



Photo by Kristine Bactad

INDUSTRY RECOVERY UPDATE

AUGUST 7, 2020



GOVERNOR SIGNS NEW EXECUTIVE ORDER REQUIRING ADDITIONAL SAFETY MEASURES

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

Executive Order No. 2020-26 mandates:

THE TEMPORARY CLOSURE OF BARS AND TAVERNS

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

LIMITATIONS ON WAKE AND FUNERAL SERVICES

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

OCCUPANCY LIMIT

- Any place of business, place of worship,

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

MANDATORY SOCIAL DISTANCING

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

GATHERINGS OR CONGREGATIONS

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

ADDITIONAL CAUTION AGAINST UNNECESSARY ACTIVITY AND OFF-ISLAND TRAVEL

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

TEMPORARILY SUSPENDING THE PRAXIS-1 EXAMINATION REQUIREMENT IN 5A GAR CH. 8 § 8105(A)(1).



Give Us A Moment

#GUAM ISLAND PRIDE BEAUTIFICATION EVENT

IBTF and GVB thank our sponsors and
volunteers who made this event a success!



#GUAM ISLAND PRIDE BEAUTIFICATION EVENT

MORE THAN 1,000 VOLUNTEERS COLLECT 11 TONS OF TRASH DURING #GUAM CLEANUP

On Saturday, August 1, 2020, the Islandwide Beautification Task Force (IBTF), chaired by the Lieutenant Governor Josh Tenorio, in collaboration with the Guam Visitors Bureau (GVB), hosted the Give Us A Moment #GUAM Island Pride Beautification Event.

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

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

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

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

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

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

EVENT RECAP

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

- *IBTF’s social media pages: Facebook & Instagram*
- *Office of the Governor of Guam YouTube Channel*
- *GVB’s social media pages: Facebook, Instagram, & YouTube*

CLEANUP BY THE NUMBERS



Give Us A Moment
Island Pride Beautification Event

SATURDAY • AUG. 1, 2020 • 6AM

EVENT STATS

VOLUNTEERS **OVER 1,000**

TRASH COLLECTED IN TONS **11.34 TONS**

CHAETOMORPHA COLLECTED IN TONS **1.5 TONS**

43 MILES OF ROADWAY

3 MILES OF SHORELINE

13 PARKS:

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

16 GREAT SPONSORS:

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

UNITED AIRLINES PARTNERS WITH PMV AND GVB TO RENOVATE MATAPANG BEACH PARK PAVILIONS

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

The United and PMV teams spent more than 300 hours restoring the concrete pavilions' structures and repairing the broken picnic tables and chairs. To support the renovation, GVB donated 20

gallons of paint for the park's pavilions. PMV supplied the repair materials and labor, which is estimated at \$10,500.

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



FREE SIGNAGE TOOLKIT AVAILABLE FOR DOWNLOAD

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

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

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

Click the images at right to download the signs.



OTHER GVB RESOURCES

[GVB'S Weekly Tourism Works Column \(PDN\):](#)
Gutierrez: COVID-19 lesson is sacredness of every human life

[Past Issues: Weekly Industry Recovery Reports](#)

[GVB Website](#)

Social Media:
[Facebook & Instagram](#)

[TOURISM VOICE BOX](#)
Submit your comments or questions here

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

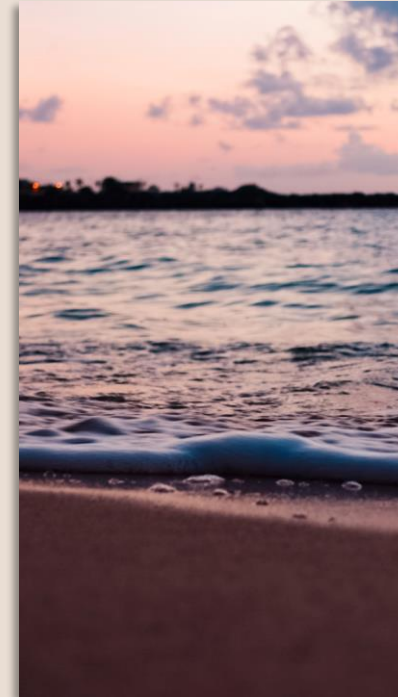
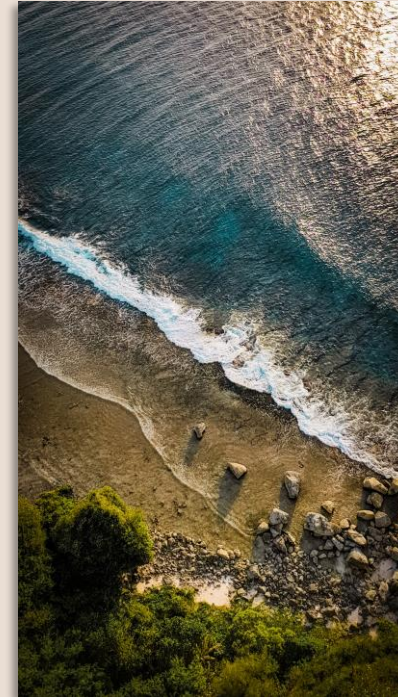
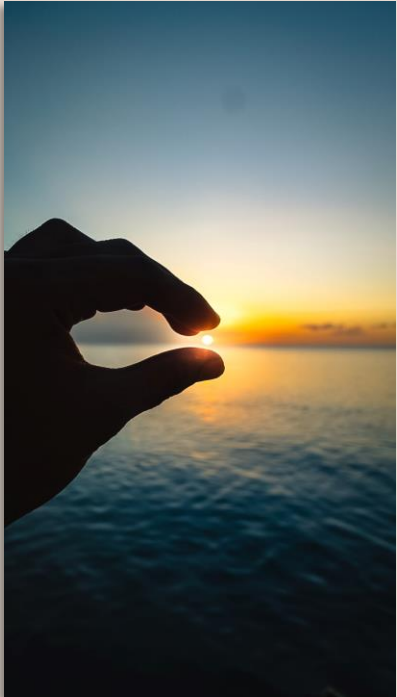
Once protocols are aligned, click the link to start the quick four-step application process: <https://wttc.org/COVID-19/SafeTravels-Stamp-and-Assets>

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.

