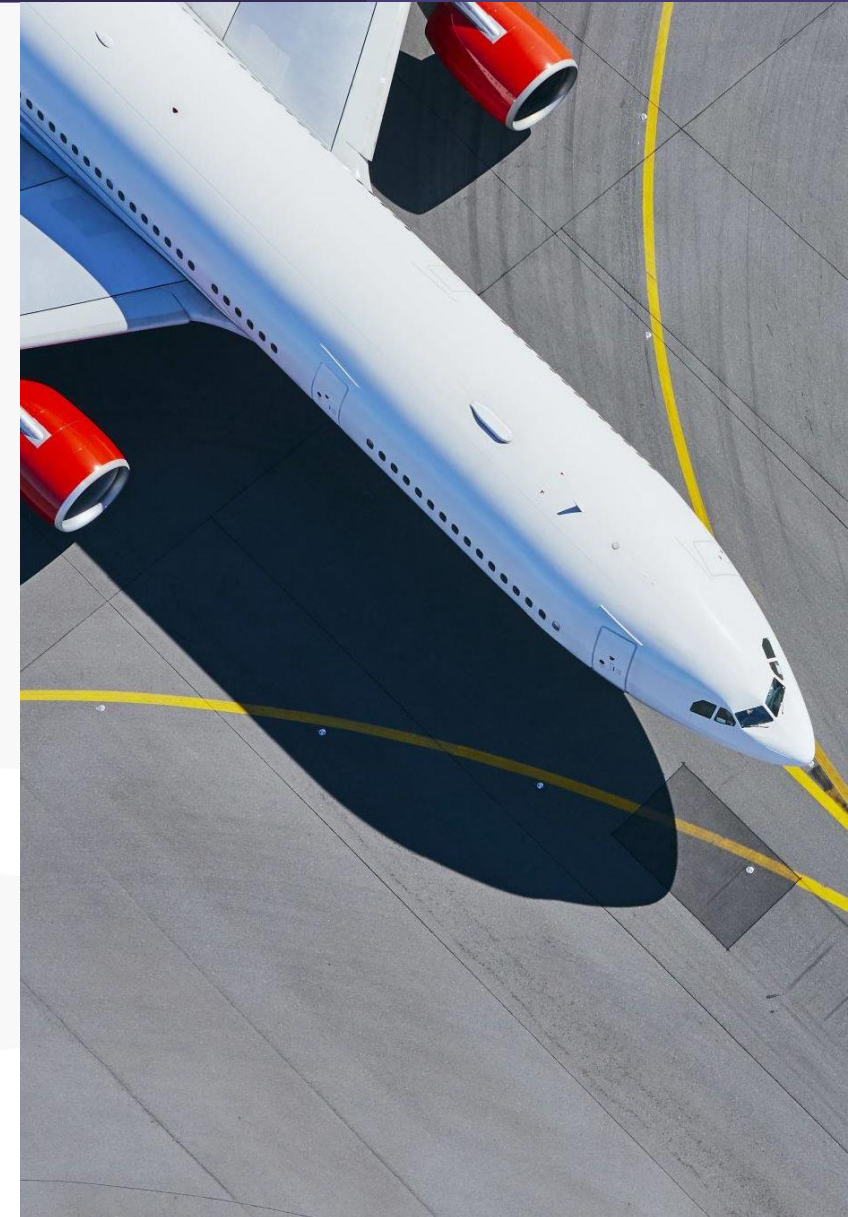
RECOVERED:
339

TAIWAN - TRAVEL INDUSTRY UPDATES



IMPACT ON TRAVEL TOURISM INDUSTRY:

- Airlines and travel agencies are encouraging employees to take annual leave, including China Airlines, Lion Travel, Best Tour, Life Tour, SET Tour, etc.
- In Taiwan, there will be no limit on the amount of loans to the airlines, but each loan will be reviewed before it is granted. The companies eligible to apply for the fund include China Airlines, EVA Air, Mandarin Airlines, Uni Air, Tigerair Taiwan, and StarLux Airlines.
- Taiwan's Ministry of Transportation and Communications (MoTC) has asked the central government for an NT\$10 billion (US\$331 million) budget to keep businesses in the hospitality industry afloat. MoTC plans to give subsidies to 140,000 hospitality workers who may be forced to take unpaid leave. The project will also supply NT\$100,000 (US\$3,300) in monthly relief funds to travel agencies and NT\$200,000 to tourist hotels for three months.



TAIWAN - TRAVEL INDUSTRY UPDATES

CURRENT SITUATION WITH THE TRAVEL TRADE INDUSTRY:

- Associations of Travel Agents are hosting training seminars for employees. Members can take lessons up to 120 hours and receive compensation of NT158/hour.
- The government is also proposing vouchers for hotel and e-pay discounts to revitalize Taiwan travel industry.