Creator Spotlight:

Kristine Bactad | @l_eighzee

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



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

MARKET INTELLIGENCE REPORT

As of August 7, 2020 and may be subject to change



MARKETS AT-A-GLANCE



MARKETS AT-A-GLANCE

JAPAN

- 1 COVID-19 News**
 - Continued rise in Covid-19 cases; 1,171 new cases on Aug 4; spread of infection at workplace, shopping centers, restaurants, and schools
 - Tokyo is top prefecture for new cases
 - Okinawa declared state of emergency until Aug 15
- 2 Airline News**
 - Updated flight operations: UA828/827 canceled in Aug; will operate 3 times a week in Sept; UA873/874 canceled in Sept; UA196/197 will operate in Sept; UA Chubu flights suspended until Sept 30; Kansai flights: UA151/152 suspended until Sept 30; UA177/178 suspended until Dec 31
 - JAL and ANA have special domestic flight offerings during OBON holiday
 - Emirates has new strategy to boost demand
- 3 Market Intelligence**
 - JATA holds a webinar on July 31
 - HIS and JTB offer new Guam tour packages
- 4 Social Media**

Public sentiment (July 24 - Aug 3) shown in appendix

SOUTH KOREA

- 1 COVID-19 News**
 - S. Korea has 2nd day of single digit local infections
 - Imported cases surged from Korean workers returning from Iraq & Russia
 - Honeymooners canceling overseas plans to go to Jeju Island as alternative; Guam will be alternative destination once citizens feel comfortable to travel
 - 2 Airline News**
 - Total July outbound air seat capacity remained at 260 seats (Jin Air)
 - Hyundai Development Co. to renegotiate acquisition, demanding due diligence on Asiana Airlines
 - Korean LLCs will go on unpaid leave if government does not extend salary program
 - 3 Travel Trade**

Competitor packages provided in appendix
 - 4 Social Media**
 - Top content from different platforms shown in appendix
 - Highlight PHR safety protocol video
 - Social media for July Week 4 and other DMO campaigns shown in appendix
- ## TAIWAN
- 1 Market Intelligence**
 - Government updates detailed in appendix
 - Pleasure flights sell out instantly
 - TECO director for Guam is Paul (Yin-Lien) Chen
 - Thai migrant worker from Taiwan tested positive; contact tracing
 - Industry updates provided (ie CAA approving EVA Air's pleasure cruise around Taiwan)
 - China Airlines, Eva Air, and Starlux flight operations show in appendix
 - 2 Social Media**

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

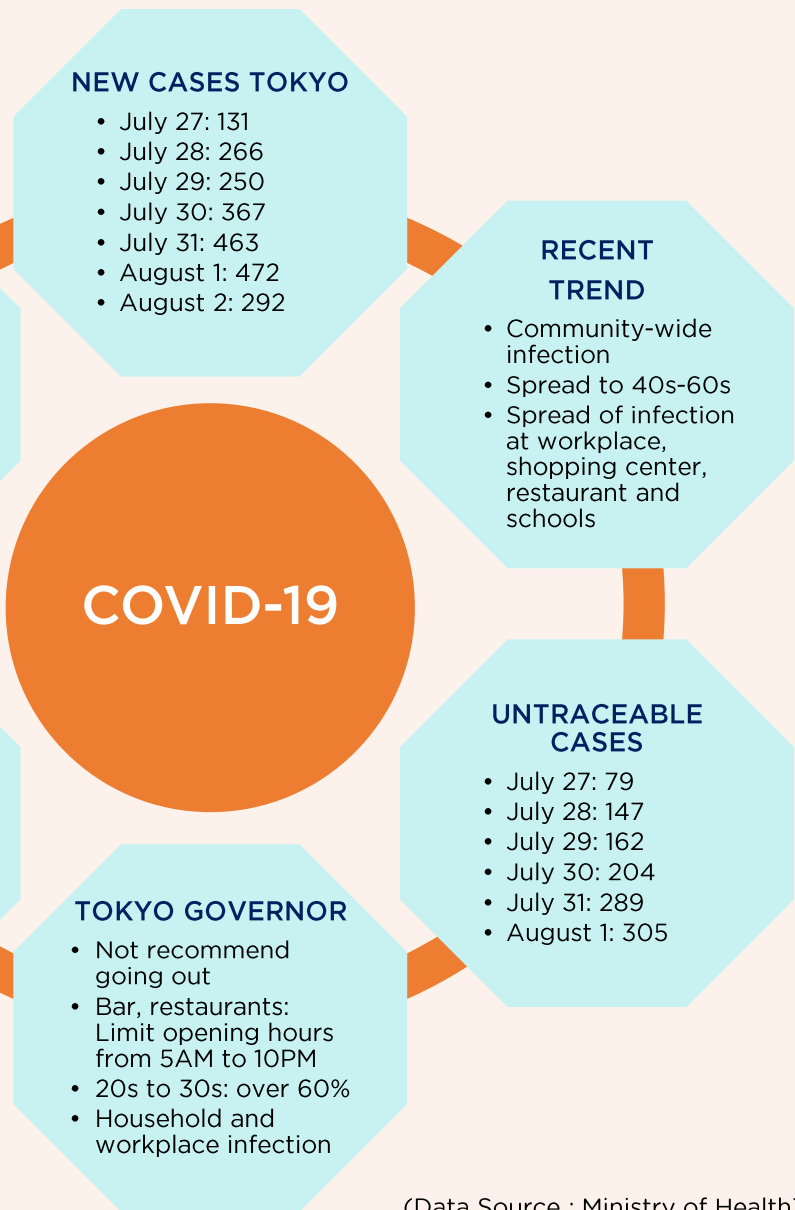
DETAILS ARE FOUND IN THE APPENDIX.

APPENDIX

JAPAN

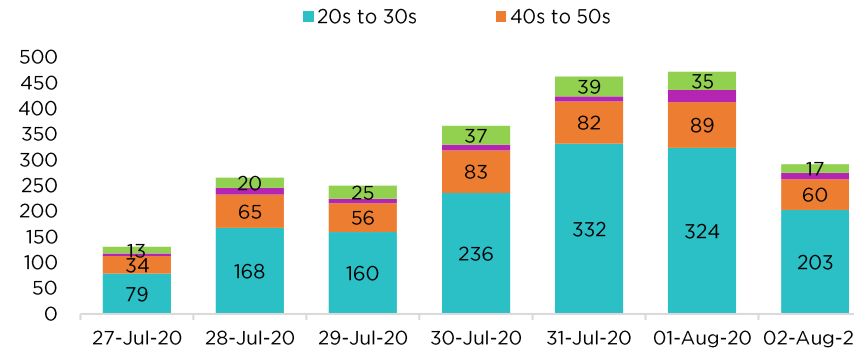


JAPAN COVID-19 NEWS

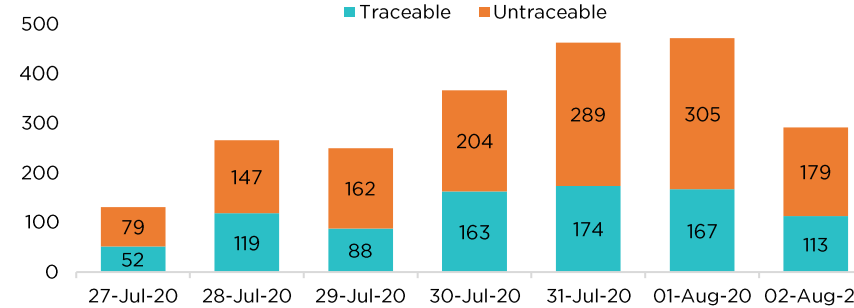


(Data Source : Ministry of Health)

TOKYO NEW CASES: AGE GROUP



TOKYO NEW CASES: PATH OF INFECTION



NUMBER OF CASES PER 100,000 POPULATION (JULY 26 TO AUGUST 1)

- Okinawa: 18.38
- Tokyo: 15.72
- Fukuoka : 13.83
- Osaka: 13.68
- Aichi: 12.80

Confirmed COVID-19

CASES: 42,263

DEATHS: 1,026

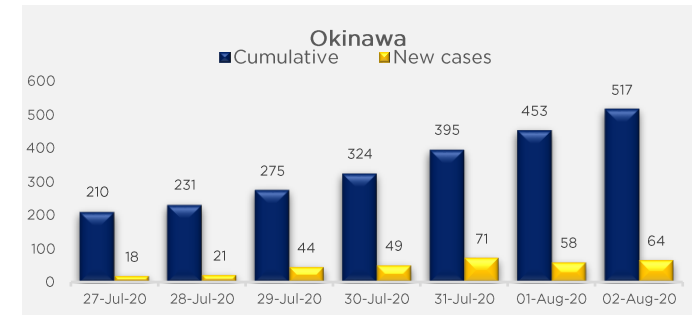
AS OF AUG 7, 2020

JAPAN COVID-19 NEWS

NEW CASES NATIONWIDE: AUG 2

AREA	PREFECTURE	NEW CASES	AREA	PREFECTURE	NEW CASES
Hokkaido & Tohoku	Hokkaido	9	Kinki	Shiga	5
	Aomori	0		Kyoto	17
	Iwate	0		Osaka	194
	Miyagi	3		Hyogo	60
	Akita	0		Nara	8
	Yamagata	0		Wakayama	4
	Fukushima	0		Tottori	2
Kanto & Koshinetsu	Ibaraki	14	Chugoku	Shimane	0
	Tochigi	4		Okayama	2
	Gunma	1		Hiroshima	12
	Saitama	74	Shikoku	Yamaguchi	0
	Chiba	51		Tokushima	2
	Tokyo	292		Kagawa	0
	Kanagawa	72		Ehime	3
	Niigata	2		Kochi	1
	Yamanashi	2		Fukuoka	145
	Nagano	6		Saga	5
Tokai & Hokuriku	Toyama	1	Kyushu & Okinawa	Nagasaki	23
	Ishikawa	1		Kumamoto	20
	Fukui	1		Oita	0
	Gifu	7		Miyazaki	30
	Shizuoka	18		Kagoshima	0
	Aichi	160		Okinawa	64
	Mie	12		Airports	7
Total	1,334				

- ### TOP 5 PREFECTURES WITH NEW CASES
1. Tokyo: 292
 2. Osaka: 194
 3. Aichi: 160
 4. Fukuoka: 145
 5. Kanagawa: 72
- Nationwide total: 1,334

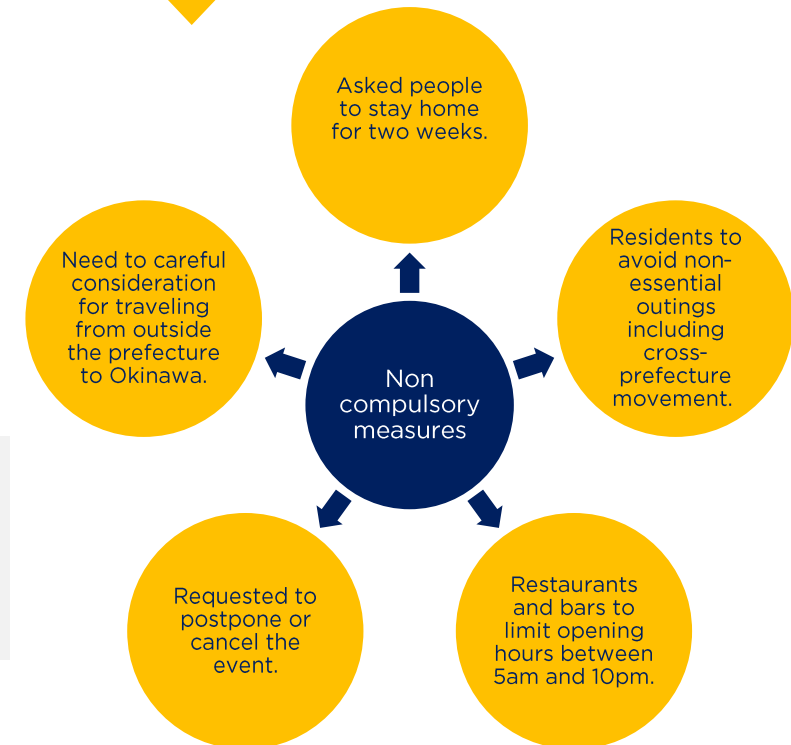


CASES IN OKINAWA PREFECTURE

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

NUMBER OF CASES PER 100,000 POPULATION (7/25-7/31)