The screenshot shows the Cola Tours website with a prominent banner for a relief coupon: "台灣振興遊 最高折\$800" (Taiwan Revitalization Tour, up to \$800 discount). Below the banner, there are several travel packages listed with prices per person:

Package Name	Price per Person
花蓮兩日溫泉度假2日 (Hualien two-day hot spring vacation package)	每人\$6,666起
宜蘭兩日太平山森林呼吸2日 (Yilan two-day Taiping Mountain vacation package)	每人\$5,990起
豪華門票！超值一日二食 澎湖玩樂·五星級減老饕2日	每人\$5,690起
假期優惠！每房折800元 立榮航空·飛台東船綠島小宮玩3日	每人\$5,590起
一生必入！馬祖藍眼淚奇幻美景 夢幻星海·戰地文化·南北竿3日	每人\$9,400起

Yellow callout boxes on the left side of the screenshot point to specific packages: "Taiwan travel industry relief coupon (NT.800 max, till end of 5/13)", "Hualien two-day hot spring vacation package", and "Yilan two-day Taiping Mountain vacation package". A yellow callout box on the right side points to the "Offshore travel packages" section.

All travel agencies are currently prohibited from processing and sending out overseas tour groups until end of May. As a result, TAs are focusing on promoting domestic (mainland and offshore) tour packages as shown in the Cola Tours website.

GIVE US A MOMENT CAMPAIGN LAUNCHES IN TAIWAN

Beautiful Sights / Dance / Music / Cooking



- Posting emotional and warm messages that encourage past visitors to reminisce about Guam.
- Using Chinese hashtag for Taiwan market, such as #關島 #關島旅遊 #關島旅行(Guam travel), #關島美食(Guam food), #關島自由行(Guam backpacker) to reach more Taiwanese social media users.

User-Generated Content



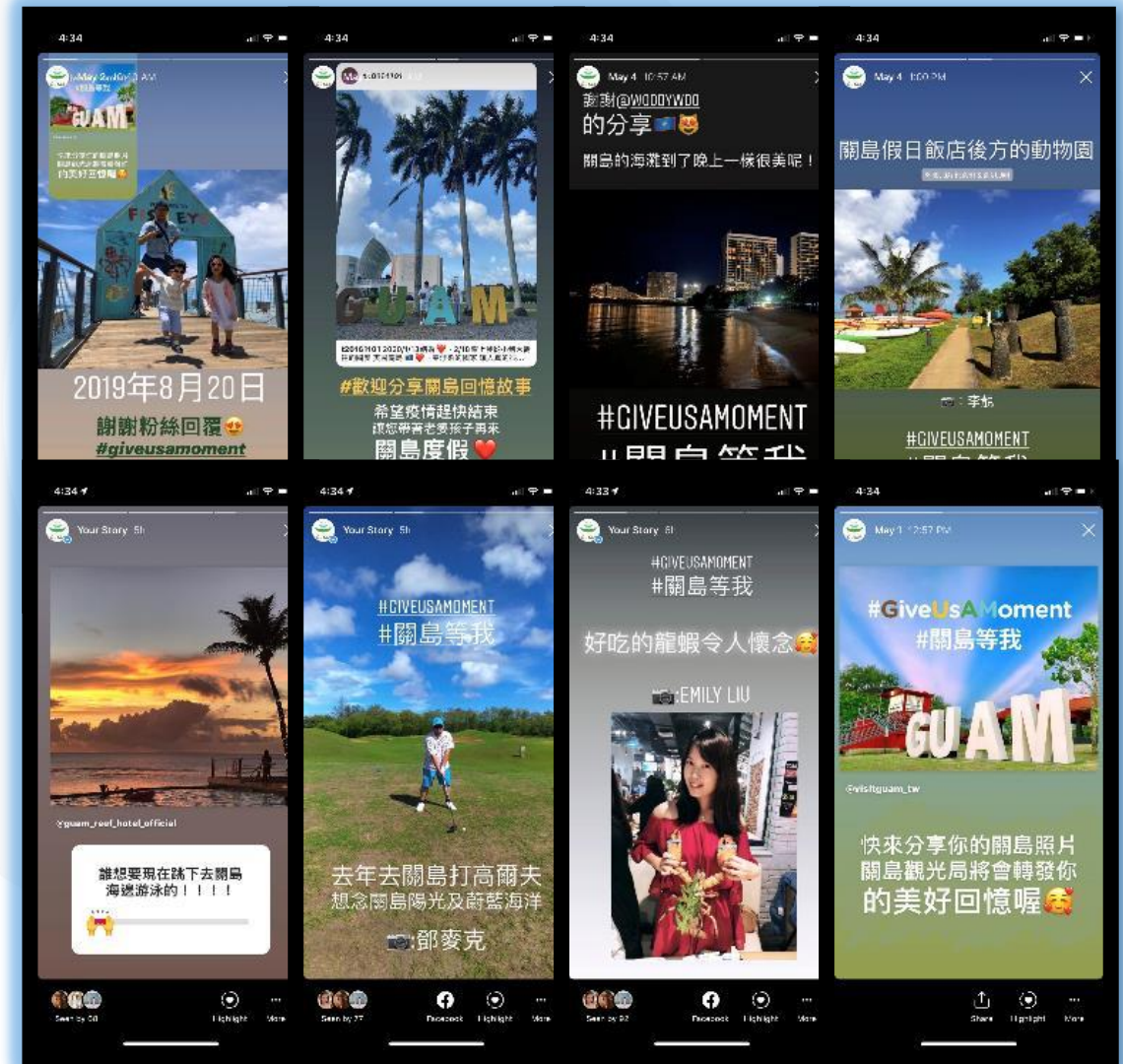
Goals

- Encouraging followers to share their Guam moments by using #Giveusamoment and #關島等我 (wait for me Guam) on their posts.
- Collecting user-generated content (UGC) and reposting them on GVB TW's official social media platforms.