Okinawa:	15.31
Tokyo:	14.38
Osaka:	12.95



JAPAN AIRLINE & TRAVEL TRADE NEWS

JAPAN TO GUAM FLIGHT OPERATION

- NRT : UA828/827 have been cancelled in Aug, but plan to operate three times a week in Sept (10 times)
- NRT : UA873/874 have been cancelled in Sept
- NGO : UA137/136 & UA171/172 have been cancelled in Sept
- KIX : UA150/151 have been cancelled in Sept

OPERATION STATUS

	UNITED : NARITA •Narita : 828/827 will operate 3 times a week (Tues, Fri, Sun): 10 flights •Narita : 873/874 suspended until Sept 30 •Narita : 196/197 will operate daily in Sept	828/827: SEPT 8~ 873/874: OCT 1~ 196/197: operating
	UNITED : CHUBU •Nagoya : 137/136 suspended until Sept 30 •Nagoya : 171/172 suspended until Sept 30	OCT 1 ~
	UNITED : KANSAI •Kansai 151/150 suspended until Sept 30 •Kansai 177/178 suspended until Dec 31	OCT 1 ~
	UNITED : FUKUOKA •Fukuoka 165/166 suspended until Oct 24	OCT 25 ~
	JAPAN AIRLINES: NARITA •Narita : 941/942 suspended until Sept 30	OCT 1 ~
	TWAY: KANSAI •311/312 extended suspension until Aug 31	SEPT 1 ~
	JEJU AIR: KANSAI •3174, 3184/3173, 3183 will extend suspension until Aug 31	SEPT 1 ~

(Data Source: Airlines and other MI)

JATA WEBINAR: JATA Online Travel Mart



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



Opening: July 31 Forum



JAPAN MARKET INTELLIGENCE

JAL & ANA SPECIAL OFFERING

Domestic flight demand during OBON holiday period in 2020:
LESS THAN 60%



JAPAN AIRLINES

TRAVEL PERIOD:

July 4 to October 24, 2020

RESERVATION PERIOD (PAID):

July 3 to September 30, 2020

TARGET:

JAL Domestic Flight

FARES:

Special Discount

August 7 to 16

2020: 437,751

2019: 1,126,894

-61.2% vs 2019



TRAVEL PERIOD:

July 1 to October 24, 2020

RESERVATION PERIOD (PAID):

July 1 to to September 30, 2020

TARGET:

ANA domestic flight

FARES:

Special Discount

August 7 to 16

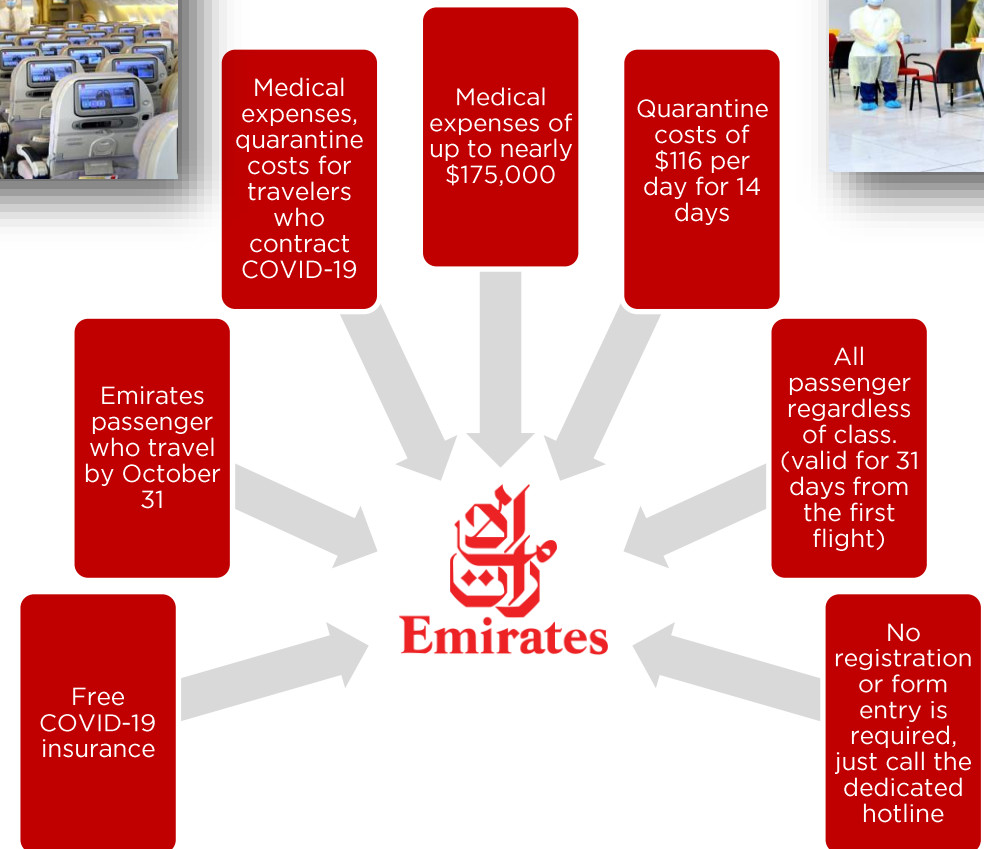
2020: 519,283

2019: 1,475,236

-64.8% vs 2019

EMIRATES

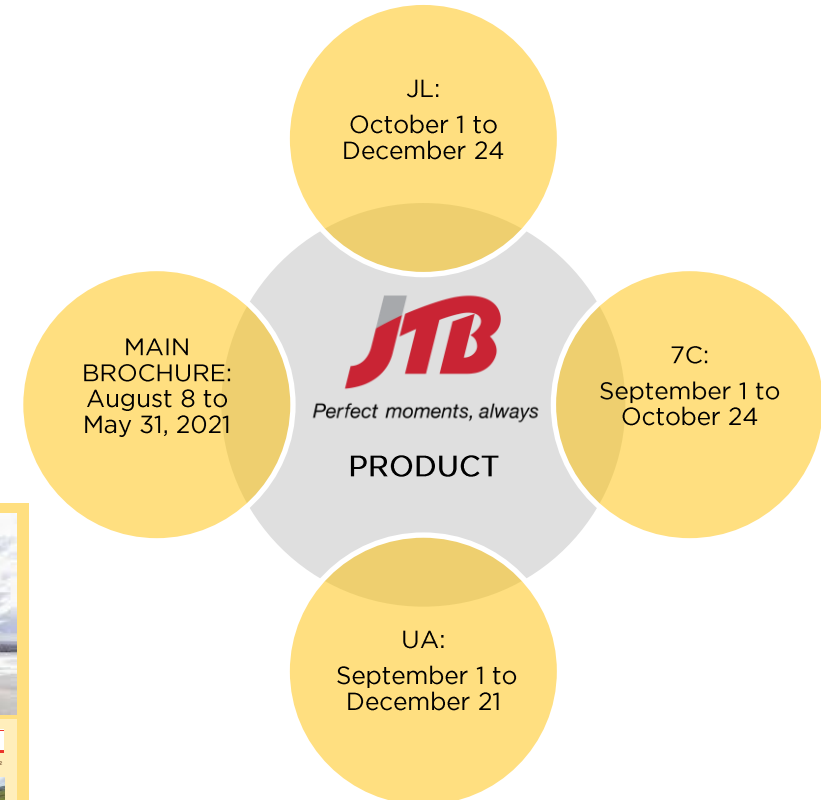
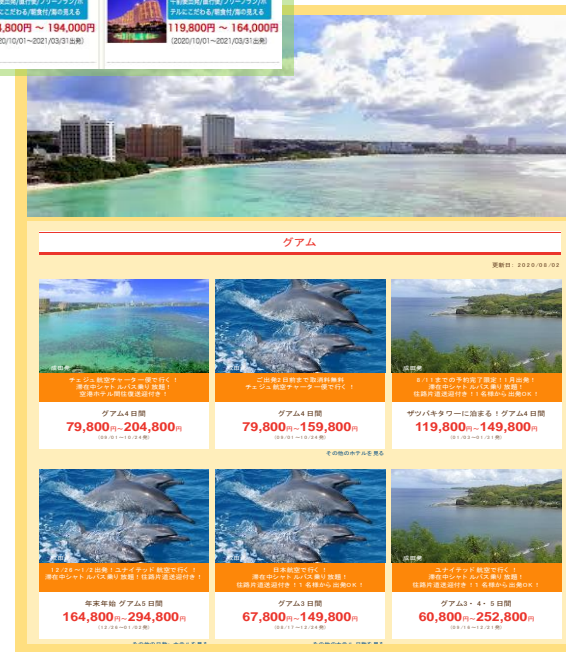
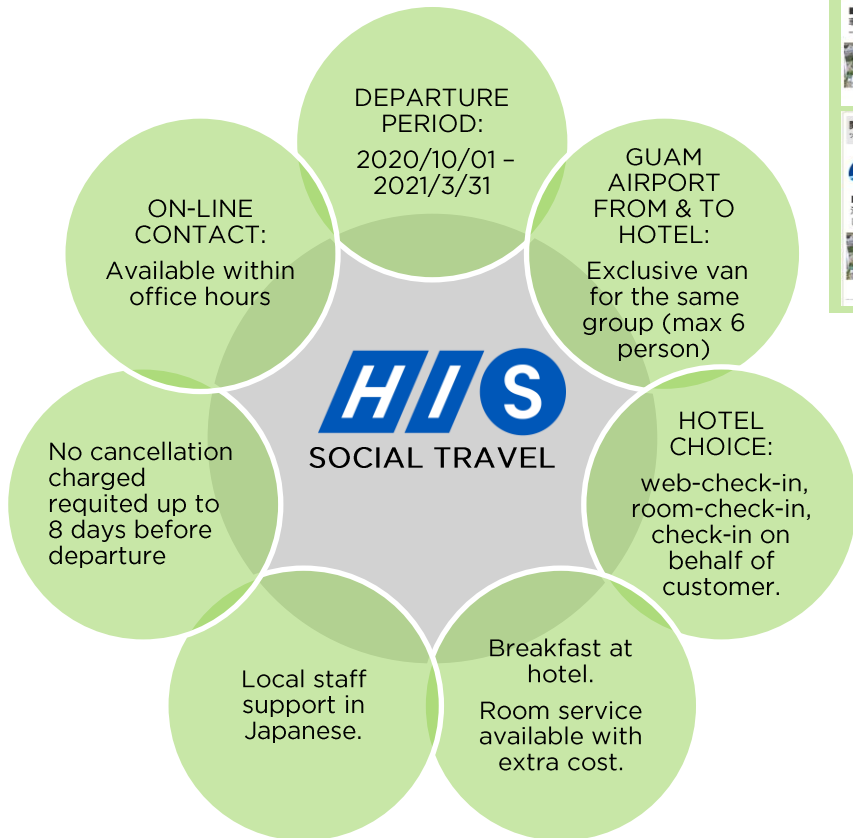
Emirates has a new strategy to boost passenger demand during the pandemic. It will cover the costs of passengers' COVID-related medical expenses.



JAPAN TRAVEL TRADE

HIS GUAM PRODUCTS

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



JTB GUAM PRODUCTS

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

JAPAN SOCIAL MEDIA

PUBLIC SENTIMENT: JULY 24 – AUG 3



Top NEWS posts topic: Positive Neutral Negative

J Wing Travel - The Guam Tourism Board (GVB) is conducting an attitude survey on travel to Guam. In "With Corona," investigate the obstacles such as psychological anxiety and financial burden on overseas travel. There are four items to ask. 🟢 Reach: 61k

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



GIVE US A MOMENT > GET UP AND MOVE CAMPAIGN

- Social Media (AUGUST)