SOCIAL MEDIA CAMPAIGN - #GUAM

#GIVEUSAMOMENT SOCIAL MEDIA STRATEGY

- Keep consumers' interest in traveling to Guam by building an emotional bond through sharing of content and past experiences
- Urge consumers to share their wonderful memories on Guam and reposting them to show that Guam cares



GLOBAL SOCIAL MEDIA LISTENING

SOCIAL MEDIA LISTENING: APR 20 – MAY 4

Market	Key Summary
Korea	<p>Total mentions: 21</p> <p>We have seen many discussions related to the possibility of traveling to Guam In August and October. Promotion done by Tommy Hilfiger received positive engagement among social media users. Koreans have been sharing their past trips to Guam. Posts about shopping experiences in Guam received the most engagement.</p>
Japan	<p>Total mentions: 12</p> <p>Most posts were people expressing how much they wish to visit Guam. Only a few Japanese mentioned about canceling their trips during Golden Week. This week we have seen similar comments on Twitter as previous week, where people commented they want to visit Guam as soon as possible.</p>
Greater China	<p>Total mentions: 21</p> <p>We're seeing a small amount of increase in discussions related to the possibility of traveling to Guam later this year. Guam Reef Hotel's engagement with SNS users received positive comments. Mentions about Guam in Chinese Social Media platforms are increased with the situation in Greater China continuing to stabilize. Many people want to visit Guam when everything gets back to normal.</p>
Guam / US (English Channels)	<p>Total mentions: 14</p> <p>People were sharing their past trips to Guam on social media. Some Guam residents who live abroad were planning to return home with some friends this month, but they had to cancel due to COVID-19. Mentions in the English Social Media platforms decreased slightly this week. We have seen only few people sharing their previous trips to Guam.</p>

There was a total of 68 mentions in social media in the past two weeks.

We started monitoring English social media channels and collected 14 comments. Most posts were found on Instagram by people expressing how much they missed Guam. There were also posts from Guam residents who were not able to travel back home due to the pandemic.

People continued to share their moments from the past Guam trips. From tax-free shopping to the beautiful beaches of Guam, people are expressing how much they miss Guam.

People really want to visit Guam as soon as possible and hope that things would get back to normal soon.

SOCIAL MEDIA HIGHLIGHTS



JAPAN:

Japanese people are stressed out about the pandemic, and they have been tweeting how much they wish to visit Guam. There were a few people who mentioned that they had canceled their trips to Guam during the Golden Week.

Japanese people also commented that they miss Guam very badly. Some people were disappointed that they had to cancel their trips to Guam.

NAVER

KOREA:

Koreans continued to share their previous trips to Guam. Some people planned on going to Guam in August and October. Guam's Tommy Hilfiger also launched a promotion with free shipping and 40% off for over 100\$ purchase, which made Koreans very excited.

One post pointed out that Guam is not expecting tourists for the next two months. People got disappointed and asked if it's going to be possible to travel in June, July or August.

GUAM / US:

Most mentions were found on Instagram with the text expressing how much people missed Guam. As well as posts from Guam residents for not being able to travel back home due to the pandemic.



A few people shared pictures from their previous trips to Guam saying that they want to visit Guam soon. One person mentioned that he wants to go back to Guam, where he went scuba diving for the first time.



CHINA:

Most mentions about Guam are related to the current situation. A user in a Guam Group shared the post by Guam Reef Hotel's team, in hopes of reminding the community to remember that "in spite of everything, still we can rise", which received positive engagement.



Some Chinese OTAs have started advertising Guam. We have seen ads like "Guam Long Wave Travel" mentioning that there's a lot of entertaining activities on Guam where both adults and kids can enjoy.

RESOURCES & HELPFUL INFORMATION



REPUTABLE SOURCES OF INFORMATION



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

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

Resources for businesses:

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

ADDITIONAL GVB RESOURCES

[Weekly Industry Updates](#)

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

Social media pages that share GVB Members' content:

[Facebook](#)

[Instagram](#)

HELPFUL CONTACT INFORMATION

MEDIA INQUIRIES SHOULD BE DIRECTED TO:

Joint Information Center

(671) 478-0208/09/10

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


GVB'S [TOURISM VOICE BOX](#) FOR COMMENTS AND QUESTIONS:

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

([Click here](#))

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


communityrelations@visitguam.org



COVID-19 INQUIRIES
DIAL 311

311 MENU OPTIONS

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

 Menu options subject to change after 5PM.

Si Yu'os Ma'åse'