CONTENT UPLOAD DETAIL REFERENCE

Beautiful Sights Weekly Guam July 24 to 27 #GUAM #GiveUsAMoment



Week 13 7/26 - 8/1/2020	
LIKES	3,408
COMMENTS	375
SHARES	44
REACH	65,553

JAPAN SOCIAL MEDIA

TRAVEL SENTIMENT SURVEY – SNS CAMPAIGN

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

REACH: 47,670 consumers to date

WEBSITE BANNER



アンケートに答えてグアムのおしゃれなエコバッグをゲット！



可愛いエコバッグです！



1. QRコードまたはURLから、アンケートに回答してください。
2. #GUAM日本 をつけてコメントを残してください。
3. 抽選で50名様にエコバッグを差し上げます。

*キャンペーン期間：7月27日から8月3日まで
*当選者にはダイレクトメッセージでご連絡します。
*賞品のエコバッグはお知らせいただいた住所に郵送されます。



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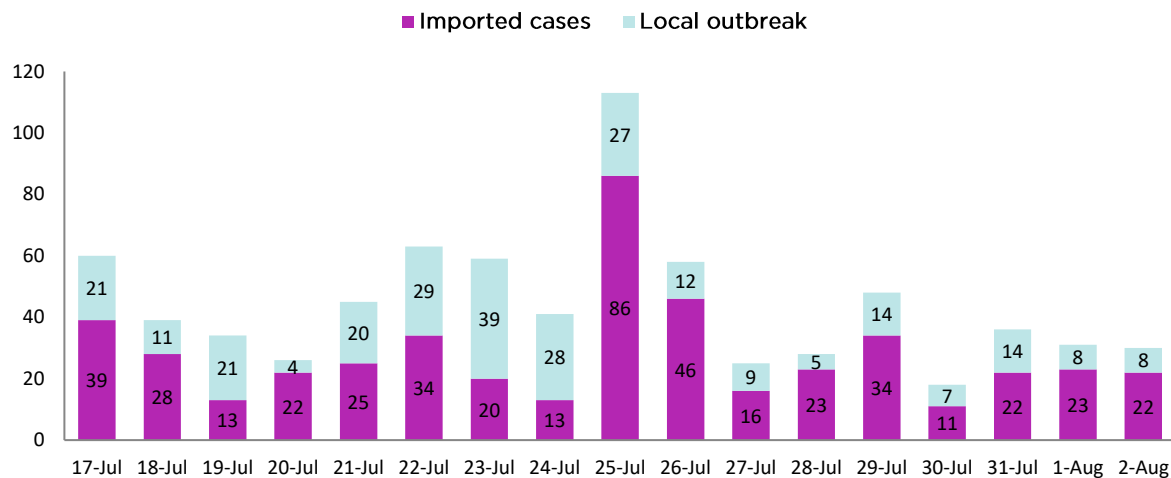
皆さまのご協力をよろしくお願い致します！



SOUTH KOREA



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



Confirmed
COVID-19

CASES:
14,519

DEATHS:
303

Recovery Rate: 92%

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

KEY ISSUES

HONEYMOON TRAVEL TREND

- Recently Korean Honeymooners canceled their long-awaited plans as the world deals with the ongoing COVID-19 pandemic.
- Instead, honeymooners are choosing to go to Jeju Island, saying the southern resort island is the best alternative in terms of tourist attractions, quality hotels and other infrastructure.
- To meet rising demand from such honeymooners, who replaced their overseas trips with domestic ones, hotel operators in Jeju have produced honeymoon packages in the spring-summer season.



APPLICATION TO GUAM

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



SOUTH KOREAN WORKERS RETURNED HOME FROM VIRUS-HIT IRAQ

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



- The government decided to help South Korean nationals in Iraq following the worsening virus situation in the Middle East country.
- Last week airlifted 293 workers from Iraq on two military planes. Of them, 77 have tested positive for COVID-19.
- Another 72 South Korean workers returned home from Iraq on July 31.
- The workers returning home will have to stay at a temporary shelter for two weeks even if they test negative for the novel coronavirus. Those who test positive for COVID-19 will be transported to hospitals or treatment centers.

KOREA MARKET INTELLIGENCE

AIRLINE SCHEDULE / STATUS MONITORING

1. Incheon - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity	Max Flight Capacity (70%)
Korean Air	KE113	Daily (9/1~)	9:45	15:15	0	0
	KE111	Daily (9/1~)	19:35	01:00+1	0	0
Jeju Air	7C3100	Daily (9/1~)	6:25	12:00	0	0
	7C3102	Daily (9/1~)	10:40	16:05	0	0
	7C3106	Daily (9/1~)	20:20	02:00+1	0	0
Jin Air	LJ641	Daily (7/9, 7/28, 9/1~)	9:00 9:40	14:25 15:05	372	260
T'way	TW301	Daily (10/25~)	18:00	23:40	0	0
Air Seoul	RS103	Daily (9/1~)	20:45	02:15+1	0	0
TOTAL					372	260

*LJ641 - SPECIAL FLIGHT ON AUG 26 IS NOT CONFIRMED YET

2. Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity	Max Flight Capacity (70%)
Jeju Air	7C3154	Daily (9/1~)	22:05	03:05+1	0	0
Jin Air	LJ647	Daily (9/1~)	8:00	13:15	0	0
TOTAL					0	0

Total Outbound Seat Capacity (July): 260 seats

70% of seat capacity with social distancing measures

*Schedules and seat capacity are subject to change (as of Aug 3)

TRAVEL TRADE NEWS

FULL-SERVICE CARRIER



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

LCC



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

COMPETITOR MONITORING

**Protocol and travel package information are subject to change.*



SAIPAN

Protocol

- All incoming travelers must present negative PCR test result within 72 hours prior to arrival to avoid 14-day quarantine.

Package

- Travel Period: Sept
- Price: \$589~
- Package: 4N5D



THAILAND

Protocol

- All incoming travelers must present negative PCR test result within 72 hours prior to arrival to avoid 14-day quarantine.
- Allowed special entering travelers for diplomacy, medical purposes and government related, etc. from July 1.

Package

- Travel Period: Sept
- Price: \$400~ (Bangkok)
- Package: 4N5D



PHILIPPINES

Protocol

- Immigrant visa and permanent residence visa holders can enter the Philippines from August 1.

Package

- Travel Period: Sept
- Price: \$409~ (Cebu)
- Package: 4N5D



VIETNAM

Protocol

- All incoming travelers are required visa. Allowed special entering for diplomacy and official purpose.
- All incoming travelers must present negative PCR test result within 72 hours prior to arrival.
- All incoming travelers required 14-day quarantine.

Package

- Travel Period: Sept
- Price: \$454~ (Ho Chi Minh)
- Package: 4N5D

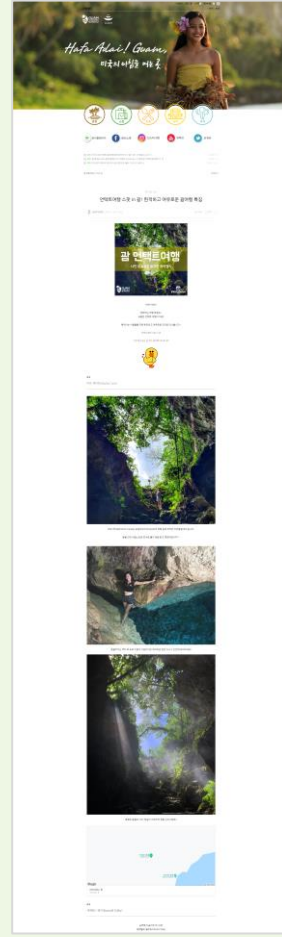
KOREA SNS ACTIVITY



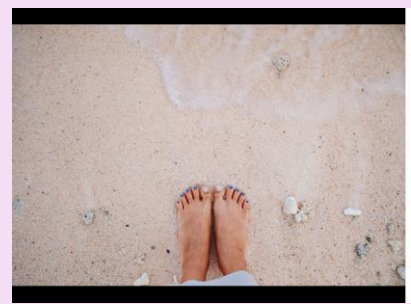
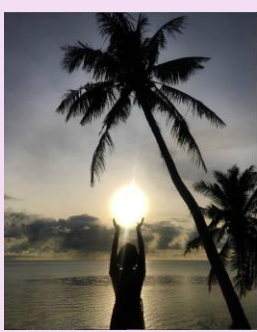
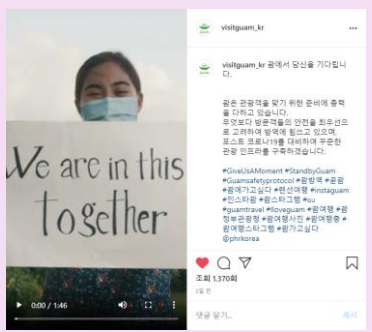
Weekly best content
(Top reach):
Guam Scenery



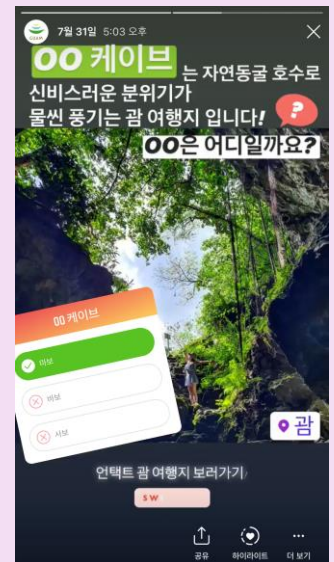
NAVER



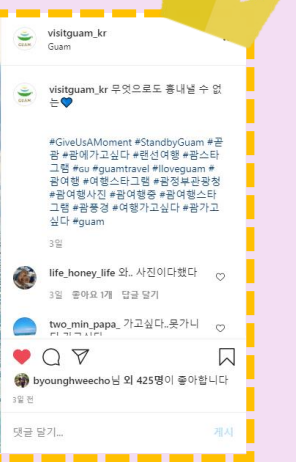
KOREA SNS ACTIVITY



Instagram Story



Weekly best content (Top reach): Guam Scenery



관광부관광청 한국사무소
7월 30일 오후 04:59

엔택트여행 스팟 in 광! 한적하고 여유로운 광여행 특집 Hafa Adai!

편화하는 여행 트렌드! 요즘은 엔택트 여행이 대세!

북적이는 사람들을 피해 한적하고 여유로운 곳으로 떠나봅니다~

엔택트여행 스팟 in 광

나만 알고싶은 숨겨진 광여행지로 즐~발!

<https://blog.naver.com/gybkkorea/222046363421>

Weekly best content (Top reach): Guam Tour Spot

KOREA SOCIAL MEDIA

GIVE US A MOMENT FROM LOCAL BUSINESSES

P.H.R. Ken Micronesia, Inc. Safety Protocol Video

- Includes Tsubaki Tower, Hilton Guam Resort & Spa, Pacific Islands Club, Sheraton Laguna Guam Resort, Hyatt Regency Guam, Hotel Nikko Guam, and Country Club of the Pacific



We emphasized these **key messages**:



- Travelers' health and safety is number one priority
- Guam hotels have implemented new safety protocols in accordance with CDC guidelines and additional measures to keep travelers safe
- Guam is waiting to welcome travelers back



CONSUMER SENTIMENT



INSTAGRAM



- life_honey_life 와.. 사진이다했다
2시간 좋아요 1개 답글 달기
- two_min_papa_ 가고싶다..못가니 더 가고싶다
20시간 좋아요 1개 답글 달기
- orientallotus3/3 바다색을 보니 가슴이 울렁울렁
싫어용!😭😭
19시간 좋아요 1개 답글 달기
- nayana_cls Stunning👍
2시간 좋아요 1개 답글 달기
- hanuki_mdn 👍👍👍
7시간 좋아요 1개 답글 달기
- prettyinpink_j @teehehhh
1시간 좋아요 1개 답글 달기
- life_honey_life 와.. 광 가고싶다
23시간 좋아요 1개 답글 달기
- orientallotus3/3 👍👍👍
2일 좋아요 1개 답글 달기
- jj_90_기 진짜그리워요😭
2시간 좋아요 1개 답글 달기

Wow...What a beautiful picture of Guam!

I really want to go to Guam..

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

Stunning 👍





Wow.. I really want to visit Guam.

I really miss Guam 🤩

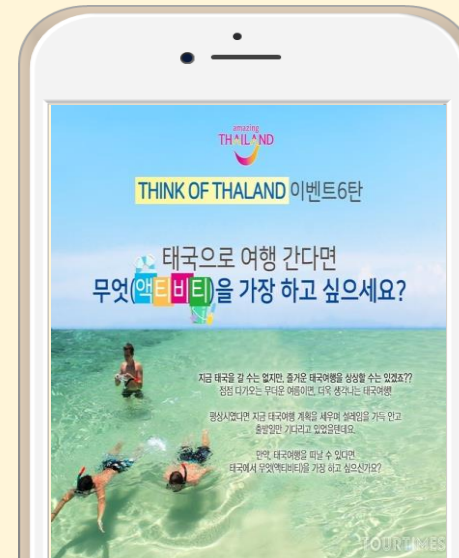
KOREA SOCIAL MEDIA

STRATEGY

Weekly Details: July Week 4

CONTENT	UPLOAD DATE	DETAIL
Instagram Feed Daily Uploads	July 27 - 31	The daily Instagram feed contained beautiful scenery/tour spots/culture/food Information of Guam. GVB uploaded these contents on daily basis 
Must Go Guam Tourspots	July 30	Introduced Chamorro culture including Chamorro food/language/lifestyle via blog. 
Traveler Sentiment Survey Event - Winner Announcement	July 31	GVB conducted a traveler sentiment survey event via Instagram. We encouraged the users to participate the event by uploading on four channels such as Instagram, Kakao, Naver blog and Facebook by linking the Instagram with survey site. We selected 500 winners to provide prizes and will announce the winners on July 31. 
Instagram Story Quiz Tourspots	July 31	GVB conducted a quiz on tour spots via Instagram story by hyperlinking to GVB's blog page. 

OTHER DMOs CAMPAIGNS



Tourism Authority of Thailand

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



France Tourism Development Agency

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

TAIWAN



TAIWAN COVID-19 NEWS

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

PLEASURE FLIGHTS SELL OUT INSTANTLY



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

**Confirmed
COVID-19**

**CASES:
477**

**DEATHS:
7**

AS OF AUG 7, 2020

RESUME TECO OFFICE WITH NEW DIRECTOR

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



CONFIRMED INFECTED THAI MIGRANT WORKER FROM TAIWAN



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

SCOOT PLANS TO RESUME FLIGHTS BETWEEN TAIWAN AND KOREA



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

TAIWAN INDUSTRY UPDATE

ECONOMY STIMULUS VOUCHERS

Stimulus Voucher (100USD)



Can be used as cash with several restrictions

Hakka Voucher (26USD)



Can be used at 70 Hakka cultural business location around Taiwan

Arts Fun Go Voucher (20USD)



Can be used at museum, bookstore, movies, etc.

Sports Voucher (17USD)



Can be used for sport activities

Agriculture Voucher (26USD)



Can be used at agriculture related business location around Taiwan

- CAA approves EVA Air's pleasure cruise around Taiwan
- Low-cost carrier Scoot to resume flights between Taiwan and South Korea
- ANA to resume Taipei-Tokyo flights Aug 3
- South Korea considers reopening travel links with Taiwan
- Starting July 16, mainland Chinese children aged 2 or younger who possess an R.O.C. Resident Certificate may apply for entry into Taiwan
- Taiwan to allow foreign entry with application for travel purposes other than tourism



China Airlines is serving 'one tray hot meals' on some flights



Pleasure flights launched by Taiwanese airlines sell out instantly

- Low risk areas announced by CECC: New Zealand, Australis, Macau, Palau, Fiji, Vietnam, Hongkong, Thailand, Mongolia, Cambodia, Brunei, Laos, Bhutan
- Taiwan's China Airlines to end wage cuts early
- Starluxe, EVA Air and China Airlines in talks for around Taiwan flights

CURRENT ROUTES IN OPERATION:

CHINA AIRLINES

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



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



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

CHINA AIRLINES AUGUST OPERATION SCHEDULE

LOCATION						
North America	Southeast Asia		Europe	Oceania	North-east Asia	China
Los Angeles	Bangkok	Ho Chi Minh City	Amsterdam	Sydney	Tokyo	Beijing
San Francisco	Singapore	Hanoi	Frankfurt	Melbourne	Hong Kong	Shanghai
New York	Penang	Manila	London (Heathrow)	Brisbane		Xiamen
Vancouver	Kuala Lumpur	Phnom Penh		Auckland		Chengdu
	Jakarta	Yangon				
		Bali				

TAIWAN SOCIAL MEDIA

SOCIAL MEDIA STATISTICS July 26 – Aug 1, 2020

Country	Taiwan
Total SNS Fans (as end of month)	FB: 72,059 IG: 3,316 Total: 75,375
Total Fan Growth (June)	FB: 0.012% growth 71,215 (as at end of May) to 72,059 IG: -0.003% growth 3,326 (as at end of May) to 3,316 Total: 74,541 (as at end of May) to 75,375
Total Post Impression (June)	FB: 186,373 (Sum of Daily Organic Impressions of page level insight data) 224,475 (Sum of Lifetime Post Organic Impressions of post level insight data) IG: 23,247 (Sum of impression)
Total Engagement (June)	FB: 5,099 (Sum of Daily Page Engaged Users of page level insight data) Link Clicked: 19 (Average of 28 Days People who interacted) Other Clicks: 3,544 (Average of 28 Days People who interacted) Photo View: 1,499 (Average of 28 Days People who interacted) Video Play: 37 (Average of 28 Days People who interacted) IG: 20,351 (Sum of people reached)
Total Visiting intent (June)	FB: 27 IG: 3 (Quantify total social media users on our Facebook and Instagram who have indicate "positive interest" of visiting Guam.)

SOCIAL MEDIA WEEKLY STATS July 26 – Aug 1, 2020

	LIKES	COMMENTS	SHARE
Facebook	629	22	16
Instagram	190	3	6

TRAVELER SENTIMENT SURVEY LUCKY DRAW



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

To be qualified for the lucky draw, consumers will have to:

- Complete the survey
 - Like GVB page
 - Like, comment, & share the post
- The event began on 7/20, and last until 8/2. There are 50 lucky winners of USB fans or organic soaps.

FLASHBACK POST



Dancing with fire and showing the symbol of Chamorro people. Tao Tai Tasi is also one of the famous dinner show on Guam.



It's really good <3

Awesome!

What a beautiful place

Pretty!



Si Yu'os Ma'ase'!

Photo by Kristine Bactad